

EkoNiva turns 25!

We are a family, we are a team!

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party in EkoNiva kingdom
of milk!

A mega dairy farm for 6,000
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a hub of innovations

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Stefan Duerr: we will work harder for the benefit of people!

Back in the 90s, when EkoNiva was established, we certainly did not expect that the company would achieve such outstanding results.

I came to Russia in 1989 and fell in love with this beautiful country and its friendly, sincere and warm-hearted people. I am very grateful for the warm welcome and support I received in Russia.

I met a lot of wonderful people who played an important role in my life. The first person who gave me insight into the Russian life was Evgeniy Fetisov, chief agronomist of the farm where I worked. He guided me and helped me with practical advice. It is also impossible to overestimate the support of Vasilii Vershinin, who was the Head of Moscow

Union of Farmers at that time. Another person I would like to thank for sharing his professional expertise with me is Aleksey Chernyshev who was then a State Duma Deputy and later – the Governor of Orenburg oblast. I also learned a lot from Vladimir Plotnikov. We met in Germany when he was doing his internship and have been good friends ever since. I cannot thank Aleksey Gordeyev enough for the wise guidance and professional expertise, for his invaluable support and well-deserved criticism, which always inspired me to become better.

Unfortunately, I cannot mention all the people who have been standing by me and supporting me with both words and deeds

in this article. But I remember each of them and thank them from the bottom of my heart. With such exceptional people by your side, you can embark on the toughest journey without fear.

I want to thank all former and current employees of EkoNiva! Together, we are a strong team, which can cope with the most challenging tasks. It is our team that has made EkoNiva what it is now.

Our company is following its unique path. We always try to be closer to people and nature. Profit is not the only driver of our business. First and foremost, we work for people and want to change their life for the better. I am very glad that this year, a rural area development programme has been launched.

This programme will give us an opportunity to work even harder for the benefit of people and make life in rural areas more attractive to the young so that they would prefer to stay in their native villages instead of seeking their fortune in the city.

What will the future bring? More hard work! EkoNiva has been growing rapidly in the past few years, and now the time has come to transform the energy of growth into efficient operation. We will produce even more delicious milk, develop our own milk processing and organic farming projects and tap into export markets. There is a lot of work to do! I am sure the next 25 years are going to be as fascinating and eventful for us!

Stefan DUERR,
President of EkoNiva Group



House-warming party in EkoNiva milk kingdom!

On 11 December, EkoNiva launched the largest dairy farm in Ryazan oblast for 6,000 head of cows and 7,800 head of young stock.

The mega dairy comprises six free stall cow barns. The main milking parlour is equipped with two state-of-the-art 72-stall rotaries. Today, the dairy herd of the farm exceeds 3,000 head, the milk yield is 85 tonnes per day. At

full capacity, the daily output will rise to 170 tonnes.

'We care not only about the performance of our enterprises but also about the welfare in the rural areas', says Stefan Duerr. 'EkoNiva supports village schools, preschool, healthcare facilities and sports clubs. Next year, we will start building 210 houses for our employees in Sasovo, Pitelino, Aleksandro-Nevisky and Shatsk districts under the Sustainable Development of Rural Areas programme'.

Village school students prepared a show on the occasion of the opening of the mega dairy. At the end of the event, the guests tasted natural dairy products produced by EKONIVA and officially launched the farm.

By Viktor BARGOTIN

Nikolay Lyubimov, Governor of Ryazan oblast, Gennadiy Shichkin, acting Head of Livestock Farming and Pedigree Breeding Department of the Ministry of Agriculture of the Russian Federation, Aleksey Zhdanov, Deputy Chairman of the Management Board of Rosselkhozbank, and Stefan Duerr, President of EkoNiva Group, attended the opening ceremony.

'The project has become one of the largest ones not only in our oblast, but also in the central part of Russia', says Nikolay Lyubimov. 'We are very glad that the dairy farm is opening in Shatsk district. It provides

240 work places with a stable salary, career opportunities and favourable social environment for the local people.'



EkoNiva receives Golden Clover

Voronezh has hosted the Golden Clover award ceremony. This year, the independent prize was given in the following categories: milk, curds, yoghurt, cheese, butter, innovation, packaging and the jury's choice.

Andrey Razin, Minister of Agriculture and Food of Moscow oblast



EkoNiva is not just a famous brand, it is a whole philosophy, a way of life.

The employees of the company not only make high quality dairy products, they share the warmth of their hands and souls! I wish you further development and hope that all the projects to be carried out on the territory of our region will be completed before long.



EKONIVA 3.2% kefir was announced as the best fermented dairy product. Apart from this, it earned the Audience Choice Award. The best yoghurt title went to the Fitness Line strawberry yoghurt. At the ceremony, Stefan Duerr, President of EkoNiva Group, expressed his gratitude to the whole team for their excellent job.

'It was our joint work — everyone contributed to the common success, from milkers to dairy plant operators', emphasised Stefan Duerr. 'I thank all of you for your excellent work! And bon appetit to the consumers of our tasty and wholesome products!'

By Yana RYABINSKAYA

We are a family, we are a team!



EkoNiva Group has celebrated its 25th anniversary.

Stefan Duerr, President of the company, thanked all the people who had been supporting the company and had believed in it all those years.

'I want to thank all of you, my dear colleagues! Each of you is part of EkoNiva, each of you contributes to our success!'

Aleksey Gordeyev, Deputy Chairman of the Government of the Russian Federation, sent his congratulations and warm wishes.

'Thanks to the hard work, persistence, well-thought-out investment policy and the support of business

partners and like-minded people, the holding has become the largest raw milk producer not only in Russia but also in Europe. I wish the company further successful development and enhancement of its competitive edge', said Aleksey Gordeyev.

Anatoliy Artamonov, Governor of Kaluga oblast, recalled the first steps in Stefan Duerr's career.

'Who would have thought that a simple boy, an exchange student from Germany, would grow into a strong leader and build such a large and successful company! Who would have thought that

we would be receiving 8,060 litres of milk per cow in Kaluga oblast! This is what I call an impressive result! The country benefits a lot from EkoNiva's activity. Stefan Duerr is an amazing person and I wish prosperity and success to his company!'

Aleksey Chernyshev, a well-known politician working in the agricultural sector and Stefan Duerr's mentor, also shared his recollections.

'In the nineties, we worked together at the Agricultural Committee developing the agricultural law and the land law in Russia', recalled Aleksey Chernyshev. 'We travelled to Germany and exchanged experience with our German colleagues. I remember Stefan establishing a farming enterprise in Severniy district, the most remote district of Orenburg oblast, where he started developing crop production. The farm showed the best yields in the region after just one year of operation!'

Aleksandr Gusev, Governor of Voronezh oblast, gave

the highest award of the region, Gratitude of the Voronezh Land, to EkoNiva team.

'EkoNiva is our important economic and social partner', says Aleksandr Gusev. 'Today over four thousand residents of Voronezh oblast have a good job with a competitive salary and a benefits package.'

Andrey Travnikov, Governor of Novosibirsk oblast, pointed out the high level of professional qualification of EkoNiva's specialists.

'It is remarkable that quite a lot of specialists have moved to Siberia from other regions of Russia and work successfully in Maslyanino district. EkoNiva is doing a lot for both its employees and the region. I would like to specially thank the company for its charitable activities. Stefan Duerr carries out an important mission despite all the difficulties pertaining to the farming business – there is something heroic about it!'

A lot of warm words were said about the company during this beautiful evening. One of the most touching and unexpected presents was a song written by the company employees. One of the lines runs: '... we are a family, we are a team...'. This is undoubtedly the secret of EkoNiva's success.

By Darya DENISOVA

Dream or reality?

Krasnogorsk Office of the Government of Moscow oblast has housed the 4th International Dairy Forum. The goal of the event was to draw the attention of the government and the investors to the export potential of the dairy market. Stefan Duerr was invited as a plenary session expert.

Stefan Duerr was invited to take part in the Forum as a plenary session expert.

The gross milk production in Russia is expected to exceed 31 million tonnes in 2019.

The new state support measures to be implemented next year will serve to secure these results and ensure further production growth.

'The government is shifting the focus of its support from the industry on the whole to efficient enterprises', explained Andrey Razin, Minister of Agriculture of Moscow Oblast. 'Boosting agricultural exports is one of the key goals for the next year.'

Currently, Moscow oblast is the largest exporter of dairy products in the Central Federal District. The region focuses on the development of production clusters, and this, undoubtedly, attracts large investors.

'Moscow oblast offers favourable environment for the development of the dairy business', says Stefan Duerr. 'It is more interesting and easier for us to work in the regions where we are supported and encouraged by the regional government. We have recently imported 3,000 heifers to Bortnikovo (Stupino district), which means next year there will be even more delicious milk produced in the region.'

Experts forecast further global milk consumption growth. China and the Near East are expected to become the key markets in which Russia will be able to use its competitive advantage in logistics and tap into its significant export potential.

'I am convinced that Russian milk has a good chance to gain popularity in the global market', continues Stefan Duerr. 'The reputation of Russian products is much better in China than the reputation of products from Germany. I am sure, in approximately ten years, we will be able to supply large volumes of dairy products to the Celestial Empire. And now we are



preparing for exporting the first batches of dairy products. We do not count on making a fortune immediately after starting the exports to the Chinese market. We are just making our first steps on the way which European countries have been following for several years.'

The dairy forum was attended by several groups from China. All of them have tasted the dairy products of EkoNiva and praised their taste and quality.

By Tatyana IGNATENKO

Synergy of education, science and business

Stefan Duerr has delivered a speech at the meeting on establishment of a scientific and educational centre (SEC) in Voronezh oblast chaired by Tatyana Golikova, Deputy Prime Minister of the Russian Federation.



In his May decree, Vladimir Putin, President of the Russian Federation, outlined the plans for the creation of a network comprising 15 scientific and educational centres in the country. Their establishment is one of the objectives of the national project Science. Today, Voronezh oblast is laying the groundwork for its

participation in the competition for the creation of such a centre in 2020.

'The important thing about the world-class scientific and educational centres is that they encourage investment from businesses to the economy of the region which initiates such centres', says Tatyana Golikova. 'It is the synergy of

the opportunities opened up by science and education and the business response.'

Stefan Duerr, President of EkoNiva Group, mentioned in his speech that the company had been implementing a training programme for a while.

'The programme comprises interaction with higher

education institutions and vocational schools, a scholarship programme and a practical training. Over 1,000 students have done it in 2019', says Stefan Duerr. 'Both students and company employees undergo training in the company's own educational centre. Our specialists regularly advance their professional skills. Our projects – Academy of Livestock Farming and Academy of Agronomy – are widely known in the domestic agricultural sector. This educational activity produces tangible results: 275 young specialists have been employed by the holding over a span of two years: 2018 and 2019.'

In his speech, the President of EkoNiva Group brought into focus the paramount importance of the attention the government pays to the integration of science, education and industry. Stefan Duerr pointed out that it is essential for agricultural science to actively interact with the enterprises operating in the relevant economic sector.

By Yana RYABINSKAYA

Well-deserved awards

At the annual dealer conference, John Deere shared its strategic plans for the near future as well as the results of the joint work in 2019. The management of the company awarded the dealers demonstrating the most impressive results.

The awards were granted in four nominations. EkoNiva-Tekhnika won in the Best Dealer in Sales and Marketing Development 2019 and High Customer Satisfaction 2019 categories.

'We are very happy to receive prestigious awards from our partners', says Gennadiy Nepomnyashchiy, Commercial Director of EkoNivaTekhnika-Holding.

'The demands of the farmers are growing day by day. Therefore, we are constantly

striving to deliver excellent customer experience – we have already optimised

the work of our departments and increased the market share of John Deere agricultural machinery. Besides, we are going to expand our presence and become John Deere dealers in several other regions of Russia.'

By Anna BORDUNOVA



Yevgeniya Uvarkina,
Head of Lipetsk local administration

EkoNiva is engaged in modern agricultural production. The company develops rural areas and provides local people with job opportunities. I am proud to have known Stefan Duerr, its active, brave and bright leader, since 2010. I wish you to continue contributing to the development of the Russian agriculture with the same enthusiasm and optimism.





Honouring the industry leaders

It is hard to overestimate the efforts that agricultural producers make in order to achieve the best results. Every year, at the end of the harvest season, the industry leaders all over Russia are commended for their hard work. The farmers of Liski district, Voronezh oblast, have celebrated Agriculture and Processing Industry Workers' Day.

EkoNivaAgro is the leading agricultural enterprise in Liski district. It was founded

seventeen years ago, and since then the company has built eight dairies and modernised eight

former Soviet farms. Currently, the milk yield of the company is 950 tonnes per day, and

the gross yield for the three quarters of 2019 amounts to 242.5 thousand tonnes. This makes up 44% of the total raw milk production in the region.

'Working here means dealing with cutting-edge machinery, huge dairies, rotaries and advanced technologies', says Vladimir Kaznovskiy, Chief Engineer of the Left-Bank Operation of EkoNivaAgro, who received the Best in Profession award. 'I used to work on a small collective farm and could not imagine such a large scale and high production rates. The company provides excellent working conditions and treats the employees with respect, which results in brilliant performance.'

In the course of the celebration, 67 EkoNivaAgro employees got valuable gifts and were awarded certificates of honour on behalf of the Ministry of Agriculture, Voronezh Oblast Government and Agricultural Policy Department. Voronezh State Academic Folk Choir made the event even more memorable with their beautiful singing.

By Viktor BARGOTIN



Recognised by the media

Sergey Lyakhov, Regional Director for Siberia, EkoNiva-APK Holding, has received an award from the Siberian editorial office of the Kommersant newspaper.

to Sergey Lyakhov, Regional Director for Siberia, EkoNiva-APK Holding, the jury members noted the particular importance of dairy production in the region and of the people who build the economy of Siberia.

'We can supply the whole country with our products', said Sergey Lyakhov receiving the well-deserved award. 'Currently, we are actively expanding our production.'

A dairy for 3,500 head in Cherepanovo district, Novosibirsk oblast, is under

construction at the moment. Besides, the company has started working in Altai area – it is planned to build a dairy for 3,500 head with the capacity of 100 tonnes of milk per day in Talmenka district.

'It is a great pleasure to get awards like this', remarked Sergey Lyakhov. 'Winning such recognition from well-known media portals is worth its weight in gold, and we will keep doing our best to meet high standards.'

By Tatyana IGNATENKO

Today's business media continues to highlight significant events occurring in Russian regions. The leaders implementing the most important, exciting and successful projects of 2019 were awarded the Persons

of the Year accolade which is annually granted by the Siberian editorial office of the Kommersant in eight categories.

Sibirskaya Niva won in That's the Way nomination for the best performance. Giving the award



Opting for quality

EkoNiva-Semena has taken part in the International Agricultural Exhibition YugAgro 2019 in Krasnodar. This year, the agricultural forum gathered over 700 corporate participants from 35 countries. More than 20 thousand farmers attended the event.

for quality', says farmer Vladimir Stebakov (Oryol oblast, Oryol district). Our cooperation is beneficial to both sides and gives us confidence in the future yield. Last year, we were genuinely happy to harvest 8.6 tonnes/hectare of winter wheat Nador.'

Exhibition guests paid close attention to soybeans. It is a profitable crop today. EkoNiva-Semena offers Canadian and Swiss varieties Prudence and Tourmaline. They are perfectly suitable for the climate in Krasnodar area.

During the exhibition, the company booth was visited by hundreds of its present and

potential clients from different regions.

'We have been trying to devote as much attention as possible to every visitor', emphasises Willi Drews, PhD in Agronomy, EkoNiva advisor. 'The solutions we provide are custom-tailored. Company specialists keep themselves updated on the latest trends, analyse information and know for sure what will be in demand and of interest tomorrow. We are always glad to share our expertise.'

EkoNiva-Semena has partners all over the country. This year, the company's branch office has been established in Krasnodar.

By Tatyana IGNATENKO

Quality seeds are one of the factors determining high yield. EkoNiva-Semena sees provision of a wide choice of high-yielding and in-demand varieties and crops as the company's main objective. At the exhibition in Krasnodar area, it presented a comprehensive range of seeds. The focus of the display was on spring crops. Among them, Licamero spring wheat was an undeniable favourite. Triso and Calixo spring wheat varieties were also in high demand.

Peas and barley came second in the customer's rating. Zinaida

Vakar, head of a farming enterprise (Voronezh oblast, Ostrogozhsk district) cultivated Margret barley in the fields of her farm last season for the first time: the results were impressive.

'We harvested 4 tonnes/hectare of Margret barley, which is an excellent yield', says the woman farmer. 'We are planning to continue growing this variety.'

For many farms throughout the country from Krasnodar to the Far East, EkoNiva-Semena is a trusted partner. 'Working with EkoNiva-Semena, we opt

Soyuzmoloko is gathering momentum

The issues of the dairy industry development have come into focus at the general meeting of Soyuzmoloko, the National Association of Milk Producers.

Oksana Lut, Deputy Minister of Agriculture of the Russian Federation, attended the session. While having the floor, she mentioned that, in the short run, state

support initiatives will be mostly aimed at export.

'Nowadays, 65% of all milk processors in the country are members of Soyuzmoloko', says Stefan Duerr, Chairman



of the Association. 'Further, we are planning to engage more dairy producers, promote the National Association and, of course, boost the export of agricultural produce, especially milk. It is our primary goal set by the President and the Ministry of Agriculture of the Russian Federation.'

Besides, the Ministry of Agriculture intends to review the programmes on collaboration with agricultural universities. In order to support farming enterprisers and encourage young people to pursue careers in agriculture, the government is going to grant subsidies for internships.

By Tatyana IGNATENKO



Ilshat Fazrakhmanov,
Deputy Prime Minister of the
Republic of Bashkortostan,
Minister of Agriculture of the
Republic of Bashkortostan



On behalf of Bashkir farmers, I would like to congratulate EkoNiva Group on its 25th anniversary. I wish the company every success, implementation of all the initiatives and sustainable revenue growth. Now, we are working on a joint project - the construction of Semyono-Makarov dairy farm for 2,800 cows in Yermekyeyev district, Bashkiria. We are further planning cooperation in processing.

The future is in plant breeding



Specialists of EkoNiva-Semena have taken part in the round-table discussion of the Council of the National Plant Breeders and Seed Growers Association.

The representatives of the agricultural community discussed vital issues, including those related to the implementation of a comprehensive development plan for plant breeding and seed growing in Russia. As for the positive trends in these areas, the main one was sustainable quality improvement of seeds. The necessity of prompt adoption of a new law on seed growing was also brought into sharp focus.

'Legal regulation of the industry is essential for seed growers', points out Vladimir Chirkov, Executive Director

of EkoNiva-Semena. 'Active state support is of particular importance too.'

Today, the strategic objective pursued by the company is to provide Russian agricultural producers with high-quality seeds having excellent genetic potential.

'Like in other countries, we put emphasis on food crops', continues Vladimir Chirkov. 'We are actively engaged in winter wheat and soybean breeding and maize hybridisation. However, a lot of attention is given to perennial grasses too, including alfalfa, which is in particular demand nowadays.'

By Tatyana IGNATENKO

Pedigree cows – unmatched productivity

EkoNiva's representatives headed by the President Stefan Duerr have attended the annual general meeting of the Association of Holstein Cattle Breeders.

Nikita Gordeyev, Chairman of the Management Board, started the meeting with an account of the major events and achievements of the Association and then outlined the prospects for 2020.

'In the short run, plans are afoot to sign an agreement with the Ministry of Agriculture of Russia', says Nikita Gordeyev. 'It will further consolidate and formalise our Association and will provide an opportunity to interact with regional ministries of agriculture, which will systematise the issuance of pedigree certificates.'

The task of establishing a Holstein cattle herd-book is fundamental to the work of the Association. The main purpose of this herd-book is to improve the genetic level of all Holstein cows, including the red breed.

'I believe that the future is in Holstein cattle and our Association', emphasises Stefan Duerr, EkoNiva Group President, at the meeting. 'We have every possibility of carrying out good breeding work in Russia, and that is what we already do. Our herds



have great genetic potential – the task is just to identify it.'

EkoNiva is a key player in the Association and the largest breeder of Holstein cows in the country. At the general meeting, certificates of participation in the Holstein Association were awarded to three more enterprises of the holding. Now, OkaMoloko, Mezhdurechye and Kaluzhskaya Niva are also members of this organisation along with EkoNivaAgro and Sibirskaya Niva. 'Today, there are 75 thousand purebred Holsteins on the farms of the holding', says Ramon Schenk, Deputy Director General for Production of EkoNiva-APK Holding. 'The Holstein breed is the best one for dairy farming in terms of productivity, and it has excellent genetic potential.'

By Tatyana IGNATENKO



Nikita Gordeyev,
Chairman of the Management Board of the Association of
Holstein Cattle Breeders

I got acquainted with EkoNiva and Stefan Duerr personally in 2008. The construction of our dairy was underway, and we visited one of the enterprises in Voronezh oblast to get more experience. We were really overwhelmed by the scale and technical solutions we saw at EkoNiva. Stefan Duerr has a lot of valuable qualities: courage and kindness, pursuit of new discoveries and desire for self-improvement. He is always on-the-go looking for ways to take off and leave everyone behind.





A fruitful week

EkoNivaSibir has taken part in the agricultural exhibition Siberian Agricultural Week unveiling novelties and offering attractive discounts.

A comprehensive business programme, round-table discussions and a wide range of machinery and equipment on display updated the guests of the exhibition on the latest trends in the field.

EkoNivaSibir presented the John Deere 8245R and the John Deere 6095B tractors. 'It is the first time we have shown the new John Deere 8245R to the farmers', says Aleksey Burkhovetskiy, Senior Sales Rep of EkoNivaSibir. 'The 9.0L engine

with six cylinders, compact cooling system, different transmission options, robust chassis, extended wheelbase are the distinct advantages of the new model. By the way, on the occasion of EkoNiva's anniversary, we have prepared a good offer

for farmers. Until the end of the year, the John Deere 8245R tractors can be purchased at a special price.'

JCB loaders also captured the interest of the exhibition guests. 'EkoNivaSibir has presented two models. The JCB 541-70 has been working on Siberian farms for a long time, while the mini loader JCB 270 is a novelty for farmers.'

'The JCB 270 loader can be coupled with various mounted implements to perform a large number of tasks', says Aleksandr Burmak, Sales Rep of EkoNivaSibir.

In its booth, EkoNivaSibir specialists announced one more special anniversary offer. The company provides a discount on repairs and set-up of self-propelled John Deere and JCB machinery of the dealer's workshops in autumn and winter.

In November, the discount amounts to 15%, in December 10% and in January 5%. The warranty period for the repaired machines begins in spring before the start of the field works and lasts for the whole season. The special offer is available until 31 January, 2020.

By Anna BORDUNOVA

Valuable gift for future farmers

On 1 November, John Deere in association with EkoNiva-Chernozemye presented Voronezh State Agricultural University named after Emperor Peter the Great (VSAU) with a John Deere 6095B tractor. The students and representatives of the university administration attended the important event.

'Today, 85% of our company staff are VSAU graduates', said Sergey Storozhev, Head of the Service Department of EkoNiva-Chernozemye. 'It is no exaggeration to say that Voronezh Agricultural University is our alma mater. The founders of the company are also its

alumni. We are deeply grateful to the university for teaching generations of young people and helping them to become highly qualified specialists that the farming sector needs so much.' 'We would like the students to master their profession dealing with the advanced agricultural machinery', added Elena Lobova,



Senior Territory After Sales Representative. 'John Deere is the world's leading manufacturer in this field, and we are thrilled to present VSAU with this cutting-edge tractor. We wish its students success in studying modern practices and further fruitful work in agriculture for the good of the country!'

The John Deere 6095B is not the first machine gifted to the university by its partners. In 2015, the laboratory of the mechanical engineering

department welcomed a John Deere 6530 tractor. According to Professor Vladimir Orobinskiy, Head of the Department of Agricultural Machinery, Tractors and Cars, more than 30 laboratory classes have been conducted with the help of this model.

EkoNiva wishes Voronezh Agricultural University new scientific achievements and bright students.

By Aleksandr KUTISHCHEV



Arkadiy Ponomaryov,
President of Molvest Group

I am happy to congratulate EkoNiva on its anniversary. Your company has been showing outstanding performance in the industry. May your business further develop in Russia and you and your loved ones stay in good health!





Booming demand for EkoNiva varieties

EkoNiva-Semena has attended the international agricultural exhibition KazAgro 2019 in Nur-Sultan, Kazakhstan.

'KazAgro exhibition has been very fruitful for us', shares Vladimir Chirkov, Executive Director of EkoNiva-Semena, 'We have showcased the entire portfolio of EkoNiva's crop varieties to our

Kazakh partners. For about five years now, we have been working with the farmers from Eastern and Northern Kazakhstan, where the climatic conditions are fairly similar to the ones in the Central Federal district of Russia.

The climate in the central and southern parts of Kazakhstan has its own peculiarities, nevertheless there are varieties on offer which are suitable for the farmers there, too.'

The most popular crop among the Kazakh agricultural producers is spring wheat. They particularly favour two varieties: Licamero bred by Secobra Recherches, a French breeding company, and Triso of German origin.

'Farming season 2019 was challenging for Kazakh farmers', says Willi Drews, Doctor of Agronomy, an advisor of EkoNiva. 'A drought caused

a drop in the average yields in some regions to 1 – 1.2 tonnes/hectare. However, despite unfavourable weather conditions, the spring wheat varieties Licamero and Triso still produced a yield of over 3.3 tonnes/hectare.'

The demand for the seeds from EkoNiva strengthens year on year: from a mere 100 tonnes supplied to Kazakhstan in 2014 up to 5,000 tonnes of seeds last year.

'The Kazakh farmers traditionally practice cattle breeding', continues Willi Drews, 'therefore, there is a considerable demand for forage grasses. Our alfalfa is appreciated by a lot of farming enterprises. As for other cereal crops, the spring barley varieties Calcule and Margaret enjoy consistent popularity. I would say our seed material is currently experiencing a booming demand in Kazakhstan, which is a source of great joy for us and motivation for developing partnerships!'

By Tatyana IGNATENKO

Bumper crop guarantee

In October, EkoNiva-Semena presented the range of its established and new field crop varieties at Kazakhstan International Exhibition of Livestock and Poultry Qazaq Fermer 2019, which took place in Almaty.



Livestock farming is a priority area of activity in Kazakhstan's economy. Due to the challenging climatic conditions, Kazakh farmers are always on the lookout for high-yielding varieties of fodder crops adapted to local climate. Lively discussions on the issue of availability of promising varieties

took place at the booth of EkoNiva-Semena. Previous year, the company had sent the soybean varieties Tourmaline and Fortuna for testing at Agropark Kaskelen Research and Demonstration Centre in Nur-Sultan. In the course of the trials, the specialists pointed to the major advantages of

the varieties such as mid-season maturity, a high protein content, good resistance to lodging and pod shattering. At the irrigated testing plots, the varieties produced excellent yields – 4 tonnes/hectare.

'Farming in Southern Kazakhstan is developing under challenging climatic conditions characterised by low precipitation and high temperatures', comments Aleksandr Suntsov, Sales Representative of EkoNiva-Semena. 'First we carry out monitoring of the demand in the region and analyse the specifics of variety adaptation there and based on that we offer

the varieties which are the most relevant for local farmers.'

The alfalfa variety Dakota was one of the highlights of the trade show due to its genetic strength, early frost and lodging resistance. Another prominent cultivar is winter wheat Skipetr which displays cold hardiness and lodging resistance in soils with low and medium fertility levels. EkoNiva provides customer support: the experts are always ready to provide farmers with advice on optimal sowing times and other variety cultivation specifics in various climatic zones and answer all their questions.

By Anna BORDUNOVA



Dmitriy Filippov,
Deputy Chairman of
the Government of Ryazan
oblast



EkoNiva's projects have provided a great impetus for the development of the agricultural sector of Ryazan oblast.

As a result, the regional economy has grown and the standards of living of rural labourers have improved. The government of Ryazan oblast highly values the company's contribution to the regional development. We are ready to provide active support to all your initiatives. Wishing all the employees good health and prosperity.

ORGANIC milk for everyone to enjoy



EKONIVA organic milk is now available on shop shelves – Moscow oblast residents can find it at Globus hypermarkets.

EKONIVA ORGANIC milk comes from a place which is far from megacities – Savinskaya Niva farming enterprise located in Mosalsk district, Kaluga oblast. Today, it keeps more than a hundred cows of Simmental and Ayrshire breeds giving tasty and wholesome organic milk. The philosophy of the enterprise is to preserve nature and take care of our health.

‘Our herd grazes on natural and sown pastures’, explains Oleg Zykov, Director of Savinskaya Niva. ‘We ensure stress-free

milking of cows fed a ration based on fresh grass and certified organic feed of own production. Therefore, our milk has a delicious taste and a lot of health benefits. At the moment, we produce 1,150 litres of organic milk per day. Plans are afoot to reach the capacity of 2,000 litres by the end of the year.’

The milk produced by Savinskaya Niva is certified in accordance with the European standard EU 834|2007 and the interstate

standard GOST 33980-2016. It is processed at MosMedynagroprom, EkoNiva’s dairy plant, which also has an organic status.

‘In June, our enterprise was audited by Organic Expert, and we were granted a certificate for organic production’, says Sergey Ivanov, Director of MosMedynagroprom. ‘Organic whole milk is packaged in Pure-Pak® cartons. It has a fat content of 3.3-6% and an average protein content of 3%.’

The shelf life of the organic milk is 10 days, and its cost in retail chains is about 120 rubles per litre.

Organic production in Russia is just beginning to gain momentum, but this product line is already capturing the attention of those customers who choose to take care of their health and have a good diet.

‘The organic market in our country is still in its infancy’, shares Anatoliy Nakaryakov,

Director for Organic Production of EkoNiva-APK Holding. ‘Russian organic producers could be counted on the fingers of one hand. They have their target market, although it is currently quite small. Today, we are well-placed to carry out EkoNiva’s organic production project in our country, and we are determined to make progress in this area.’

There is another important question – how to distinguish a natural organic product from an adulterated one. Indeed, people find themselves caught in a marketing trap again and again. ‘Consumers should pay attention to the logo “organic”, which must be featured on the packaging of the goods’, advises Anatoliy Nakaryakov. ‘Besides, once a Unified Register of Certified Organic Producers is established in Russia, there will be a QR code on the package, which will provide consumers with accurate information about the manufacturer.’

EKONIVA ORGANIC milk is available at farm produce departments. The designers have developed a new exclusive packaging. However, the company logo and the signature of Stefan Duerr, EkoNiva’s President who takes personal responsibility for the quality of the products, remained unchanged.

By Darya DENISOVA



Leonid Gromov,
Minister of Agriculture of
Kaluga oblast

EkoNiva has boosted agricultural development in Kaluga oblast in many different ways. What is unique about this company is its highly-skilled employees headed by a wonderful person and a competent manager Stefan Duerr.





EkoNiva at Golden Autumn

EkoNiva has taken part in the main agricultural forum within the country – the Russian agricultural exhibition Golden Autumn 2019.

The tradeshow brings together businessmen, politicians and, of course, consumers', said Stefan Duerr, President of EkoNiva Group. 'It creates a platform for holding a constructive dialogue, exchanging opinions and, most importantly, coming up with new ideas and plans. Promotion of our own dairy brand EKONIVA is a matter of great importance to us now.'

At the exhibition booth, EkoNiva's hospitable representatives treated all the guests to healthy novelties so everyone got the chance to appreciate the true value of the company's dairy products. The delectable food varying from kefir and butter to quark desserts and yoghurts is made from EkoNiva's own milk, which contributes a lot to the positive image of the company in the minds of consumers. Natalya Kitayeva, a Moscow citizen, has already bought EKONIVA milk several times in the city supermarkets. Using live kefir grains, she makes a healthy drink.

'It took me quite a while to find natural milk on the shop shelves and EKONIVA really hit the spot', shared the lady. 'When I saw the milk for the first time, an honest, open face of the man on the

package caught my attention. Vouching for the quality, Stefan Duerr gains the customer's confidence, and mine was no exception – I also felt like trusting him and buying the milk. I'm so happy with my choice – I always buy it for myself, my children and grandchildren.'

In the course of the Golden Autumn forum, experts of the contest committees judged the entries provided by the country's best agricultural producers. EKONIVA dairy products won the hearts of the jury and pleased their taste buds. The sour cream, curds and quark desserts, including Fitness Line products, earned special attention. EkoNiva received a gold medal and a certificate of merit for high-quality produce.

For several years, Maksim Babukin, Head of Kalyayevo farming enterprise located in

Medyn district, Kaluga oblast, has been cooperating with EkoNiva buying seeds and agricultural machinery from the company. The manager



appreciates timely service and professional consultative support provided by EkoNiva. 'I just couldn't pass by EkoNiva's booth and dropped in to say

hello. We discussed some challenges the business faces. It wasn't just a talk with business partners, however. I consider the employees true friends sharing the same views on agricultural issues', says Maksim Babukin. 'This fruitful and friendly cooperation is of paramount importance. I always say that we don't just buy a tractor, we buy high-level service. All the problems must be fixed even before they occur, and the dealer copes with the task perfectly. As for the seeds, EkoNiva-Semena is second to none – the company supplies only top-quality seed material which ensures high yields.'

Golden Autumn festival showcased over 200 pedigree farm animals from various regions of the country. For a few days, one of the exhibition halls became the venue for a beauty contest for mooing participants. When judging the exterior, udder shape, hooves and milk yield of the beauties, the experts were stern. At the tradeshow, EkoNiva's Holstein and Simmental cows from Kaluga and Voronezh dairies received well-earned gold medals and

the branches of the company – certificates of merit for achieving high results in the development of pedigree and commercial livestock breeding.

By Tatyana IGNATENKO



Sergey Novikov,
Director General of Agropromkomplektatsiya Group

We have been collaborating with EkoNiva for the last 15 years and the company has earned our great respect for its expertise. Genuine admiration and sheer amazement are the feelings that EkoNiva's success in agriculture, especially in dairy farming, inspires in people not only in Russia, but all over the world. We are heartily glad to congratulate you on this anniversary and wish you prosperity and further development. Special congratulations should be given to Stefan Duerr. Who dares wins – go for it! I am proud of you and your team and thank you so much for the work you do.





AGRITECHNICA 2019: a hub of innovations

A group of EkoNiva's employees and clients has visited Agritechnica, the world's leading agricultural trade fair, where the key players in the industry unveil their innovations. 'Global Farming – Local Responsibility' has been the keynote of the trade show this year.

Approx. 3,000 exhibitors from 53 countries of the world and over 500,000 attendees came to participate in the trade fair to explore new ideas and practices in the farm production and management. The scale of the exhibition impressed all guests – even the most seasoned farmers.

'The geographic distribution of AGRITECHNICA exhibitors is extremely diverse', pointed out Stefan Duerr in his welcome speech. 'I recollect attending it as a child and I can hardly believe my eyes: what used to be a minor exhibition for German farmers has grown to become a world-renowned trade fair. No doubt, it is the best know-how sharing platform allowing visitors to discover the latest

and most comprehensive range of equipment and solutions. Currently, we are primarily focused on the implementation of precision farming.'

John Deere, with one of the largest and most impressive displays at the trade fair, is riding the wave of technological innovations in agricultural engineering – it has been awarded a gold medal and three silver medals by the DLG (the German Agricultural Society). One of John Deere's silver medal winners is Predictive Feedrate Control. John Deere equips the harvester with its proactive throughput controller which uses 3D stereo cameras to detect the crop situation in front of the machine so that crop heights, lodged crops, gaps, tramlines and harvested areas are detected

and classified by the so-called 'machine learning'. Besides, the system uses the data of vegetation models, which consist



of biomass maps generated via satellites. As soon as harvesting begins, the system calculates regression models based on real-time geo-referenced vegetation data. John Deere offers an unprecedented level of performance control combined with excellent operator comfort in all harvesting conditions.

'EkoNiva always keeps abreast of the novelties', comments Bjorne Drechsler, First Deputy Director General of EkoNiva-Tekhnika Holding. 'We opt for solutions with a lot of potential in the long run, like precision farming; it is our No. 1 priority. Precision agriculture offers cost-effectiveness, especially

obvious at large-scale enterprises and in agricultural holdings. Considering the sheer size of EkoNiva-APK Holding, precision farming saves the company hundreds of millions of rubles. It would be impossible without the latest solutions provided by the trendsetters like John Deere.'

At AGRITECHNICA trade show, John Deere previewed the X9 harvester, a new superpower to the self-propelled forage harvester market. Since the model has not been released onto the world market yet, the technical specifications of the new X9 combine will be disclosed later. The unit featuring a powerful engine delivers up to 100 tonnes per hour. The machines will be equipped with the new generation JD HDX draper header with a 13.7-metre working width. The John Deere X9 is in a class of its own with its dual rotor and one of the largest active threshing and separation areas.

'As usual, John Deere sets the bar high in innovations', says Sergey Ivanov, Director General of Pakhma farming enterprise (Yaroslavl oblast). 'Any

farmer dreams of purchasing the John Deere machines showcased at the trade fair. For us this dream is a reality – we have been using JD machinery for 20 years now. Currently, the majority of field works is carried out by John Deere 7 and 8 Series tractors. AGRITECHNICA always leaves a lasting impression on me – I return inspired, full of ideas, intent on enlarging our machinery fleet with yet another powerful novelty.'

Vaderstad, one of the global leaders in the production of cutting-edge soil tillage equipment, has won the Machine of the Year award, one of the most prestigious honours





of AGRITECHNICA, for the third time. This time – for the Tempo WideLining system. It is the world’s first tramlining system that makes it possible for the farmer to distribute slurry in the silage maize stand without compromising the total yield potential of the field.

‘We have come to look at the tillage and spraying equipment’, says Gennadiy Makarov, Head of Agrokhleб enterprise (Voronezh oblast). ‘We have been in the business for only 6 years, but we are eager to develop further, and state-of-the-art practices and modern machinery are the only surefire way of improving efficiency. With such a reliable partner as EkoNiva, we always have advice and a helping hand when we need it.’

EkoNiva’s team paid a visit to the booth of JCB, a world leader in loader production. The whole range of new agricultural machinery was presented at the trade fair.

‘This year, we are unveiling a new lineup of JCB Series III telehandlers including the JCB 532-70 Agri Plus, 542-70 Agri Plus and 536-95 Agri Plus that will become available in the Russian market in 2020’, comments Svetlana Petrova, JCB Deputy Director General in Russia. ‘The machines are equipped with JCB EcoMAX engines with a maximum output of 125 hp. The range has an edge over counterparts through the regenerative hydraulic system, which harnesses gravitational forces for quicker boom lowering and retraction, improved lifting performance, more efficient loading-unloading cycles and increased operation automation.’

JCB is the only manufacturer offering the LiveLink telematics and machine fleet monitoring system, which comes as standard equipment on applicable units. It provides machinery data starting from real-time fuel consumption control, technical data and service alerts to the metrics enabling the farmer to efficiently manage the fleet.

EkoNiva’s delegates visited the booths of the company’s long-standing partners: Fliegl, HayBuster, Poettinger, Roc,

high-performance machinery, EkoNiva offers high-quality seeds of domestic and foreign origin. Yuriy Razloma, Chief Agronomist of Luch farming enterprise (Amur oblast) travelled about 10,000 km and switched a few time zones to visit the trade fair in Hannover for the first time.

‘AGRITECHNICA is a treasure trove of information and know-how’, comments Yuriy Razloma. ‘Our farming enterprise is located quite far from the central part of Russia, nevertheless, we never miss

the total yield of local farming enterprises did not exceed 1.4 tonnes/hectare. Despite challenging climatic conditions, we gathered a good crop of soybeans – 2.1 tonnes/hectare. We purchased the OAC Prudence soybean from EkoNiva and we are quite content with the results.’

Luch farming enterprise has been cooperating with EkoNiva for 4 years. The favourite products are soybeans, spring wheat and fodder grasses, among them Dakota alfalfa variety, which produces a consistent yield even in the weather conditions of the Far East – 14 tonnes/hectare over two cuts. The high-quality seed material and good crops drive the fruitful cooperation with EkoNiva.

Innovations are the indispensable tools for improving performance in the farming sector and thus implementing such goals as food security and a better future for the country.

Agritechnica is best source of innovations in agriculture. In just two years, it will open its doors to knowledge-thirsty farmers again!

By Tatyana IGNATENKO, Viktor BARGOTIN



Einboeck and others. Each booth had a unique vibe attracting all attendees.

Besides supplying the farmers with reliable and

an opportunity to learn something new. The Far East is located in the risky farming area. Due to this year’s soil overwetting, the harvest was particularly poor –



Rolf Zuern,
Head of Zuern Harvesting

I wholeheartedly congratulate EkoNiva on its 25th anniversary. I have read that a football player reaches his peak performance at 25. At this age, he is in his best shape: stronger and faster than ever before. And I think the same is true for EkoNiva. However, it does not mean that the company is going to start losing its shape after the 25-year milestone. On the contrary! I’m sure EkoNiva will gain even more power and experience. But now is the best time, the best energy. Congratulations, Stefan! We have known each other for a long time. I admire what you do and I think you have an extraordinary talent. You have managed to find outstanding people who work side-by-side with you and form an exceptional team in Russia. In the coming years, I wish you all a lot of success and strength, keep on following your unique path!





The heart and soul of agriculture

I met Aleksandr Pecherkin, a farmer from Kemerovo oblast, in 2011 at Agritechnika trade fair in Hannover.

Aleksandr is a strong-willed forward-thinking man with excellent analytical abilities and a true passion for his work. He loves his land and it pays him back with as much love: despite all the whims of the weather, it always gives a good yield to its owner.

Aleksandr established his farm in the 90s. He started with 30 ha. Now his land bank has expanded to 4,000 ha used for growing cereals and pulses. Farmers call Aleksandr's operation 'the pearl of Kuzbass'. The farm always keeps pace with the latest technologies and buys the most cutting-edge machines.

A few years ago, the enterprise was the first in the region to implement no-till practices. Farmers from different regions

of Russia come to Aleksandr's enterprise to see a no-till operation with their own eyes.

'We started implementing no-till when we purchased a John Deere 1890 air drill', recalls Aleksandr Pecherkin. 'We work in extremely arid conditions. This year, for example, we had just 30 mm of rain in the period from April to August. So, eight years ago, we decided to try no-till and have always received good yields ever since. The residue mulch, which has accumulated on the surface on the soil over time, preserves soil moisture. Every year, we harvest about 5 tonnes of cereals per hectare. Currently, we use no-till in 100% of our fields.'

Another important factor in receiving stable yields is modern machinery. Aleksandr's fleet includes

tractors, combines, a self-propelled sprayer and a seed drill – just what a good farm needs.

'We generally buy John Deere machines equipped with satellite guidance systems',

our machines are equipped with AutoTrac. I believe this is the most efficient investment, which ensures immediate payback.'

Aleksandr Pecherkin supports the introduction of space



says Vladimir Nenilin, Chief Technician of the farm. 'The machines never let us down, besides, we have a very reliable dealer – EkoNiva Sibir, which always provides timely high-quality servicing and maintenance. The company employees help us to solve even the most complicated issues.'

'Opting for satellite navigation systems has proved to be a good decision', continues Vladimir Nenilin. 'When we first installed the John Deere AutoTrac system on our sprayer, its efficiency grew by 25%. The performance of combines rose by 15%, and we were also able to save 5% of our costs for seeds, fertiliser and fuel when we used the system on our seed drill. Currently, all

technologies in agriculture. He attends international trade shows and forums and visits farm machinery manufacturing plants to stay on top of the latest developments in this area. 'Innovative technologies are an integral part of our life now', says Aleksandr. 'The trend towards automation and the use of robotic equipment is very strong in agriculture. The digital breakthrough has resulted in more comfortable working conditions for people and higher production efficiency. However, people will always be the core of this profession. Agriculture is impossible without devoted souls and loving hearts!'

By Anna BORDUNOVA

Viktor Kotov,
Director of Kotov farming
enterprise, Voronezh oblast



I have known EkoNiva for years and we have a friendly and trusting relationship. The offers excellent machinery service. Technicians promptly remedy machinery failures and the spare parts service runs effectively. I would like to congratulate everyone in EkoNiva on the company's anniversary! I hope we will work together successfully towards developin a strong agricultural sector in Russia!

John Deere tackles any task



Impressive performance, maximum uptime, a high level of comfort and low running costs are undeniable advantages of the John Deere 8R and 8RT Series tractors. That's exactly why more and more modern farmers tend to decide on these models.

Vyshgorodskiy agricultural cooperative located in Ryazan oblast has more than 20 high-output John Deere machines: tractors, combines and pulled implements. The specialists of the farming enterprise are absolutely sure that robust and reliable machinery plays one of the key roles in the working process.

'When I went into farming, we had just 500 hectares of land', recalled Nikolay Mitrokhin, Head of the cooperative. 'The area has already increased up to 12,500 hectares, and I guess the effective performance of the chosen machines has contributed largely to such expansion. We bought our first John Deere 12 years ago, and since then, we can't do without these reliable "green" all-rounders.'

The farming enterprise belonging to Nikolay Mitrokhin is at the forefront of implementing advanced technologies. All the machinery is fitted with the GLONASS or the GPRS system, which gives the farmer the opportunity to monitor all the operational parameters: where a tractor or a combine is located, what productive capacity it has, what task it is

performing and how much fuel it is consuming.

'Our farm fields are cultivated only with the use of high-quality cutting-edge machines', said Kirill Parfiryev, Head of the Sales Department of EkoNiva-Tekhnika Ryazan Branch. 'Here, our specialists always keep up with the times. They are already enjoying the benefits of the various innovations introduced.'

The 8R and 8RT Series tractors help to feel confident about the future and expand the range of field works carried out. Nikolay Mitrokhin has got six units at his disposal – 5 wheel tractors and 1 caterpillar tractor – and has no plans to stop there.

'There is a perfectly reasonable explanation for choosing the 8 Series tractors', continued Kirill Parfiryev. 'The newly redesigned machines enable operators to experience a quiet and comfortable ride in the refreshed cabin, which is more spacious than before. Besides, they feature an all-new control console and an upgraded hydraulic system. And most importantly, the John Deere 8R and 8RT tractors deliver uncompromised

performance with the overall tractor efficiency of up to 93%.'

The engine forms the core of any tractor. The 8 Series models powered by a 9-litre engine offer superior torque and fuel economy under all conditions. Future owners can count on the high efficiency of the e23™ PowerShift™ transmission and the AutoPowr™ transmission. And finally, the axle design and wide tyres up to 2.15 m in diameter put more power to the ground.

'One 8 Series tractor easily handles various tasks on 1,500 hectares of land', said Nikolay Mitrokhin. 'Recently, we have purchased one more 8R tractor with an oscillating front axle. This season, it gave a good account of itself during fodder preparation. Since the machines

are super powerful, the rear and front axles can be used at the same time. It is very convenient and profitable. With the help of the front axle, crop residues are shredded and then processed by a disc harrow coupled with the tractor.'

Another advantage of John Deere tractors is enhanced serviceability – machine maintenance can be carried out right in the field. It is especially relevant at the peak of the harvest season. Moreover, it is beyond argument that after-sales service and maintenance play an important role in any effective operation of even the most powerful and versatile agricultural machines.

'Sometimes, it happens so that the spare part arrives at the warehouse even before I think of ordering it,' summed up Nikolay Mitrokhin. 'Even being away from us, EkoNiva always knows what we need. It's a perfect partner!'

By Tatyana IGNATENKO



Aleksandr Anosov,
Head of Liskinskiy agricultural cooperative, Voronezh oblast

EkoNiva is a respectable, forward-thinking company that runs a successful business and renders invaluable assistance to the country dwellers. The innovative machinery used in working the fields of Liski region makes for bumper harvests. It has given a great boost to our work.





Where there is demand, there will be supply

Annual specialised exhibitions offer farmers a wonderful opportunity to learn the latest news of the agricultural sector. Continuing the great tradition, Tomsk producers have gathered at Golden Autumn-Harvest 2019, the 21st interregional exhibition.

Over 200 exhibitors, including EkoNivaSibir, presented their achievements at the event.

The farmers of the region had a particular interest in versatile machines capable

of performing a wide range of tasks. EkoNivaSibir could easily meet this demand with the John Deere 6095B tractor.

'The John Deere 6B Series can boast of the features of large tractors integrated into a more

compact and manoeuvrable model', says Aleksandr Zuyev, Sales Department Manager of EkoNivaSibir. 'The John Deere 6095B tractor deals effectively with both tillage work and sowing of cereal and vegetable crops.'

JCB telescopic loaders are a lifeline for any enterprise. At Golden Autumn, EkoNivaSibir showcased one of the models of the range – the JCB 541-70.

The maximum lift capacity of this telehandler reaches 4 tonnes and the maximum lift height is 7 metres. It is more manoeuvrable and efficient thanks to several operation modes: two-wheel steer, four-wheel steer and crab steer.

By Anna BORDUNOVA

Loss-free harvesting in record time

John Deere engineers designed the T Series combines with a focus on the expectations and needs of modern farmers. The aim was to achieve a power boost with minimum crop loss and ease of set-up, operation and maintenance.

The farmers of Agricultural Production Cooperative named after Kalinin in Ternovka district, Voronezh oblast, have used the John Deere T660 combine for harvesting for the first time.

'We are perfectly familiar with John Deere machinery', says Roman Baranov, Chief Engineer of the enterprise. 'The first John Deere 7730 tractor was purchased back in 2006, and the number of this manufacturer's machines in our fleet has only been growing since then. Now, we have John Deere 7730, 8335R tractors and W650 combine harvesters. When choosing a new combine, we were guided, first of all, by the good cooperation experience with EkoNiva-Chernozemye LLC and, of course, by the reliability and performance of John Deere machinery. As for the T660 combine, its auger with

increased throughput of up to 125 litres per second provides fast unloading, and the double-drum design ensures a high working speed virtually no losses. The ease and convenience of setting the machine up also deserve the highest praise.'

At Agricultural Production Cooperative named after Kalinin, the combine is coupled with the John Deere 625R header. The models of this series have been tested in the field many times and have proved highly



reliable. Fitted with this header, the machine successfully tackles the task of harvesting a variety of crops, and the resetting takes only five minutes.

The combine stands out from its competitors due to one of the largest threshing and separation areas in the market.

Its multi-drum threshing system with the crops flowing above the rear beater ensures a consistent crop flow without sharp bends or abrupt changes in direction. The reliable crop feeding system does not deform or damage the grain, so the losses are minimal even when harvesting high-yielding crops.

By Aleksandr KUTISHCHEV



Yuriy Sandin,
Director of Russkaya Agrarnaya Gruppy LLC and Molochniy Produkt Group

We have known EkoNiva for a long time – despite all the ups and downs of the agricultural development in our country, together we vigorously pursue our goals! Hopefully, the company's team of professionals will implement all the ambitious plans, and we will always try to keep up with their progress. We wish EkoNiva's employees happiness, health and all the best!



Award from GRIMME



The GRIMME Premium Partner week has taken place in Germany. Traditionally, the dealers from Russia completed a training held by factory staff, gained insight into the latest trends, and the best ones were granted awards.

On the cusp of a full automation era

Once every five years, John Deere holds a special event for dealers and partners to present the development strategy and give an update on the novelties. This year, the meeting took place in Valencia, Spain. EkoNiva-Tekhnika also participated in the event.

In the course of several days, John Deere specialists held workshops for the dealers where they discussed the results of the joint work as well as the company's development programme and strategic plans for the near future.

Today, John Deere is on the cusp of a full automation era – the era of fully automatic and robotic machines equipped with smart systems and platforms. The John Deere specialists provided an overview of the novelties and cutting-edge machinery solutions to be released onto the market soon and demonstrated some of them at the showcase. Among the highlights were the M4000 self-propelled sprayer featuring ExactApply technology, the S700 Series Combine harvesters with a residue

management system and the C441R variable chamber wrapping baler producing around 80 bales per hour. The upgraded range of John Deere tractors – from 6 to 9 Series – made a hit with the guests. EkoNiva-Tekhnika specialists even test-drove one of the new models.

'The operator's comfort and the degree of automation of the John Deere 8R Series have really impressed us', shares Gennadiy Nepomnyashchiy, Commercial Director of EkoNiva-Tekhnika. 'The premium-class tractors have been designed in cooperation with the BMW Designworks studio experts. Driving such a tractor is an overwhelming experience. The future of agriculture definitely lies with these smart farming units!'

This year, EkoNiva-Tekhnika has received the Dealer of the Year award for selling over 40 GRIMME machinery units.

'The GRIMME potato planting combination, which comprises the GRIMME GF 400 rotary tiller and the GL 430 potato planter, is a real hit with the farmers', comments Kirill Tagantsev, Head of Sales Department of Kostroma branch of EkoNiva-Tekhnika. 'The rotary tiller in combination with the planter makes it possible to perform 5 operations in a single pass: seedbed preparation, potato planting, tuber treatment, fertiliser application and ridge formation.'

The GRIMME SE 260 2-row off-set potato harvester and the SE 150-60 Series harvester have gained traction. The equipment is distinguished by excellent separation, impressive performance and gentle potato handling.

'GRIMME machinery is No. 1 among potato harvesters', comments Vitaliy Kozorez, Head of Tula Branch of EkoNiva-Tekhnika. 'This year, 34 units have been delivered to Tula oblast. All the leading farming enterprises have GRIMME equipment in their machinery fleet. The manufacturer is both well-known and trusted. The equipment is notable for its high reliability and quality. Grimme equipment has modular design, it can be tailored to individual needs of farming enterprises, which is an important advantage for us and our customers.'

It is the first time that EkoNiva-Tekhnika has received the award. We congratulate the company on winning the well-deserved Dealer of the Year title and wish it a lot of victories and achievements in the new year 2020!

By Darya DENISOVA



Yuriy Sandin, founder of Molochniy Produkt Group, one of the largest agricultural holdings in Ryazan oblast, is a regular participant of EkoNiva's trips.

'The technology keeps moving forward', points out Yuriy Sandin. 'And John Deere stays on the cutting edge

of technology every time amazing us by know-hows and state-of-the-art solutions, which we are impatient to see implemented at our operations. I appreciate the unique opportunity provided by EkoNiva to gain insight into the world of innovation.'

By Anna BORDUNOVA



Oleg Buchelnikov,
Head of Medyakovskoye
farming enterprise
(Novosibirsk oblast)

It is my sincere hope that EkoNivaSibir will continue delivering excellent customer experience providing us with high-quality agricultural machinery and equipment for the benefit of Siberia. I would like to express my special gratitude to the service team and wish all the company employees happiness and good health.





Cooperation for national benefit



International conference '125 Years of Applied Botany in Russia: future outlook' has taken place in St. Petersburg. It was dedicated to the 125th anniversary of the foundation of All-Russian Institute of Plant Genetic Resources n.a. N.I. Vavilov (VIR). EkoNiva-Semena was an official partner of the event.

N.I. Vavilov's collection of genetic plant resources is recognised as one of the largest in the world. Even UNESCO has referenced it and stressed its international importance on multiple occasions. Some plant species are already extinct, which means that their gene types are only available in the institute n.a. N.I. Vavilov. The genetic collection currently stands at over 320,000 accessions of all major and rare crops. Around 20% of the specimens stored in the gene bank can no longer be found in nature. The expansion of the collection is ongoing, with the addition of plant DNA research and the creation of molecular passports in recent years.

'125 years of existence of VIR is a whole epoch', highlighted Vugar Bagirov, Director of the

Department of Coordination of Activity in the Field of Agricultural Sciences of the Ministry of Science and Higher Education, in his speech. 'Currently, our collection ranks 4th in size and No. 1 in quality worldwide. The unique collection is the basis for high-quality competitive selection forms, which enables us to control the plant breeding process. Russian agricultural science today is the driving force of economy, and it means that everything is in our hands.'

The main tasks the scientific community faces are the acquisition of up-to-date scientific knowledge, the application of molecular genetic methods and the development of new selection forms.

'We are glad that VIR currently focuses its activities on new

priority research areas, such as genetics and biotechnology, which will speed up the breeding process', says Vitaliy Voloshchenko, Director of Plant Breeding and Maintenance Seed

enterprise. The project enables graduates with Bachelor's and Master's degrees of agricultural universities of the country to gain insight into such complex academic disciplines as plant breeding and seed production via internship in the farming enterprises of the holding. A trip to Saint Petersburg including a visit to All-Russian Institute of Plant Industry upon completion of the internship has already become traditional. During the tour, the students learn about the institute's history and modern research, visit the gene bank, the cryogenic storage facility, the herbarium, the famous scientific library and the memorial office of the world-renowned plant breeder, geneticist, botanist and geographer Nikolay Vavilov. A close encounter with the precious heritage of global plant breeding undoubtedly promotes dissemination of N.I. Vavilov's ideas among the young and bolsters their interest in science on the whole and plant breeding in particular.

'We hope that the world-renowned N.I. Vavilov's collection besides the fundamental



Vitaliy Voloshchenko and Sergey Inge-Vechtomov, Soviet and Russian Geneticist, Academician of the RAS, Doctor of Biological Sciences, Professor Emeritus, Vice-President of Vavilov society of Geneticists and Breeders, Honoured Scientist of the RF

Production of EkoNiva-Semena. 'We are the only representatives of business community at the conference which are competent enough to start practical cooperation with the institute.'

Lately, the company has been working closely with the Institute of Plant Genetic Resources in research and educational outreach activities as well as young scientist training. For over two years now, the student internship project Vavilovets has been underway on the premises of Zashchitnoye farming

goals will also have practical application', continues Vitaliy Voloshchenko. 'The great heritage is an inexhaustible source of new selection forms, which will be key to the future food and technological security of Russia. For EkoNiva, cooperation with VIR is not just a matter of prestige, it provides new opportunities for our plant breeders to include the unique genetic resources embracing all diversity into their plant breeding programmes!'

By Tatyana IGNATENKO



Aleksey Andreev,
Managing Partner of
branding agency Depot



Dear friends! We are so glad to call you our good friends! We wish you good luck and tremendous success. Always count on us, we are your like-minded associates! 'Einstimmigkeit schafft Freundschaft' which means 'Mutual understanding creates friendship'.



Legume queen of fields

This year has seen the introduction of soybean breeding at the Plant Breeding and Maintenance Seed Production Centre of EkoNiva-Semena (Kursk oblast).

The main biological feature of soybean is its response to the relative length of daylight. For this reason, soybean varieties have more restricted production areas as compared to cereals. The rule of thumb is that a shift in latitude by 1 degree (110-120 km north or south) requires a new set of soybean varieties. When it comes to the specifics of Central Black Soil region, the crucial feature in a variety is drought resistance.

‘Development of new varieties adapted to the agroecological conditions of a target sales region requires that the breeding process takes place on site’, says Vladislav Rosenzweig, Plant Breeder of EkoNiva-Semena. ‘Besides, soybean is an almost completely self-pollinating crop, so its hybridisation demands a certain level of skills.’

Soybean variety development is, in essence, classic line breeding complemented by proprietary know-how of each plant breeder. The new soybean breeding programme which is already in the pipeline at EkoNiva’s Plant Breeding Centre, will involve DNA molecular marker technologies. According to the specialists, they are mostly used for identification and combinatorics of photoperiod response-related genes.

to latitude, but also indirectly influences drought resistance.’

A greenhouse which will be used for soybean crossing and F1 hybrid multiplication has been built. The presumed scope of the breeding process will amount to 50-60 hybrid combinations and

varieties with a potential of 4-4.5 tonnes/hectare.’

‘We dedicate a lot of our time and effort to the upbringing of the next generation of plant breeders’, points out Vitaliy Voloshchenko, Director of Plant Breeding and Maintenance Seed Production Centre of EkoNiva-Semena. ‘This year, we have selected the best interns to assist our plant breeders via the scholarship programme Agronomy. Besides, the Vavilovets student internship project is now being implemented at the Plant Breeding Centre in Zashchitnoye. We have great hopes for the youth.’

Besides the central plant breeding station in Zashchitnoye farming enterprise, where work is underway to develop soybean varieties for Central Black Soil region, the northern station has been set up in Kaluga oblast. Starting from next year, submission for state variety testing of new soybean cultivars suitable for the regions where early-maturing varieties are in a particularly short supply, such as Central Non-Black Soil region and Western Siberia, is going to take place.

By Tatyana IGNATENKO

REFERENCE

On a global scale, in terms of its importance, the legume queen of fields is comparable to wheat, rice and maize.

Soybean acreage is rapidly increasing in Russia – it has now reached 2.6 million hectares with the production volume exceeding 4 million tonnes. With that, the overall demand for soybeans is double that of supply and is estimated to be 8 million tonnes. The break-even point of soybean production is at the yield level of around 1 tonne/hectare. In the Central Black Soil region, the current soybean yield reaches 1.5-2 tonnes/hectare, which points to high profitability of the crop.

Altogether the State Register of Plant Breeding Achievements of the Russian Federation comprises about 200 soybean cultivar, 70 of which are of foreign origin.

‘All this is necessary for finetuning the genotype-environment interaction alignment’, clarifies Vladislav Rosenzweig, ‘as this genetic system not only determines varietal adaptation

an evaluation of 5-6 thousand of lines per year. The main effort will be concentrated on the development of early-maturity varieties, which can be grown as previous crops before winter cereals, as well as high-protein, adaptable and high-yielding



Vyacheslav Yarmanov,
Vice-Governor for Rural Development of Novosibirsk oblast

For Novosibirsk oblast, the arrival of EkoNiva and Stefan Duerr is a source of great joy. It has brought along new technologies, which have enabled the farming in Maslyanino district to reach its current advanced level. It has led to the construction of state-of-the-art dairies. Last but not least, it has opened the door to the construction of a one-of-a-kind, the largest in the Russian Federation cheese plant for the production of hard cheeses. I congratulate EkoNiva on its 25th anniversary. Today, the company is gaining momentum all over the country, and its performance – in terms of both professionalism and volumes of high-quality milk – deserves great respect and I wish it rapid development on a country-wide scale!



Paraphrasing the famous quote: Talented team is talented everywhere, which EkoNiva proved one more time in a sports competition. EkoNiva crew finished first in the dragon boat race on 21 November, Voronezh City Day.



EkoNiva wins again!

This event has become a good tradition and is gaining popularity every year.

This time, as many as 30 teams including five female-only crews competed for the coveted Flag of Honour.

EkoNiva rowed the 300-metre distance at the fastest time

among corporate teams: 51.75 seconds in the semi-final 52.22 seconds in the final row.

'We definitely feel that our competitors have become stronger, besides, more crews have signed up for the race', remarks crew captain Vladimir Moiseyev, Key Account Manager of EkoNiva-Chernozemye.

'However, we are tough cookies. We take regular trainings, work on the skill, build up the physical stamina and encourage team spirit. This time, despite the intense competition, we summoned all our willpower and snatched victory from the rivals.'

According to the stroke-oarsman Sergey Storzhev,

Service Manager of EkoNiva-Chernozemye, the teamwork and unity of the whole crew were the key to another victory.

The race winners were congratulated by Aleksandr Gusev, Governor of Voronezh oblast.

By Aleksandr KUTISHCHEV

Fit for work and defense!



Physical exercises and a jovial mood! Kaluzhskaya Niva employees have taken the GTO (Get fit for work and defense) tests.

Fifty-three people participated in the Russian Physical Culture Training Programme called Fit for Work and Defense which is aimed at the development of mass sport and improving people's health. The teams split into different age groups, from 20 to 64. All the participants showed the flexibility of their body, their speed, reaction and self-discipline necessary for good health and productive work. Press-ups, running, crunches, swimming – EkoNiva team passed all the tests to the best of their abilities.

The oldest team member – a respected Kaluzhskaya Niva employee – Sergey Terekhov aged 64 did not disgrace himself in the eyes of the young. He passed all the tests and received the golden merit badge. He has been passionate about sports all his life. As a young man, he used to do freestyle wrestling and at present he begins each day with some physical exercises and a fast walk.

'I was able to do 21 press-ups and run 2 km in 12 minutes', says Sergey Terekhov,

Deputy Executive Director at Kaluzhskaya Niva.

'I really enjoyed the event, all EkoNiva employees united,

feeling each other's support and the team spirit. Many young colleagues surprised me with their physical fitness. Nikolay Shvorak, Dairy Nutritionist, also received a golden merit badge. Stanislav Goryanskiy, Deputy Director General of Detchinskoye Farm, Vyacheslav Kamennoy, Engineer, Denis Ostrikov, Veterinarian, Vasilii Shavel, Head of Compound Feed Production Facility, Oleg Lavrentiyev, Machine Operator, Rustam Musayev, Technician, became silver medalists. The female part of the team contributed to the overall good result. Yuliya Mozhayeva, Herd Manager, received the silver medal. Congratulations to the participants for their high sports achievements!

By Darya DENISOVA



Viktor Logvinov,
Vice-Prime Minister of
Voronezh oblast

EkoNiva is a well-established company which has earned an unrivalled reputation in both Voronezh oblast and Russia. I wish you steady growth and success in all your future projects. We are always by your side!



Close-knit team – excellent performance

A two-day offsite event has been held as part of the corporate project Young EkoNiva. It brought together over 70 participants from the holding and its subsidiaries. Company specialists from Voronezh, Kursk, Tyumen, Ryazan, Kaluga, Leningrad, Orenburg oblasts and Siberia were among the attendees.



The employees spent the first day getting to know each other, communicating and doing some team-building activities on the high ropes course.

'This part of the programme is entirely focused on teamwork', says Boris Morev, Head of the Corporate Academy of EkoNiva-APK Holding. 'In winter, we organised a team-building event for the management of our enterprises. The participants unanimously agreed that tight-knit teamwork is the key to success. Coherent work in a group produces good results. For this reason, the first day of the present event is dedicated to fostering efficient interaction skills, learning to take coordinated decisions, follow them and achieve success.'

Guided by the instructors, the participants split into groups to do gripping quests. Only smooth interaction of the team members and good problem-solving skills in the most unusual situations

involving physical and mental challenges could pave the path to success for them.

According to Anna Dzekan, Head of the Staff Recruitment and Induction Department of EkoNiva-APK Holding, the company increasingly relies on young specialists who fling themselves into business activities, strive for personal growth and are ready to take responsibility. Out of 14,000

EkoNiva's employees who work all over the country, 6,000 people are below the age of 35. Their energy is one of the main factors in successful performance of the holding. The activities of the high ropes course were custom designed to unite these high-spirited young people.

The second day was packed with an even greater number of activities. A meeting with Stefan Duerr started the ball



Viktor Shevtsov,
Chief Expert of the
Office of the Governor of
Voronezh oblast

The late 90s were the toughest time for the agricultural sector. We were unable to find solutions to our problems and opened the doors for investors. I would

like to thank Stefan Duerr for following our advice and embarking on milk production. Today, EkoNiva is known as a dairy kingdom!

We have the best milk producing enterprise in Voronezh region and 2,500 employees who work in Liski district and have decent salaries. Dear EkoNiva employees! Thank you for your work, for enhancing the social development of the district and for your support! We look forward to your new achievements!

rolling. In an informal setting, EkoNiva President talked to the young employees and answered their questions.

'Young specialists play an important role in successful operation of our enterprises', says Stefan Duerr, EkoNiva President. 'They are the future of the company. That is why we should take their opinion into account, know what they aim and wish for to create the most favourable conditions for their life and work in the long run.'

According to Stefan Duerr, the Young EkoNiva project knits the company team members together.

'I really liked the development strategy for the nearest future outlined by the president', says Viktoriya Pozina, Labour and Salary Economist at Zashchitnoye, who attended the event. 'Understanding the prospects is essential for attaining a common goal. As I am an economist, I was glad to hear that Stefan Duerr realises the importance of economic analysis and quantitative parameters in general at all the levels of business activities of the companies.'

The participants also discussed the topic of corporate values and culture. Stefan Duerr pointed out that each and every employee and their work make a difference for the company and constitute a part of a complex mechanism. EkoNiva President armed the young people with the main principles of efficient work: developing leadership skills, life-long learning, studying foreign languages and focusing on the result rather than the process.

'I enjoyed the meeting with Stefan Duerr very much', says Viktor Voronin, Herd Manager at Kaluzhskaya Niva. 'It was good to gain an insight into his life, the history of EkoNiva, its successes and achievements. But the main thing is that Stefan Duerr gave valuable advice, which will help us in our career and life in the future.'

By Viktor BARGOTIN,
Aleksandr KUTISHCHEV



Kaluga Brand

For the thirteenth year in a row, the Komsomolskaya Pravda newspaper has hosted the Kaluga Brand 2019 award ceremony.

The top prize is given on the basis of an opinion poll among the residents carried out by the periodical within the year. Over time, the award has become a true symbol of national recognition and success. This year, EkoNiva Group notched up a win in the Farming Enterprises category.

Kaluga residents were unanimous in their choice of the best brand. EkoNiva operates in twelve regions of Russia, including Kaluga. Currently, the total daily milk yield of the company exceeds 2,200 tonnes, thereof 600 tonnes is received in Kaluga oblast, and these figures are constantly growing. Recently, the agricultural holding has been ramping up

its dairy product manufacturing project under EKONIVA brand. The President of EkoNiva Group Stefan Duerr vouches for the quality of the branded products placing his own image on the packages.

A diploma of merit was given to Aleksey Savenkov, Deputy Executive Director for Production, Kaluzhskaya Niva LLC. The

farming enterprise has been operating in Kaluga oblast since 2006. It specialises in milk production and processing, seed growing, crop and pedigree livestock farming. Besides, Kaluzhskaya Niva is a breeding reproducer of Holstein cattle. The company currently employs about 1,670 people.

By Margarita GLOTOVA

Knowledge is power

This year, a new training centre of EkoNivaTekhnika-Holding has opened its doors. The goal of the project is professional advancement, continuous education and development of personnel.



The establishment provides training to interns, farm specialists and the company's own staff.

'We have been thinking of the idea to devise our own training programme for a long time, said Yekaterina Stolyarevskaya, Head of the HR Department of EkoNivaTekhnika-Holding. 'We indeed have the powerful tool to put the idea into action: a group of experts with extensive experience in farming who can teach theory and hold practical workshops at the highest level.'

The current courses are devoted to John Deere and JCB machinery. Plans are afoot to cover farm vehicles of other manufacturers.

'Today, our team consists of four teachers focusing on certain types of machines', explained Dmitriy Zelenin, Senior Staff Trainer of EkoNivaTekhnika-Holding. 'We teach specialised courses in tractors, combines, sprayers and loaders. Starting with the basics, machinery maintenance and set-up, we gradually move on to diagnostics, repair and optimisation.'

It should be mentioned that the training centre offers tailor-made programmes for operators of other farms. In Voronezh oblast, the first training sessions have already been run for Molvest specialists.

By Anna BORDUNOVA



Interaction between agribusiness and higher education

In late October, the 2nd International Forum 'Agricultural business and education: interaction, quality assurance for farming sector specialists' took place in Voronezh.

The event hosted by Voronezh State Agricultural University named after Emperor Peter the Great gathered representatives of more than twenty universities from all over the country as well as experts and managers of big production companies.

The highlight of the forum was the development of academic programmes along with the quality enhancement of the education provided to students of agricultural universities so that their training is in tune with the needs of the modern agribusiness.

EkoNiva was one of the partners of the event. Welcoming the forum participants, the President of the holding Stefan Duerr stressed that human resources management is currently the main task for heads of companies.

'Nowadays, farming is one of the most important, I would say leading, sectors of the Russian economy', pointed out Stefan Duerr. 'But it is not widely acknowledged so far. To contribute to the advancement of farming, the system of higher agricultural education should be organised even more effectively than the educational system in any other area. We need first-class training which

Stefan Duerr, President of EkoNiva Group

Nowadays, farming is one of the most important, I would say leading, sectors of the Russian economy. But it is not widely acknowledged so far. To contribute to the advancement of farming, the system of higher agricultural education should be organised even more effectively than the educational system in any other area.

would boost the prestige of our universities and increase their popularity with young people.'

The head of EkoNiva Group elaborated on the aspects of the student internship at the holding as well as the existing training programmes and courses offered by the company. He added that more than 1,000 interns had the chance to improve their professional skills throughout the last year.

Stefan Duerr also expressed a number of wishes to the universities for a more effective organisation of the learning process for future specialists in farming. For instance, it is essential that on-the-job training at enterprises is continuous thus giving students an excellent opportunity to be engaged in responsible work. Besides, it is necessary for them to acquire general knowledge of the chosen speciality and only then decide on a narrower area of activity.

'For example, a veterinarian without understanding of feeding

principles cannot be a real professional. I would also ask you to carry out the work in such a way that the students could gain comprehensive knowledge in two fields of study – cattle and domestic animals', continued EkoNiva President.

Stefan Duerr believes that today a future farmer should know the fundamentals of economics too – for instance, how the prime cost of milk is

calculated. Besides, good skills in foreign languages remain one of the most significant factors of success in education and career.

The forum took place at the oldest university of the region where round-table discussions between the students and experts were held in the course of two days. The programme concluded with a tour of EkoNiva's cutting-edge farming enterprises.

By Aleksandr KUTISHCHEV



Nikolay Bukhtoyarov,
Rector of Voronezh State
Agricultural University
named after Emperor Peter
the Great



EkoNiva is our important partner in training specialists in the farming sector. The company organises internships for our students and assists in improving the qualification level of the teaching staff. I am sure that EkoNiva's project called AgriClass, which is carried out in many schools, will be growing in popularity with the younger generation. I wish the company impressive achievements, self-confidence and prosperity!

Milk for home city



A long-awaited EKONIVA brand shop has opened its doors to Voronezh residents and guests at the Central Market. A wide range of products made from milk from the company's own farms – milk, kefir, cream, cheese, yogurts, curds and quark desserts – is presented on the shelves of the Central Market.

The shop is distinguished by quite a unique concept – it is both a modern retail outlet and a cafe. Apart from delectable wholesome foods sold, the cafe serves original dishes made by an experienced chef from EKONIVA milk to suit every taste. On that special day, the guests could try hot

mouth-watering cottage cheese pancakes, golden crepes, fluffy puddings and omelettes and delicious milkshakes.

The milk lovers could also take part in exciting contests and prize draws. A photo zone designed as a countryside scenery with pretty cows became the venue for taking memorable selfies and family pictures. The most enthusiastic visitors got branded gifts and invitations to tour EkoNiva's farms.

'We would like to share not only positive emotions, but tasty and healthy milk with people', says Marina Vorobyova, Head of the Retail Sales Department of EkoNiva-Food. 'The opening of the brand shop is an important step towards our goal. We are extremely happy that the guests are enjoying today's event so much.'

The residents of Voronezh do like the company's products and hope to see more brand shops open in the city soon.

For Peace, Security and Development

On 23-24 October, Sochi hosted the first Russia-Africa Summit held under the slogan 'For Peace, Security and Development'. About 10,000 delegates including leaders of over 40 countries came to the forum to debate the current issues of the Russian-African cooperation and world economy. EkoNiva represented the agricultural industry at the forum.

Today, Africa is considered a continent of opportunities. African countries are steadily developing social, economic, scientific and technological sectors. President Vladimir Putin noted that Africa plays a significant role in international affairs and is a prospective partner for Russian business. 'We currently export to Africa \$25 billion worth of food', emphasised Vladimir Putin, 'which is more than we export in arms, at \$15 billion. In the next four to five years I think we should be able to double this trade, at least.'

African countries including Algeria, Egypt, Libya, Nigeria, Morocco and Senegal are promising markets for dairy export.

'The total import of Russian dairy produce by African countries exceeds \$5.6 billion a year', said Aleksey Voronin, Director of Analytical Department of Soyuzmoloko. 'This includes whole milk powder, cheese and butter. Russia is already exporting to Senegal. So far, it is only ice-cream, however, the range is expected to become more extended soon.'

At the joint booth of Ministry of Agriculture of the Russian Federation, EkoNiva presented its

dairy produce for export – ultra-pasteurised milk of various fat content, cream and butter – all made from natural milk from EkoNiva's own farms. The products have already gained recognition from the consumers in Russia.

'The summit provides the participants with an excellent opportunity to explore new markets and lay the foundation for cooperation with African countries', commented Vladimir Danielyan, Deputy Commercial Director of EkoNiva-APK Holding. 'We have held a number of meetings with foreign partners, a lot of them have taken interest in the products under EKONIVA brand. We are looking forward to receiving feedback.'

By Anna BORDUNOVA





Farm in the city

EKONIVA dairy products are now available on the shelves of Globus hypermarket in Kaluga. On this occasion, the company held a brand presentation for the parents, and, of course, entertained little shoppers.

A huge pavilion of EkoNiva sprang up outside the hypermarket. Its guests found themselves on a real farm: cows, calves, hay and a lot of natural milk. The setting was bringing back the memories of the countryside and summer holidays.

'We are so happy that our granddaughter has got the chance to see how a cow is milked', said one of the visitors Alla Varayeva. 'Nowadays, very few village people keep a cow while, back in the day, every household had a cow – a family nurturer and provider.'

At EkoNiva's pavilion, the guests could see the milking process, cows' comfortable life conditions and what their ration included. The visitors were welcome to sample the dairy products. Besides, the children and their parents could make milkshakes themselves by pedalling a special cycle blender. Next to it, at the art workshop, craft lovers were making wooden cows come to life with just a couple of brush strokes.

'All EKONIVA products are in high demand in Kaluga', said Konstantin Ivanov, Sales Director of EkoNiva-Food. 'We've earned the trust of our customers, they know that the milk is produced on our farms in Kaluga oblast. By the way, the product range has been extended with probiotic yoghurts, a Snezhok milk drink and butter with a fat content of 72.5%. Globus sells Medynskiy semi-hard cheese made at our local MosMedynagroprom plant.'

Seven-year-old Nikolay Kolenochkin came to the hypermarket together with

his grandmother and a shopping list in his hand. The diligent lines in child's bold handwriting ran: apples, corn, cheese, yoghurts, milk and butter. Although it is easy to get lost in the dairy section, Kolya and his granny know how to find high-quality products.

'We always examine the ingredients on the dairy label', explained Tatyana Makhorina, the little shopper's grandmother. 'EKONIVA products have no colouring agents and dubious food additives. That's why I go for this brand.'

EkoNiva uses only top-quality raw milk from its own farms. 'We guarantee a natural composition and the volume stated on the package', says Viktoriya Golyshkina, Customer Care Specialist of EkoNiva-Food. 'EKONIVA pasteurised whole milk is not standardised by fat, protein and carbohydrates. This means that the fat is the same as in the raw milk just given by a cow.'

The yoghurts and quark desserts are especially popular with consumers.

'I do love EKONIVA fruit yoghurts and quark desserts', said Nikolay Kolenochkin, 'there are pieces of real fruits in them, it's so yummy.'



This year, EKONIVA fruit quark desserts, Fitness Line yoghurts and baked milk have been named the best products of 2019 at the international trade show PRODEXPO.

The little boy Kolya put a pack of butter in his shopping basket as the granny had promised to bake his favourite apple pie at the weekend.

By Darya DENISOVA



Anatoliy Artamonov,
Governor of Kaluga oblast

I am heartily glad to congratulate EkoNiva's team on this anniversary. I remember well company's first steps in the business and how I got acquainted with Stefan Duerr. At that time, I couldn't even think that his entrepreneurship would lead to such a large-scale production company. Over the years, EkoNiva has provided residents of Kaluga oblast with 1,500 jobs at the high-tech dairies. I wish the whole team good health and new achievements.

17-26 January

International Green Week 2020

Venue: Berlin, Germany

Organiser: Messe Berlin GmbH

29-31 January

Agros Expo 2020 International Trade Fair of Technologies for Animal and Forage Production

Venue: Crocus Expo IEC,

20, Mezhdunarodnaya st., Krasnogorsk, Moscow oblast

Organiser: DLG RUS LLC

12-14 February

Volga Agricultural Forum 2020

Venue: Kazan Expo IEC, 1, Vystavochnaya st., Bolshiye Kabany village, Laishevo district, Republic of Tatarstan,

Organiser: Kazanskaya Yarmarka OJSC

12-15 February

BioFach 2020 international organic food trade fair

Venue: Nuremberg, Germany

Organiser: Nuremberg Messe GmbH

20 February

Agromaslenitsa agricultural festival

Venue: Kirov oblast

Organiser: EkoNiva

March

Training workshops on agricultural machinery and technologies

Venue: EkoNiva service centres in Kirov, Tula and Kostroma oblasts

Organiser: EkoNiva



12+

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17-26 January

EkoNiva is cordially inviting you to visit the International Green Week 2020 in Berlin. We will be happy to see you!

**EKONIVA
ЭКОНИВА**

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