

Misconceptions: milk and plant- based drinks

Producers of beverages from oats, rice, almond, soya and even Siberian pine nuts use the word 'milk' for their produce. Why are these products, which have nothing to do with milk, called like that?

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EkoNiva expanding to new regions

EkoNivaTehnika-Holding has added 10 new regions to its AOR

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Manure: headache, hazardous waste or new opportunities?

I do not think manure has ever been the subject of such heated discussions as now. The reason for all the debates over manure is the amendment to the federal law, in accordance with which manure is classified as danger category III hazardous waste, and its handling is possible only if you have a special license.

Absurdity, nonsense, paradox are the mildest terms that can be used to describe the situation. Following this logic, an old lady keeping two cows, a small farmer and a large agricultural holding must go through quite a complicated and expensive licensing procedure. Without it, they cannot handle manure. The cost of the state ecological assessment procedure, the licensing and state registration for the organic fertiliser

approximates two million rubles, a sum insurmountable for small farms. Regulatory authorities have imposed a huge fine for the breach of the law. As a result, livestock farmers are stuck between a rock and a hard place. In the middle of March, this problem was discussed at the Council of The Federation, and it was concluded that the legal requirements for manure handling are unreasonably strict.

They slow down the development of the livestock farming industry and reduce its competitive advantages. Currently, there is a hope that the government will introduce amendments to the federal laws and regulations, which will lower the administrative barriers and allow farmers to resume their normal working practices. And there is a lot

of work to be done! In the first place, we need to look at manure from a different angle: not as hazardous waste but as valuable fertiliser.

Mineral fertiliser is an expensive pleasure. EkoNiva, for instance, spends over 1 billion rubles on it. At the same time, each of our dairies for 2,800 head of cows can produce enough organic fertiliser for 8,000 ha of land – the area required to grow feed for the dairy and some cash crops. This ensures a complete production cycle, which is right from both the economical and the ecological points of view.

We have been practicing manure separation and efficient use for several years already. Our farms are equipped with manure separators, which break up the material into the liquid and solid fractions.

The solid fraction is used for bedding, while the liquid fraction is injected into the soil in our fields as fertiliser. This allows us to boost the yields and preserve the soil fertility. Certainly, efficient use of manure requires expensive machinery, advanced technologies and scientific research for optimal application rate calculation. This is where governmental support is essential. It would allow livestock farmers to retrofit their enterprises and purchase the necessary equipment to work with the organic matter. Then manure would no longer be classified as hazardous waste; it would move to the category it rightfully deserves – valuable material.

Stefan DUERR,
President of EkoNiva Group

Dairy producers consolidate their efforts



Promotion of natural milk was at the top of the agenda at the 11th Congress of the National Association of Dairy Producers of Russia (Soyuzmoloko), which took place as part of the business programme of AGROS 2020 trade show held in Crocus Expo IEC.

Over 300 representatives of the dairy industry, relevant line agencies and ministries gathered to take stock of the Association's activity over the past year and identify and formulate the main short-term goals. The session was opened by Stefan Duerr, Chairman of the Management Board of Soyuzmoloko.

'Now is the time for us to consolidate our efforts to solve the most pressing issues in

the dairy industry', pointed out Stefan Duerr. 'We should focus on strengthening our relationship with the regional Associations and establishing new organisations in at least 30 regions of Russia. One of our top priorities now is to come together to promote natural dairy products, which are an indispensable part of a healthy diet.'

The efficient work carried out by agricultural producers over the

past year has enabled them to achieve high milk production rates and a significant increase in the herd size and its productivity.

'The growth of cattle numbers is the result of effective state support measures', said Dzhambulat Khatuov, First Deputy Minister of Agriculture of the Russian Federation. 'The figures are encouraging: in 2019, milk production boosted by 2.5 per cent, amounting to

almost 31.5 million tonnes.'

The Ministry of Agriculture of the Russian Federation fully supports the dairy sector and this policy will continue in the future.

'Our top priority is export growth', stated Oksana Lut, Deputy Minister of Agriculture. 'Last year, the volume of exported dairy produce was worth \$280 million. The respective target for 2020 is \$800 million, which is an ambitious task, but we must strive to fulfil it.'

In the course of the session, the representatives of the Association addressed the Ministry of Agriculture with a request to reject the introduction of compulsory labeling of dairy food products with identification marks. Besides, the participants discussed the possibility of introduction of subsidies for digitalisation and purchase of up-to-date agricultural enterprise management software products and imported livestock.

Summing up the results of the meeting, the participants agreed that pooling efforts to consolidate the dairy industry will enable them to overcome the main challenges of the modern dairy market.

By Tatyana IGNATENKO

Gold Medal of Prodexpo 2020

From 10 until 14 February, EkoNiva took part in the 27th international trade fair Prodexpo–2020.

The company displayed a wide range of natural dairy products: milk, kefir, curds, yoghurts, butter, ice cream and the pride and joy of the company – organic milk produced in Savinskaya Niva (Kaluga oblast) where the livestock graze pastures. 'High-quality raw milk ensures healthy and nutritious dairy products', says Svetlana Zhuridova, technologist of Vitebskoye Moloko (Belarus). I am impressed with the wonderful taste of organic milk. As a dairy product manufacturing specialist, I can say that the EKONIVA brand is bound to be successful.'

During Prodexpo 2020, the results of The Best Product

2020 international contest were summed up. EKONIVA dairy products won a gold medal and received the Diploma of the Winner. The judges gave the highest scores to whole milk containing 3.3% – 6,0% fat, blueberry quark dessert containing 5% fat and strawberry-flavoured drinkable yoghurt, containing 2.5% fat.

'This year, Russian and foreign companies have showcased a wide range of dairy products', says Natalya Starkina, Marketing Division Manager, EkoNiva-Produkty Pitaniya. 'Thus, we can rightfully say that EKONIVA products, which have won the highest scores at the contest and have been recognised by experts as the

best products in the industry, have a strong competitive edge and will be in high demand on the market. We are happy to

receive such good feedback, it inspires us to keep on developing!'

By Viktor BARGOTIN





Working in tandem

Aleksandr Gusev, Governor of Voronezh oblast, has held a meeting with Stefan Duerr, President of EkoNiva Group.

In the course of the meeting, the parties signed a cooperation agreement between the Government of Voronezh oblast and EkoNivaAgro. In accordance with the document, the local authorities will consider the

possibility of subsidising the costs for purchasing imported young stock, including purchases from leasing companies. For its part, EkoNivaAgro will construct farms housing no less than 13,200 dairy cows.

Investments in the project will amount up to 12 billion rubles. 'Plans are afoot to launch two new dairies in Bobrov and Buturlinovka districts in the second half of 2020', says Stefan Duerr. 'Each farm is designed for 3,300 dairy cows

and 3,600 head of young stock. Launching of the new production sites will create about 300 jobs, which is very important for the rural areas.'

Today, design and survey works are underway at the locations of two more farms to be built in Liski and Bobrov districts. The expected annual milk yield of the facilities designed for 3,550 dairy cows each is 67,000 tonnes in total.

'Our major project in Voronezh oblast is the construction of a large-scale milk processing plant in Bobrov district with the productive capacity of 1,600 tonnes per day', explains Roman Volodin, Deputy Regional Director for Finance and a participant of the meeting. 'The land for future construction has been acquired, and front-end engineering works are already in process.'

Aleksandr Gusev stressed that the Government of Voronezh oblast values its cooperation with EkoNivaAgro and will always support the development of the company on the territory of the region.

By Viktor BARGOTIN

EkoNiva registers its first variety

The winter wheat variety Cepheus bred by EkoNiva has been included into State Variety Register of Plant Breeding Achievements permitted for use on the territory of the Russian Federation.

For over five years now, EkoNiva has been engaged in winter wheat and soybean breeding on the premises of Zashchitnoye, Kursk oblast. The endeavour has already produced first results: the winter wheat variety with the beautiful astronomical name Cepheus has been approved for use.

'Cepheus is a medium-maturity variety of intensive type', says Andrey Zvyagin, Plant Breeder of EkoNiva-Semena. 'It is distinguished by its high adaptive properties, consistent yield and high grain quality. The variety allows producing food-grade material and in terms of flour quality corresponds to strong (improver) wheats. The yield potential is 11 tonnes/hectare, with the maximum yield up to 10.7 tonnes/hectare.'

The cultivar's main distinctive feature is its high winter hardiness.

'In the stressful conditions of January-February 2018 in complete absence of snow cover with temperatures plunging to - 26 degrees Celsius, the

variety performed well at the Shchigry state variety testing plot in Kursk oblast', continues Andrey Zvyagin. 'Cepheus was the most winter-hardy and among the highest yielding cultivars, as compared to other winter wheat varieties.'

Several other lines of EkoNiva's breeding are currently undergoing State variety testing. It is quite possible that they will also join the ranks of registered varieties this year.

'The entry of the variety into the State Register is the result of several years of intensive work', says Stefan Duerr, President of EkoNiva Group. 'This is our contribution to import replacement. We hope our new variety will become popular with the Russian farmers looking for a productive winter-hardy wheat variety. For us, plant breeding is another way of diversifying our business allowing us to reach a new level of intellectual product manufacturing.'

By Tatyana IGNATENKO



Reasonable approach to farming



As part of a business trip to Yarkovo district, Tyumen oblast, Aleksandr Moor, Governor of the region, has visited one of EkoNiva Group's enterprises – Agrofirma Mezhdurechye.

The first facility the Governor headed for was Plekhanovo dairy where he had a meeting with the management of Agrofirma Mezhdurechye and EkoNiva Group.

Sergey Lyashko, Commercial Director of EkoNiva-APK Holding, told Aleksandr Moor about the enterprise, gave him an extensive tour of the dairy and outlined the short-term development prospects of Agrofirma Mezhdurechye.

'EkoNiva has ambitious plans for Tyumen oblast', pointed out Sergey Lyashko. 'We aim to ramp up our raw milk production to 150 tonnes per day. To make this a reality, the company will launch new farms in Aromashevo and Yarkovo districts. Another important objective to achieve in the region is the start of milk processing.'

The core operations of Agrofirma Mezhdurechye are associated with Plekhanovo

farm. With the total herd of 4,500 head, including 2,200 dairy cows, it produces 55 tonnes of milk per day.

The enterprise currently employs 240 people offering a competitive salary and comfortable working conditions. It also provides accommodation for its employees and helps the local authorities to develop the rural infrastructure.

'Agrofirma Mezhdurechye shows a good example of how to shape up modern production implementing a reasonable approach and an efficient resource management system', said Aleksandr Moor.

Agrofirma Mezhdurechye was highly commended by the officials. They expressed their willingness to support the enterprise in every way and provide assistance in finding new production sites in the region.

By Viktor BARGOTIN

Never too much of high-quality milk

EkoNivaAgro has launched two modern dairies designed for 2,800 milking cows and 4,000 head of young stock each in Voronezh oblast. In the near future, the new farms will reach their full productive capacity – 180 tonnes of wholesome milk per day.

Aleksandr Gusev, Governor of Voronezh Oblast, Viktor Logvinov, Deputy Chairman of Voronezh Oblast Government, Anatoliy Balbekov, Head of Bobrov district, Igor Kirnos, Head of Liski district, and Stefan Duerr, EkoNiva Group President, attended the opening ceremony.

'Dairy farming is one of the top-priority development areas in Voronezh oblast', emphasised Aleksandr Gusev. 'This year, plans are afoot to break the regional record and produce one million tonnes of milk. EkoNiva will contribute greatly to achieving the desirable goal. The company is successfully stepping up its raw milk production, and in a few years to come, it will put a strong focus on milk processing.'

Stefan Duerr took the honoured guests on a tour of the production facilities and elaborated on the cutting-edge technologies applied at the company's dairies.

'We make every effort to create the best possible conditions for cows on all our farms', said the President of EkoNiva Group. 'We build outdoor pens and install special curtains in the



barns to protect the animals from severe frosts. Moreover, we have replaced straw with sand bedding as it is much more comfortable for them.'

At the new facilities, the welfare of the employees is of equal importance, and the company always does its best to improve it. Competitive salaries, good social benefits, convenient work schedules and a number of other perks have become a reality for the residents of Peskovatka and Petropavlovka. Perhaps even more importantly, the company has created 300 new jobs, which will help to solve the problem of unemployment in these villages.

The dairies in Petropavlovka and Peskovatka have become the 14th and 15th farms which EkoNivaAgro has launched in Voronezh oblast. Today, two more dairies designed for 3,300 milking cows each are under construction in Bobrov and Buturlinovka districts.

By Viktor BARGOTIN



More milk for Siberia

Sibirskaya Niva has launched Ogneva Zaimka dairy in Cherepanovo district, Novosibirsk oblast. While in Talmenka district, Altai area, the beginning of winter was marked by the official start of a large-scale construction project – Kurochkino dairy for 6,000 head of cattle.

Ogneva Zaimka is designed for 3,500 milking cows. The total investment in the project exceeded 2.5 billion roubles.

‘Currently, we are milking 1,200 cows, and the daily milk output amounts to 35 tonnes’, explained Sergey Lyakhov, EkoNiva-APK Holding Regional

Director for Siberia. ‘This dairy is equipped with a 72-stall rotary manufactured by the Swedish company DeLaval. It is the first milking parlour of this type in Sibirskaya Niva.’

In the summer of 2020, Ogneva Zaimka will start operating at full capacity, so the milk produced in Cherepanovo

will be supplied all over the Siberian Federal District. Besides, about 25 thousand hectares of previously abandoned land has come into use again. However, it is not the only region where EkoNiva is reclaiming land – since 2019, the company has been working 17,500 hectares in

Talmenka district, Altai area. Kurochkino dairy will become the company’s third operation for 6,000 head. The two other mega-dairies, in Novosibirsk and Ryazan oblasts, are already operating at full capacity.

‘The planned daily milk yield at Kurochkino is 150 tonnes’, said Sergey Kudryavtsev, Executive Director of EkoNiva Altai. ‘We expect to produce about 55,000 tonnes every year. Despite the winter conditions, we keep on working intensively. The commissioning of our farm is scheduled for the end of 2020.’

The investment cost of one of the largest dairies in the country will total 3.2 billion roubles. The future facilities will be fitted with high-tech equipment, including two 72-stall rotaries in the milking parlour. The launch of Kurochkino will create 200 jobs.

‘EkoNiva invests in the development of farming all over the country’, stressed Sergey Lyakhov. ‘However, we tend to choose regions with more favourable investment policy.’

By Tatyana IGNATENKO

New home to local lore in Shchuchye

A new local history museum has opened its doors to visitors in Shchuchye village, Voronezh oblast.

Two storeys, three theme halls and more than 250 exhibits – such museums appear not only in administrative centres of regions and districts, but even in rural areas. Not so long ago, the residents of Shchuchye could not even dream of such a modern oasis of culture close to their homes.

‘Our dairies are not the only thing we care about, we strive to make life in villages better’, said Stefan Duerr. ‘The new local history museum will continue our cultural traditions and revere the memory of the soldiers who fought and laid down their lives for peace in our country. The future generations should know the history of their native land, pay homage to the remarkable feats of their ancestors and enrich the great traditions of Shchuchye.’

Outside the building, on exhibition are old-time tillage

implements – a harrow and a reversible and non-reversible plough. Inside the building, there are three exhibition halls. The first one called From the Distant Past displays the history of Shchuchye and neighbouring villages. The second hall Military

Glory presents unique artefacts dating back to the Second World War. The last one is a gallery, which exhibits more than 50 works of art created by the members of the Association of Russian Artists.

As time goes by, Shchuchye

is turning into a better place, where the residents want to live, raise children and impart wisdom to grandchildren. All the streets in the village are asphalted and lit up. A new kindergarten has been opened, and an orthodox church has been renovated. The reconstruction of the community centre is being completed, and now the museum of local history has welcomed the first guests.

‘EkoNiva does not waste words tangibly proving that it is not just the biggest milk producer in Europe – it is a company bearing social responsibility’, concluded Nikolay Safronov, Local Lore Expert and Director of the Museum. ‘I would like to express my deep gratitude to Stefan Duerr and his team for the trust they put in us and the implementation of such an exciting project.’

By Viktor BARGOTIN



Ekosem-Agrar – the enterprise of the year

Ekosem-Agrar, EkoNiva's parent company, has been awarded the Enterprise of the Year prize (UnternehmerSTARS 2019) by the regional office of the German Association for Small and Medium Enterprises (BVMW).

The award ceremony was held at the Palatine Conference Centre in the German city of Wiesloch. The prize is given to the companies of Rhein-Neckar, Baden-Wuerttemberg, in recognition of the high importance of small and medium businesses in general and to certain enterprise in particular for outstanding achievements. The best nominees were chosen in six categories: promotion of innovations, qualified personnel recruitment, digitalisation/industry 4.0, international economic activity, business

administration and young SMEs (small and medium enterprises). Ekosem-Agrar, the leading raw milk producer in Russia and Europe, became the winner in the International Economic Activity category. The company makes a significant contribution to the development of the Russian economy. In 2015, it was recognised as a systemically important organisation in our country. Ekosem-Agrar promotes advancement of rural areas through investment and training of specialists while implementing rational resource management.



'The success story of Ekosem-Agrar is amazing', noted Josef Stumpf, Manager of BVMW Economics Department. 'We are all impressed by the company's tremendous growth. Its substantial contribution to the German-Russian relations is also undeniable.'

Fabian Kirchmann, PR Department Manager, and Svetlana Simonis, Ekosem-Agrar Legal Service Specialist, were happy to receive such a prestigious award.

'It is a great honour to represent our company at this event',

said Svetlana Simonis. 'We are pleased to see a growing interest in our activities and feel that our success is widely acknowledged. Today, many people have expressed a strong desire to visit our enterprises in Russia.'

Ekosem-Agrar's subsidiary, EkoNiva-APK Holding, operates in 12 regions of Russia. Its key area of activity is dairy farming. Over the past years, the number of dairy cows has increased by several times and reached nearly one hundred thousand head.

By Tatyana IGNATENKO

Heifers from Denmark



Peterburgskaya Niva has welcomed 420 Holstein Black-and-White heifers from Denmark – the animals came to Trud dairy, which became part of EkoNiva-APK Holding in the summer of 2019. The farm is located in Volosovo district, Leningrad oblast.

The 'foreigners' were accommodated in a separate barn, then quarantined and thoroughly examined. The animals have already undergone the first stage of adaptation to the new environment and, according to the veterinarians, feel well.

'Danish cattle are among the best in Europe', said Maksim Vanin, EkoNiva-APK Holding Regional Director for the North West region. 'They are distinguished by their physical hardiness and resistance to disease. In fact, 95% of the cows on Trud farm are crossbred with Holstein bulls. The black-and-white beauties have excellent genetic potential and high lactation performance.' EkoNiva is the largest breeder of Holstein cattle in Russia – for now, there are 75 thousand pedigree Holsteins at the holding's enterprises all over the country. To unlock

the potential of this breed, it is necessary to arrange special housing conditions and formulate a balanced ration for the animals. The marginal value of each cow is above all costs as they do outperform any other dairy breed. The daily milk yield on EkoNiva's farms exceeds 2,500 tonnes – the figures speak for themselves.

'The cows brought to Volosovo district are expected to calve from February to June 2020', explained Stanislav Babich, Executive Director of Peterburgskaya Niva. 'In the future, the estimated gross milk output which currently reaches 19 tonnes per day will increase by 10 tonnes.'

By the end of 2020, the total herd on Trud will grow by 650 head and amount to 2,180 head. The number of dairy cows will rise by 450 and exceed 1,180.'

By Tatyana IGNATENKO

New year for new initiatives



New records and surprising statements! EkoNivaAgro has commended its best employees for their dedicated work, and Stefan Duerr, EkoNiva Group President, announced great news!

Stefan Duerr noted that 2019 was a successful year for the company, although the winds of change sometimes brought difficulties and unexpected turns of events. 'Over the past year, our total milk output amounted to 760 thousand tonnes', said Stefan Duerr. 'Liski district took the lead over other Russian districts in terms of overall production. Bobrov district is second, and I hope that Anna district will catch

up with its neighbours to make the top three. There is a strong trend towards good milk prices, which I expect to continue in the new year.' Today, EkoNiva offers high-quality dairy products, provides 5,400 jobs in Voronezh oblast and continuously educates future agricultural specialists. In 2019, more than 700 students from Russian agricultural universities did their internship at EkoNivaAgro.

'Young people are our future', continued Stefan Duerr, 'and we do want young and ambitious professionals to work for EkoNiva and change the life in the Russian rural areas for the better. That is why we strive to develop the infrastructure in villages.' EkoNivaAgro has every reason to be proud of its team, both in terms of work performance and family life. In 2019, over 60 employees got married and 5 of them became parents.

The company's President decided to follow the lead of the Russian President Vladimir Putin who had recently implemented new support measures for families with newly born children. For his part, the head of the holding promised a pleasant bonus to all young parents in the company. 'I promise a bonus of one hundred thousand rubles to all employees who give birth to a child', announced Stefan Duerr. The order took effect on 1 January, 2020 and will be valid until 31 December, 2022. The main condition for receiving the bonus is two years of uninterrupted work for the company of at least one of the parents.

Also, awards were given to 200 employees of EkoNivaAgro who demonstrated excellent achievements in their work last year. 'I live in Korshevo village where it is a real challenge to find a job', said Elena Volkova, Milking Parlour Operator at EkoNivaAgro-North. 'I have been working for EkoNiva for two years and I am very happy with my choice of the employer!'

By Darya DENISOVA

15 years with a reliable partner

Kirov branch of EkoNiva-Tekhnika has celebrated its 15th anniversary.

The special day coincided with Agromaslenitsa festival held in Kirov for the second time. The feast took place on the premises of the service centre. 'We are happy to see more guests attending the event every year', shares Lyudmila Zykova, Deputy Head of Kirov branch of EkoNiva-Tekhnika, 'our doors are always open not only for business visitors but for good friends as well.' Kirov branch has been operating since 2005. Upon its opening, it was one of the first dealerships selling the machinery of foreign brands in Vyatka region. In 2012, the subsidiary began the construction of a new service centre. Today, it is a well-established dealership facility where farmers can buy premium class machines and have them serviced by qualified specialists. 'I remember us laying the foundation stone of the new

facility', recalls Aleksey Kotlyachkov, Deputy Prime Minister for Agriculture and Food of Kirov oblast. 'Today, Kirov branch of EkoNiva-Tekhnika helps to develop dairy farming and the agricultural sector in the region. Together, we have achieved good results over the past few years.' The premises of the service centre hosted a unique show with the machinery of famous brands. The waltz of three JCB 531-70 Agri telehandlers came as a surprise for the spectators. Driven by professionals, the iron dancers showed marvelous manoeuvrability and uniformity of movement. The demo-show continued with the V451M baler coupled to the John Deere 6195M, the BVL V-Mix 13-2S feed mixer and the Haybuster 2564 trailed bale processor. The array of models on display included the John Deere R4050i



self-propelled sprayer, which captured the visitors' imagination with its might. In addition, two manufacturers presented their 2020 novelties – the John Deere 8270R tractor and the JCB TM320S telescopic wheel loader. Stefan Duerr, President of EkoNiva Group, congratulated the colleagues on the anniversary and wished the farmers of Vyatka district to reap high yields in the coming season. 'Thanks a lot to the people who have been supporting EkoNiva all these years', says Stefan Duerr, 'it's astonishing how the agricultural specialists in Kirov

oblast do so well in such difficult climatic conditions.' Sergey Zykov, Head of EkoNiva-Tekhnika Kirov branch, believes that his professional team helps him to defy the destructive force of nature! 'The success of our work can be attributed to the close-knit and hardworking team that we've built', says Sergey Zykov. 'The job we do is a scope of actions we take to achieve better agricultural results in the region. We introduce new technology and want our farmers to become industry leaders in Russia.'

By Darya DENISOVA



Make villages great again!

Last year, EkoNiva Group joined in the implementation of the Comprehensive Development of Rural Areas state programme, thus committing itself to creating comfortable living conditions in rural areas.

The Comprehensive Development of Rural Areas programme covering the period from 2020 to 2025 addresses priority issues of the rural area residents, including accessibility of medical care, social security, education and affordable housing, and creates conditions for the rural area infrastructure development and improvement.

Together with the state, regional and municipal authorities, businesses can also support the state programme on their own initiative. EkoNiva Group was one of the first companies to sign up for the project. By now, the holding has submitted an application for participation in several regions of Russia: Voronezh, Ryazan, Kaluga, Orenburg and Novosibirsk oblasts.

Within the framework of the project, a total of 67 houses for EkoNivaAgro employees are currently under construction in Liski and Bobrov districts, Voronezh oblast. The commissioning is planned for the end of the year. The enterprise will finance 16% (50 million rubles) of the total construction budget.

'The new houses will be given to the employees who need support', states Roman Volodin, Deputy Regional Director for Finance, EkoNivaAgro. 'There is only one condition:

the houses are for those employees who have worked for the company for at least one year. After signing the tenancy agreement with the municipal authorities, the participants of the programme will be able to move in. The house will be available for purchase from the municipality for 10% of its original cost after 5 years of renting and for 1% – after 10 years, provided that an employee has been working for the company and living in the rural area the entire period.'

EkoNivaAgro is co-financing the development of social facilities. In particular, the company is going to invest about 10 million rubles in the construction of Shchuchye community centre. Taking care of the next generations' health, the company will finance the installation of a multi-purpose sportsground in Petropavlovka village (Liski district).

With the support of OkaMoloko, the construction of 50 houses is going to commence in Ryazan oblast (Aleksandro-Nevskiy district). Besides, it is planned to build another 160 houses for the families of the employees in Shatsk, Sasovo and Pitelino districts. The total investment will exceed 1 billion rubles.

'OkaMoloko is more than happy to join the project', says Vladimir Kavin, Regional Director for Ryazan oblast. In addition to the residential houses, we will co-finance the construction of a medical and obstetric centre and the refurbishment of the school in Nizhniy Yakimets village (Ryazan oblast) and the sportsgrounds in Aleksandro-Nevskiy and Burminka villages. We care for our employees and their families, we want their children to be able to attend modern schools and kindergartens, do sports and develop their cultural



skills in their neighbourhoods instead of commuting to the regional centre. Therefore, participation in the federal programme is a top priority in EkoNiva's social policy.

The living conditions of the employees of Severnaya Niva (Orenburg oblast) are also going to change for the better. The need for housing in the region is more pressing than ever due to the launch of Kurskaya Vasilievka dairy last year and the pending completion of Mordovo-Dobrinno dairy construction in Severnoye district. The project is currently waiting for final approval, following which 40 modern houses will be built in Severnoye district, Orenburg oblast.

By participating in the programme, Sibirskaaya Niva (Novosibirsk oblast) aims to address a number of social issues. In particular, the company is going to purchase all necessary equipment for the local medical and obstetric centre in Malaya Tomka village (Maslyanino district), co-finance the construction of the sports and recreation centre and renovate the outdated water supply system in Maslyanino. The construction of accommodation for employees is also high on the agenda.

Kaluzhskaya Niva (Kaluga oblast) has become one of the most active participants of the federal programme. The project estimation works are underway and the required documents have been submitted to the local government for approval. By 2024, 230 houses are planned to be built in Ferzikovo, Peremyshl, Medyn and Khvastovichi districts of Kaluga oblast by EkoNiva.

'First and foremost, we think about people and want to change their lives for the better', says Stefan Duerr, President of EkoNiva Group. 'I am very happy that EkoNiva participates in the rural area development programme, which enables us to create comfortable conditions for the employees. We do our best to encourage the local people to stay at their native villages and enjoy working there.'



Organic movement takes the world by storm

The National Organic Union of Russia has exhibited at the world's leading trade fair for organic food BioFach for the third time. The keynote of the event was a global call for changes.

Strong support for organic movement

Organic farming can contribute substantially to environmental protection all over the world. The idea prevailed at the trade fair this year supported by a lot of experts including Julia Kloeckner, Federal Minister of Food and Agriculture of Germany.

'Organic agriculture implies both environmental protection and a holistic approach to sustainable development. It is not just about economy, but also about social responsibility', says Julia Kloeckner.

is still in its infancy. Therefore, the main goals pursued by the Russian delegation headed by Maksim Uvaydov, Deputy Minister of Agriculture of the Russian Federation, were experience exchange and networking.

'The organic farming sector is our high priority', states Maksim Uvaydov. 'The law on organic production has entered into force, yet there is still a lot to be done to build a coherent system including production, certification and state support and to earn worldwide recognition of our products and consumer trust. Besides, the educational system must meet the needs of this emerging

industry. Therefore, according to the register of the Ministry of Agriculture.

'Though we have been in the business for only 11 years and have a relatively small domestic market for organic produce, we set ambitious goals', says Oleg Mironenko, Executive Director of the National Organic Union. 'In 2019, the domestic organic market value was 200 million euro. The target for the market expansion by 2026 is 5 billion euro. We can get around 1.1 billion euro worth of produce from every million hectares of farmland converted to organic.'

Winning the trust is top priority

At the trade fair, EkoNiva organic farming was represented by Savinskaya Niva. The enterprise is engaged in organic milk, beef and crop production. Savinskaya Niva is a member of the International Federation of Organic Agriculture Movements (IFOAM) and its products are certified in compliance with European and Russian standards.

'We are currently expanding our organic projects into more regions', shares Anatoliy Nakaryakov, Director for Organic Production of EkoNiva-APK Holding. 'Now, the farms in Orenburg and Novosibirsk oblasts are undergoing a period of conversion. Stupinskaya Niva Organic (Moscow oblast) and Smolenskaya Niva Organic (Smolensk oblast) obtained KIWA

certificate for crop production right at BioFach trade fair.'

At the discussion panel, Stefan Duerr, President of EkoNiva Group, pointed out that the demand for organic milk from retail chains is growing whereas the buying activity stays relatively low.

'From my perspective, it's not a matter of price', comments Stefan Duerr. 'Russian consumers lack understanding of what organic produce is and why organic milk costs more than conventional. Today, EkoNiva produces 2,500 litres of organic milk a day, and the volume is going to considerably increase in the coming 6 years. It's high time to promote and raise public awareness of organic products. At the end of the day, it's not just selling what we strive for, it's gaining people's trust what's essential to us!'

BioFach's faces

This year, the opening ceremony featured inspiring Dr. Jane Goodall, Dame Commander of the Order of the British Empire (DBE), a primatologist and UN Messenger of Peace. Dr. Jane is 85, and she is a highly acclaimed scientist who has made a name for herself around the globe through her huge commitment to the natural world, the human race and animals, worldwide species conservation, sustainability and the life of future generations.



'While working with chimpanzees, we tested them with organic versus non-organic food and they chose organic', underlines Jane Goodall. 'What gives me hope is the extraordinary brain and the resilience of nature: if we give her a chance – as shown in organic farming – she will come back and restore the fertility to the land in an organic sustainable way.'



The minister emphasised the role of the German organic market as the largest in the EU and the fact that for many companies organic production is in line with their sustainable development concepts.

Learning from European experience

Organic production in Russia

industry. For this reason, we are planning to open an educational centre at the Russian State Agricultural University named after K.A. Timiryazev to train specialists in organic farming. A total of 11 exhibitors presented their organic products at the Russian booth. Certified organic producers number 80 today in Russia

By Darya DENISOVA

Misconceptions: milk and plant-based drinks

Driven by healthy lifestyle craze, customers are increasingly going for plant-based milk alternatives, which is not bad in essence. As life goes on, new trends, technologies and taste preferences emerge. The problem here is that producers of these drinks gain consumer trust either by exploiting the milk image or, on the opposite, by compromising it.



Milk with no milk in it

Producers of beverages from oats, rice, almond, soya and even Siberian pine nuts use the word 'milk' in their names. Their advertisements claim that those drinks are dairy-free alternatives. In this case, why are these products, which have nothing to do with milk, called like that? Many people really believe that their trendy choice is nutritionally equivalent to milk. The common misconception is caused by their names – 'soy milk', 'almond milk', 'buckwheat milk'. The logic of marketing specialists is obvious – it is much easier to promote 'oat milk' than some 'oat drink'.

Other companies have chosen the opposition to milk as their strategy and emphatically call their drinks 'not milk'. Their advertising campaigns are based not on the benefits of their product but on blaming natural cow milk for containing lactose, which, in fact, can be

compared to accusing a lemon of being sour.

Such a strategy is not new. Some years ago, the phrase 'not cola' was used to promote a different kind of drink. The trick was prompted by novel Generation 'П' by Viktor Pelevin. The characters in the book played with words 'ne cola' (literally – not cola) and Nikola (a Russian male name), which was later used to market a drink. Biologists call it parasitism while dairy producers – unlawful acts.

Outside the law

'Plant-based drinks and dairy products are two different market segments. Therefore, they cannot have the same name', emphasises Artyom Belov, Director General of Soyuzmoloko. 'Let's get the terms straight – they must be called coconut, almond or rice drinks, not milk. It's the right thing to do. In European countries, it is forbidden by



law to use dairy terms on the plant-based product packaging. I hope here, in Russia, the issue will soon be fixed too. We have to amend the Customs Union regulations first and this work is in progress.'

Concerning the competition between these two product categories, Artyom Belov believes that it is too early to talk about it. At present, the milk alternatives market is estimated at about 10 billion rubles, while the dairy market – at 1 trillion rubles. The volumes of the markets are incommensurate.

So, what do the Europeans consider to be milk? Stefan Duerr, President of EkoNiva Group explains that according to the German legislation, only the fluid secreted from animal udder can be called milk. This is a precise definition, which is easy to comprehend.

'There is tea, coffee, juice and there is milk', says Stefan Duerr. 'It has nothing in common with plant-based drinks except for the white



colour. Then, why do we call them milk?'

Why, indeed? Why is it

considered an equivalent to milk, and not juice, for example?

Unique properties

Traditionally, people take milk as an extremely beneficial product. This idea is literally embedded in our culture and genes. It is its nutritional value that the producers of plant-based beverages refer to when promoting their products.

Milk is a source of vital nutrients for human body, first and foremost, high-quality proteins, minerals and vitamins. Researchers from the University of Maine (USA) have proved that milk consumption has a positive impact on the brain function. However, for better memory and concentration, a diet should



also include cheese, yoghurt and ice-cream.

'Milk and dairy products are indispensable in the daily diet', explains Marina

Kopytko, Dietician, PhD, Head of Dietetics Department of a nutrition clinic. 'According to the recommendations of the WHO, an adult should have three dairy servings per day. For example, 200 grammes of milk and kefir and 100 grammes of quark.'

At the same time, the WHO does not recommend consuming more than 100-150 grammes of plant-based drinks twice a week. 'Such beverages have special palatability traits', continues Marina Kopytko. 'They help make the menu more varied, in particular, for the people allergic to cow milk protein and those having lactase deficiency. The others shouldn't fully substitute milk for the products made from grains, nuts or beans.'

Milk contains necessary amounts of calcium, which can also be sourced from plant products. However, specialists point out that the bioavailability of the calcium from these sources is totally different.

'To get the same amount of calcium, you need to have five times more plant drink than milk', underlines Marina Kopytko. 'It's worth mentioning that some of those beverages are much higher in fat. For example, fat in almond milk can exceed 20-25 per cent per 100 grammes. Besides, I strongly recommend young women to take these

'alternatives' in moderation as they contain phytoestrogens, which can have adverse effects of the reproductive potential.'

Tricks of the trade

While with milk everything is clear, not many people know what the drinks in question are made from and how.

Let us examine the composition of an almond beverage, for instance: 2.3% almond, the rest is water, salt, sugar, B vitamins, stabilisers and emulsifiers. Beverages from rice, oats, soy basically have the same ingredients except for the relevant grain or beans and rapeseed or sunflower oil added. The shelf life of such products is approximately one year. Their price varies from over 100 rubles per litre for domestic brands to 200-300 rubles per litre for foreign ones. You are to draw your own conclusions.

We have no process regulations in place for the plant-based alternatives, consequently, their quality and safety depend only on how scrupulous the manufacturer is, which should cause concern.

'To check non-dairy drinks, we need to use a tailor-made approach in terms of microbiological, hygienic and other parameters', says Larisa Abdullayeva, Executive Secretary of the Technical Committee 470 "Milk and Dairy



Products" affiliated with the Federal Technical Regulation and Metrology Agency. 'For example, milk and plant beverage contain completely different amounts of mycotoxins (secondary metabolites produced by fungi). For plant-based beverages, the range of mycotoxins to be checked for should be much wider. Currently, we are not testing for the whole range, which poses a certain food safety hazard.'

The process of making the pseudo-milk is described on most of the labels. The grain/oatmeal/nuts/beans are soaked, ground, mixed with water, filtered, fortified with additives, pasteurised or sterilised and packaged. Good job, marketing specialists! Under the pretext of taking care of our health, they successfully sell us an overpriced product, whose most expensive component is its packaging!

By Svetlana WEBER,
By Tatyana IGNATENKO



EkoNiva expanding into new regions

EkoNivaTekhnika-Holding has increased its area of responsibility by 10 regions. The company now has John Deere dealership in Omsk, Novgorod, Saint Petersburg oblasts, Altai area and the Republic of Karelia and Vaderstad dealerships – in Kursk, Belgorod and Omsk oblasts.



In step with the times

Today, EkoNiva, the largest John Deere dealer in Russia, is represented in 24 regions. EkoNiva team's experience, knowledge and expertise have earned numerous accolades from the supplier. Besides, in 2019 its territory was enlarged.

'John Deere values EkoNiva's input into the brand promotion', says Dmitriy Minayev, John Deere Dealer Network Development Specialist. 'Rapid growth and implementation of cutting-edge technologies always keep the company in step with the times. I'm sure EkoNiva will succeed in the new territories as well.'



Gennadiy Nepomnyashchiy, EkoNivaTekhnika-Holding Commercial Director, believes that the company has everything necessary for efficient work in the new regions.

'We hope to increase the sales and provide the local farmers with more tools for progressive agricultural practices', states Gennadiy Nepomnyashchiy. 'Our goal is to become a combo-dealer, which means



Omsk

selling not only John Deere farm machinery, but also forestry and construction equipment. To achieve it, we have everything: modern service centres, qualified team and passion for helping our clients and boosting their business efficiency.'

Farming the Siberian way

The agricultural producers of Omsk oblast were invited to visit the new service centre. The guests toured the workshop and spare parts warehouse and concluded that the facility



Barnaul

equipped so well can handle any machinery breakdown. Some of them have already ordered John Deere machines from EkoNivaSibir.

'We had been dreaming of the S760 John Deere combine for a long time', says Vladimir Lugovik. 'EkoNivaSibir has made our dream come true. We are lucky to have this



Biysk

company in our region. It's our reliable partner.'

'The local farmers are excited to have EkoNiva in their region', comments Denis Kondratyev, Executive Director of EkoNivaSibir. 'And we promise to ensure as high a level of service as in any other region.'

New service centres of EkoNiva also opened in Altai Area.

'At the moment, we work with 120 farms', says Svetlana



Medvedeva, Manager of EkoNivaSibir subdivision in Biysk. 'Spare parts are delivered by plane from Moscow on a weekly basis. We do our best to satisfy our clients.'

Yevgeniy Kondratyev, Manager of EkoNivaSibir subdivision in Barnaul, shares that they are currently finalising contracts

Northwest Russia. They are ready for the coming growing season and have everything required for maintenance and even complex repairs of farm machines: state-of-the-art diagnostics equipment, regularly replenished spare parts stock and team of qualified technicians.'



for JD farming equipment with numerous enterprises in the area.

'The producers are well informed that EkoNiva is now represented in Altai area', notes Yevgeniy Kondratyev. 'Our specialists drive to farms every day, consult and provide recommendations on the best choice of equipment considering the specific soil and climate conditions.'

'We are delighted to apply our extensive experience, competence and knowledge in John Deere machinery



maintenance in the new region', states Maksim Gudukin, EkoNiva-Tekhnika Executive Director. 'Our modern service centres in S.Petersburg

Secured position in the Northwest

EkoNivaTehnika service centres have also opened their doors to customers in

and Vologda oblasts warmly welcome local farmers.'

Black Soil region keeps up

Kursk and Belgorod oblasts have been added to Vaderstad dealership territory of EkoNiva-Chernozemye.

'Our maintenance sites are fully completed', says Sergey

demo shows illustrating the highest quality of the machines.'

Yevgeniy Zhilkin, Director of Vaderstad Russia, told about the highest standards of EkoNiva and its role as a trendsetter in the farming machinery market.

'I'm positive that EkoNiva's work in Kursk, Belgorod and Omsk oblasts



Chekhov, Head of Belgorod and Kursk branches of EkoNiva-Chernozemye. 'We have scheduled a number

where it represents the full range of Vaderstad equipment will give new impetus to our



of events for farmers this year, including Vaderstad workshops, Field Days and

brand promotion in these regions', concluded Yevgeniy Zhilkin.

By Anna Bordunova





First in Siberia

This year, EkoNivaSibir has supplied two John Deere 9520RX track tractors to Siberia for the first time. SIBIRSKAYA ZERNOPROMYSHLENNAYA KOMPANIYA, one of the leading farming enterprises in Novosibirsk oblast, did justice to all the advantages of this model and added it to its machinery fleet.



The tractors of this series are manufactured at the John Deere plant in Waterloo, the USA, in three models: 9470RX, 9520RX and 9570RX. The first one has the maximum capacity of 628 hp. Currently, only the 9470RX and 9520RX are available in the Russian market.

'The distinctive feature of these machines is the track assembly design', points out Sergey Arsiriy, EkoNivaSibir Sales Department Manager. 'It has four tracks, which evenly distribute the weight of the tractor, minimising soil compaction and increasing traction due to good ground contact. Besides, the tracks are highly manoeuvrable both in and outside the field.'

The 9520 RX tractor has a number of other benefits: a reliable and time-tested John Deere PowerTech™ engine and an 18-speed e18™ PowerShift™ transmission with electronic control. The latter delivers smooth gear shifting while maintaining the desired ground speed, and all of this is achieved at the minimum rpm.

The tractor is fitted with cutting-edge precision farming solutions, including the AutoTrac™ guidance system. It enhances in-field

performance due to reduced operating costs and boosted efficiency of self-steering. The John Deere telematics system JDLink is also integrated into the model, which makes it possible to establish a link between laptops, computers or mobile devices and machines operating in the field.

The JDLink technology offers unlimited opportunities for increasing the fleet management efficiency and minimising expenses through remote machine performance monitoring, diagnostics and recording information about the machine and attached implements.

'The John Deere 9520RX tractor is designed to operate in harsh conditions', adds Sergey Arsiriy. 'It helps to ensure a more efficient handling of heavy wide-cut implements preventing over-compaction of soil. These machines are suitable for any Russian region and various weather conditions.'

By Anna BORDUNOVA





Efficient harvesting for superior quality

Unsurpassed reliability and exceptional durability, a powerful engine and a versatile control system – John Deere heavy farm machinery ensures smart, efficient harvesting and superior quality in the shortest possible time.

When it comes to gathering a bumper crop, the John Deere S700 Series combines are second to none. The owners of Agropromkomplektatsiya-Ryazan enterprise based in Korablino district, Ryazan oblast, know it for a fact. In 2020, they are going to enlarge their farm machinery fleet with eight John Deere S780 combines featuring the Integrated Combine Adjust 2 system, which creates plenty of opportunity for enhancing the machine performance. Last year, three units of this model operated in Ryazan fields.

'We never settle for second best – only powerful and highly efficient John Deere machines', says Vladimir Zhaboyedov, Chief Engineer of the enterprise, 'and EkoNiva, our dealer, guarantees first-class after-sales service and maintenance. The S700 Series combines have long become reliable helpers at the parent enterprise of our holding in Oryol oblast. In the farming season of 2019, the mighty "green" column of John Deere S780 machines appeared in the fields of Ryazan oblast for the first time and delivered outstanding performance.'

The John Deere S700 is a brand-new series of the automated combine designed as a result of continuous improvement of the model with a single-rotor threshing and separating system. Thanks to the joint work of the manufacturer's engineers and customers, many innovative ideas have been successfully implemented. The new solutions boost machine capacity and operator efficiency, improve

grain quality and bring down operating costs.

'The John Deere S700 is a rotary combine, which means grain threshing is done more gently', explains Kirill Parfiryev, Sales Department Manager, Turlatovo branch, EkoNiva-Tekhnika. 'The percentage of crushed grain is virtually reduced to zero. Besides, the single-rotor technology allows for excellent

multi-crop harvesting performance ensuring better straw and grain quality compared to hybrid systems.'

The rotary combine has a number of advantages over the straw walker – fuel consumption reduced by 30% and almost doubled productivity at equal capacity. The machine is distinguished by a high grain discharge rate and a large grain tank size – 14,100 litres. In addition, the engine displacement is 13.5 litres with the maximum power of 547 hp. And finally, the repair costs of the rotary combine are 30-35% lower than those of the straw walker.

'It is quite easy to use the combine – everything is as simple as on a smartphone', continues Vladimir Zhaboyedov. 'We adjust harvesting settings with the help of ergonomic controls and a 10-inch colour display — and here we go, ready to conquer Ryazan fields. The average operating time during the autumn campaign reached 1,000 engine hours. Each of the three "green" all-rounders harvested 30 hectares of crop per day. The results exceeded all our expectations – the machines won the battle for the harvest hands down. Only the reduced losses brought about a considerable increase in the yield – by almost a third.'

Vladimir Zhaboyedov:

'We never settle for second best – only powerful and highly efficient John Deere machines, and EkoNiva, our dealer, guarantees first-class after-sales service and maintenance.'



By Tatyana IGNATENKO



The best machinery of all time

Ruskiy Syr, a Russian cheese making company, has been collaborating with EkoNiva for two years, enjoying the high quality of the machinery supplied.

Learning is fun

EkoNiva-Tekhnika in association with John Deere has officially gifted a John Deere tractor to Ryazan State Agricultural University named after P.A. Kostychev.

This year, the Engineering Department of Ryazan University is celebrating its 70th anniversary. Over these years, its teachers have helped generations of young people to become qualified specialists and fulfil their true potential in the farming sector. EkoNiva-Tekhnika and John Deere congratulated the staff and students on the anniversary and presented the keys to a John Deere 6125M to the University.

'Our students operate domestically manufactured machinery during their practical classes', says Aleksey Bachurin, Dean of RSAU Engineering Department. 'I guess the John Deere tractor will change the educational process for the better. Earlier, we used to arrange tours of the service facilities of EkoNiva-Tekhnika, but now students have the opportunity to study advanced

machinery building in depth here, at the university.'

For more than three years, EkoNiva-Tekhnika has been cooperating closely with RSAU inviting its students to do internship. It is worth mentioning that upon graduation, yesterday's interns are always eager to come back to the company as specialists.

'Over 75% of the engineering department employees of our branch are former students of Ryazan Agricultural University', emphasises Igor Gorshkov, Head of the Service Department of Turlatovo branch of EkoNiva-Tekhnika. 'We try to do our best to support the alma mater by sharing various

In 2018, Ruskiy Syr, the core business of which is dairy farming, acquired a new farming enterprise in Kaluga oblast and started building a new dairy. The company needed cutting-edge machines to equip the new facility, and EkoNiva offered the necessary solutions. Today, the machinery fleet of Ruskiy Syr includes JCB 531-70 and the JCB 541-70 telescopic handlers and a Fliegl TMK160 tipping trailer.

'JCB offers the best machinery of all time', says Oleg Shershnev, Director General of Ruskiy Syr. 'We have bought JCB telehandlers for our farm and never regretted it – they have nothing but advantages. Due to the wide range of attachments and implements, these all-rounders are utilised during various material handling operations. In other words, one JCB telehandler is worth several machines. The JCB 531-70 featuring a 7-m boom loads grain, forage and fertiliser. The JCB 541-70 has an increased lift capacity of 4 tonnes, which makes it irreplaceable for silage compaction.'

'These telehandlers do a perfect job', emphasises Oleg Shershnev. 'Excellent manoeuvrability, versatile

performance and potent power are all part of the package. There's also strength, durability and reliability built into every part of these units – they have never let us down. Next year, we are planning to buy two JCB 434 wheel loaders. Fortunately, EkoNiva is a credible partner and its specialists are always ready to assist with any issue and give professional advice.'

The Fliegl TMK160 tipping trailer also delivers top-notch performance, which cannot but please the company director. According to Oleg Shershnev, this robust and versatile machine does various works at the touch of a button – transportation and dumping of silage, grain and manure. A rigid monolithic body, solid-steel side boards and a galvanized hollow girder frame ensure a significant margin of safety. The trailer body is distinguished by its unique features: one of the largest tipping angles on the market, about 55 degrees, and a conical shape, which guarantees quick unloading and increases capacity. All in all, the Fliegl TMK160 operation leaves nothing to be desired. Reliable machinery like this is the key to exceptional results!

By Anna BORDUNOVA

improve the educational attainment.'

Congratulating RSAU named after P.A. Kostychev on its anniversary, EkoNiva-Tekhnika wished it new scientific achievements and bright students.

By Viktor BARGOTIN



From reliable harvester to tasty milk



The John Deere 8000 Series forage harvesters are commonly used at dairies all over the world. The demand for the machines is quite high due to their incredible power, top-notch performance, peerless reliability and unsurpassed comfort.

For several decades, Voznesenskoye farming enterprise located in Bagan district, Novosibirsk oblast, has been engaged in crop production, dairy and beef farming. The land bank of the farm exceeds 13,000 ha while the total herd amounts to over a thousand cows. The management puts a premium on new technologies and cutting-edge machinery.

‘The productivity of dairy cattle is directly connected with their ration and housing conditions’, said Gennadiy Chmurin, Voznesenskoye Director.

‘On our farm, we pay a lot of attention to nutrition and do our best to produce high-quality feed. The John Deere 8000 Series forage harvester is a great help to us, it ensures the best quality of any forage.’

The ‘green’ all-rounder John Deere 8300 joined the farm in the summer of 2018, and it has already proved itself as an efficient and reliable helper. The assemblies and components of this model have a good margin of safety. Besides, the feed produced from the harvested material is distinguished by uncompromised quality, which is a great boon to the lactation performance of the herd.

‘90% of the machine components have been custom-designed based on the clients’ needs’, explained Aleksey Burkhovetskiy, Senior Sales Representative of EkoNivaSibir. ‘About two years

recommending the John Deere 8300.’

This model is fitted with a DuraDrum cutterhead, which has earned a fine reputation for the high quality of the fodder produced. Due to the system

Gennadiy Chmurin, Director, OJSC Voznesenskoye



ago, Voznesenskoye farming enterprise placed an order for a reliable and powerful combine equipped with a grain chopper and an automatic system for applying silage preservatives. I had no hesitation in

enabling automated length-of-cut adjustment and the patented technology for grain chopping, any feed mixtures can be prepared. Besides, the longitudinal engine layout of the forage

harvester ensures efficient cooling, easy access for maintenance and enhanced visibility.

‘The header drive and the new damping system for feed rollers help to minimise material losses during feeding’, continued Aleksey Burkhovetskiy. ‘The special design of the ProStream crop flow path increases the throughput. This offers the machine owners an additional opportunity to actively manage feed preparation. The model can boast high comfort, panoramic view, intuitive controls, convenient access to all assemblies as well as a built-in tool box and a compressor for cleaning.’

For Voznesenskoye management, the demo show organised in the local fields became the decisive factor in purchasing the John Deere 8300. After seeing the forage harvester in operation, the farmers did not want to part with it any more.

‘We are always very scrupulous about the choice of machinery and its dealer’, emphasised Gennadiy Chmurin. ‘We examine all the features of the unit and test it on the move. Our collaboration with EkoNivaSibir started in 2010. Over this period, the company has supplied and maintained more than 70% of our agricultural machines – by the way, as many as fifteen units. These all-rounders live up to our wildest expectations, and we are very pleased with the servicing, too. With such a dealer, our business will only keep progressing and thriving!’

In the past farming season, the John Deere 8300 successfully operated for more than 300 engine hours. Working non-stop, the ‘green helper’ harvested 2,000 ha of alfalfa, 1,500 ha of annual grasses and 700 ha of maize within just a few days. The crops were harvested to time and quality. Now, the cows of Voznesenskoye farming enterprise are provided with wholesome feed to produce even more tasty milk.

By Tatyana IGNATENKO



Learning from manufacturers

On a regular basis, JCB enhances the knowledge of its dealers. Specialists of EkoNiva-Tekhnika are always happy to visit the plant of the globally famous manufacturer.

This time, JCB has run a training session and held a demonstration of the JCB 434 wheel loader.

'The JCB 434 is second to none on the agricultural machinery market', said Artyom Konoplyov, JCB Brand Manager of

EkoNiva-Tekhnika. 'It is a mighty performer on a silage clamp, fast and efficient. Its attachment – folding grass forks – can

handle a large amount of silage, up to 8-9 m³ at a time.'

The wheel loader features powerful hydraulics, axles with limited slip differentials, a 6-speed automatic transmission and a boom stabilisation system. All of this ensures high productivity and excellent quality of work. The JCB 434 is capable of tackling any size job on any size farm: pushing, loading and unloading.

'In my experience, the average lifespan of these loaders is 4,500 engine hours per year', explained Artyom Konoplyov. 'On big farms, the figure goes up to 7,000 hours. It is a clear indication that the JCB 434 is an incredibly reliable and robust machine.'

EkoNiva-Tekhnika frequently organises demo shows of the JCB 434, and with every passing year, the demand for the all-rounders keeps rising significantly.

By Darya DENISOVA

Success formula

Gavrilovskoye agricultural cooperative located in Vladimir oblast keeps on developing dairy farming in its region. The formula for success is simple – a professional team and high-quality agricultural machinery. Sergey Pankratov, Head of the large farming enterprise, has shared his experience.

Last year, EkoNiva-Tekhnika supplied a JCB 434 wheel loader to the farm. The machine is a manoeuvrable helper ensuring fast and efficient operation in silage and haylage pits. It loads material, levels and compacts it. The JCB 434 is built to be quick, strong, reliable and all-day comfy.

'Feed quality plays an important role', says Sergey Pankratov, 'that is why we grow forage crops and prepare feed ourselves. This year, with the help of the JCB 434, we've managed to pile 16,000 tonnes of corn silage and 20,000 tonnes of haylage. These are excellent results!'

Today, the land bank of Gavrilovskoye cooperative is 6,000 hectares. Its herd amounts to 3,350 head of cattle, 1,590 of which are milking cows. The milk yield is 44 tonnes per day.

'Built on a foundation of quality and reliability, this wheel loader

perfectly copes with any farm task', continues Sergey. 'Its major job is to prepare feed and load grain. The JCB 434 is an indispensable machine at a dairy.'

Another helper at Gavrilovskoye cooperative is the John Deere 8300. Supreme reliability, quick performance, high capacity and precision cutting have always

been important parameters for the forage harvester.

'The John Deere 8300 is pretty good at crop harvesting', shares Sergey Pankratov. 'This year, we've managed to prepare 10,000 tonnes of corn silage and 12,000 tonnes of haylage within a very short period. The forager is equipped with a

unique kernel processor, which cracks grain perfectly well. As a result, we get first-class animal feed that meets all the quality standards.'

When it comes to our job, every detail matters. The John Deere 8300 features a stone detector and a metal detector, which prevent possible damage to the cutting system of the machine.

'As soon as a piece of metal or a stone gets into the green mass, the harvester stops immediately', explains Sergey Pankratov. 'Without such protection systems, the machine can be seriously damaged or fail. It's a crucial aspect for us since there is not a moment to lose when harvesting forage.'

Good feed is another success factor as it is vital for producing tasty milk. For 32 years, Sergey has been working for Gavrilovskoye farm. He believes that there is no royal road to a thriving farming business. The key is to stay focused on your goal and strive for it with your team!

By Darya DENISOVA



Dairy dreams coming true

EkoNiva is a long-time participant of the event. This time as usual, the company's booth served as a platform for exchanging opinions and discussing the best practices and innovative technologies.

The key objectives of the Russian agricultural sector are to ensure food security, increase agricultural exports, develop the national plant breeding industry and guarantee high quality of food products.

'We – dairy farmers, producers and processors of natural milk – should promote our product and its benefit for health', says Stefan Duerr, EkoNiva Group President. 'Only by controlling each production stage, from field to shop shelf, can we provide a product of the highest standard. Proper forage and efficient machinery are what the modern livestock farming rests on.'

The specialists of Krasniy Mayak (Yaroslavl oblast, Rostov district) know the secrets of making the production process more effective. The land bank of the enterprise amounts to 11,000 ha and its herd size is 2,500 head. Dmitriy Zolotov, Director General of Krasniy Mayak, dropped by EkoNiva's booth to say hello to his business partners, discuss the results of the previous agricultural season and goals for the next one. Nearly every year, EkoNiva-Tekhnika supplies the latest machinery to the farm.

'We've purchased over a half of our fleet from EkoNiva-Tekhnika', says Dmitriy Zolotov. 'Our partnership with the dealer was established 13 years ago. Now, we know for sure that timely service is instrumental in the farming business. For example, last year, we had a problem with a Haybuster bale processor. The service technician fixed it promptly. This machine is an indispensable tool for herd managers. It ensures high-quality chopping of the material and allows cutting length adjustment.'



Crocus Expo IEC has hosted AGROS 2020, an International Trade Fair of Technologies for Animal and Forage Production. Over 300 exhibitors from 28 countries took part in the event.

The role of high-performance machinery in the optimisation of the work process and collecting high yields in due time is indisputable. However, it is not the only key to success. High-quality seeds are also a crucial success factor.

production supplied by EkoNiva are much appreciated by the specialists of the breeding plant n.a. Dzerzhynskiy, Yaroslavl oblast (Yaroslavl district).

'We value reliability, stability and high quality', says Vitaliy Smurygin, Director General

a balanced diet and produce high-quality milk. EkoNiva supplies fodder grass seeds to the enterprise. Dakota alfalfa is the most popular choice of the customer. Since the crop serves as the basis for nutritious feed, Johann Schmelcher, a German farmer, decided to buy it for his future herd. Just recently, he acquired a plot of abandoned land with a cow barn in Nizhniy Novgorod oblast. His immediate goal is to purchase 200 head of cattle, while the long-term target is to reach the capacity of a thousand milking cows to produce a lot of milk and cream. The farmer is also planning to grow sweet and savoury strawberry on a large scale. Johann holds fast to his dream and keeps on pursuing it. 'EkoNiva and Stefan Duerr show a good example', says Johann Schmelcher. 'My first experience in livestock farming was in Russia, in Sibirskaya Niva. I learned a lot doing my internship there. The main idea I drew from my time at the company is that even the most unrealistic dreams can come true if you work hard and strive for your goal – to bring tasty milk to everyone!'



Johann Schmelcher

'EkoNiva and Stefan Duerr show a good example'. 'My first experience in livestock farming was in Russia, in Sibirskaya Niva. I learned a lot doing my internship there. The main idea I drew from my time at the company is that even the most unrealistic dreams can come true if you work hard and strive for your goal – to bring tasty milk to everyone!'

Krasniy Mayak buys them from EkoNiva. Triso wheat, Calcule and Margret barley varieties are the top favourites.

'In 2019, we harvested over 50 tonnes of the Margret barley per hectare', shares Dmitriy Zolotov. 'It is an excellent result. The main thing we value in our collaboration with EkoNiva-Semena is timely advice from the company's experts.'

The cutting-edge solutions for livestock farming and feed

of the breeding plant. 'The dealer has never cast a shadow over its credibility. Both the seeds and the machinery are unparalleled. Lately, we have purchased two JCB 527-58 AGRI telehandlers. We use them for unloading silage, loading organic material and grain. We are very happy with their performance. This model can enter a farm with any gate size, which is particularly important to us.'

The cows on the farm have

By Tatyana IGNATENKO



Screening winter wheat for frost tolerance

Approx. 18 million hectares of this country's farmland is under winter wheat. The most important trait of the crop is winter hardiness. In a number of regions of the country, uneven or totally missing snow cover during the winter creates stressful conditions for the plants. The solution to the issue of identification of the most frost resistant varieties in the plant breeding process is the use of unique climatic equipment.

Critically low temperatures are the crucial stress factor which has the greatest impact on winter wheat survivability. One of the primary goals of the research aimed at improving adaptivity carried out by the Plant Breeding and Early Generation Seed Maintenance Department of EkoNiva-Semena is the development and selection of winter wheat lines, sources and donors of high frost tolerance. The creation of valuable initial plant breeding material with economically useful properties plays a key role in the subsequent development of winter-hardy varieties.

Unfortunately, natural conditions do not always permit the specialists to carry out differentiated assessment of winter hardiness level of the breeding lines. Precise determination of this value calls for testing of the lines in a controlled environment facility at low freezing temperatures. The most reliable way of

winter hardiness assessment involves determination of the survivability rate of the plants following exposure to critically low temperatures.

To optimise the present area of plant breeding, EkoNiva has started using a piece of advanced equipment – the climatic chamber KHK-20, which is designed for maintaining any given mode within the temperature range from +30°C to -27°C with the

One of the primary goals of the research aimed at improving adaptivity carried out by the Plant Breeding and Early Generation Seed Maintenance Department of EkoNiva-Semena is the development and selection of winter wheat lines, sources and donors of high frost tolerance.

accuracy of +/- 0,5°C. Until 2019, the only place where a phytotron chamber of this type could be found in Russia was National Grain Centre n. a. P.P. Lukyanenko in Krasnodar. Last year, a similar growth chamber was purchased by EkoNiva-Semena.

In 2020, the frost tolerance of the breeding material developed by the department is going to be assessed in the chamber. Currently, the method of direct freezing of plants in boxes as defined by Kharkiv Plant Production Institute n.a. V.Ya. Yuriyev is applied. In autumn, the seed samples are sown into boxes and left outdoors. After the hardening off in natural conditions the seedlings

are placed into the chamber where they are subjected to extreme temperatures. Straight after the freezing, the boxes are placed into a heated facility and survival rate is calculated based on plant regrowth. The resulting data are representative of the frost

tolerance of the respective winter wheat breeding material and varieties.

The method enables breeders to carry out world-class adaptive plant breeding. It ensures reliable data accrual making efficient screening of lines with high frost tolerance possible. In the future, these lines will be used for the production of highly adaptive and competitive commercial winter wheat varieties offered by EkoNiva-Semena. One good example of the achievements of the in-house breeding programme so far is the variety Cepheus, which has recently been included into the State Register of Plant Breeding Achievements approved for use on the territory of the Russian Federation.

By Vitaliy VOLOSHCHENKO,
Director of Plant Breeding
and Early Generation Seed
Maintenance Centre
Andrey ZVYAGIN,
Plant Breeder
of EkoNiva-Semena





Kazakh farmers' choice



High-quality seeds are instrumental in receiving a high yield. Recognising this, EkoNiva-Semena views ensuring a diverse range of heavy-yielding varieties of the most requested crops as a priority. The company has been cooperating with farming enterprises of the Republic of Kazakhstan for over 5 years now. Over the time, the crops from the seed portfolio have proven their worth and produced impressive results in the fields of Kazakhstan.



yield of over 7 tonnes/ha with the variety Licamero.'

In 2019, the spring wheat variety Licamero produced 3.0–3.5 tonnes/hectare in extreme drought conditions. The management of the diversified agricultural holding is quite happy with the yield.

'Even under a drought, the seeds of spring wheat supplied by EkoNiva produced the crop of over 3.5 tonnes/hectare in the fields of Kostanay oblast',

holding from EkoNiva-Semena. The farmers are positive about the good emergence of the seeds.

'In Kazakhstan, the spring wheat Licamero is sown at a low rate of 2.5–3.5 million viable seeds per 1 hectare', continues Willi Drews. 'Its high tillering rate enables it to establish a stand optimum for each area by harvest time. Since our varieties are of intensive type, they are very responsive to mineral nutrients in the soil,

peas is on an upward curve. In the context of the development of soybean processing capacities, the republic experiences a growing interest for varieties of the crop. Besides the fact that EkoNiva's portfolio has a lot of options to offer, the company is currently engaged in in-house soybean breeding aimed at the development of early maturing varieties, which is particularly relevant for soybean growing areas of Kazakhstan.

Quite recently, the portfolio received an addition: the first lots of oilseed flax have already been shipped to Kazakh farmers.

EkoNiva-Semena also has a wide range of varieties of forage grasses adapted for local climate patterns available.

In addition to the sale of high-quality seeds, the company offers agricultural producers qualified support and extensive information regarding best farming practices to ensure a bumper harvest.

The main crops grown in the republic are cereals. Out of the EkoNiva's lineup, Kazakh farmers particularly favour the varieties of European breeding. More specifically, the spring wheat varieties: Licamero, Calixo, Cornetto, Odeta and Triso. The list of spring barley varieties is no less impressive: Calcule, Margret, Paustian, Explorer, Eifel and Traveler. The above cultivars boast high flexibility and adaptivity.

The first to have faith in EkoNiva's varieties were the farmers of East Kazakhstan region. Good results were not long in coming.

'Particularly representative was Year 2018', says Willi Drews, Doctor of Agronomy, Advisor of EkoNiva. 'Several farming enterprises received an unprecedented in the republic

Willi Drews:

'Its high tillering rate enables it to establish a stand optimum for each area by harvest time. Since our varieties are of intensive type, they are very responsive to mineral nutrients in the soil, particularly to the fertilizer introduced into the soil with the seeds'

says Aleksandr Tsavalyuk, Seed Production Agronomist of Olzha Agro holding, 'while other cultivars fell short of 2 tonnes/hectare. The basic seeds of the barley variety Calcule also fared well – 3.7 tonnes/hectare. We are going to increase the area under them.'

This year, Olzha Agro is purchasing basic sowing material for all the subdivisions of the

particularly to the fertiliser introduced into the soil with the seeds.'

Another crop in high demand in the republic – other than cereals – is peas: yellow varieties, among them Rocket, Jackpot and Belmondo, and green pea variety Madras.

In Kazakhstan, as well as in Russia, the demand for green

By Tatyana IGNATENKO



The magnificent five and the goalkeeper!

For nine years, NivaStroy has successfully operated as part of the EkoNiva holding. During this period, the specialists of the subsidiary have built 33 facilities: dairy farms, milk processing plants, grain handling facilities, service centres and other important objects. Today, 2,200 NivaStroy employees are doing their jobs on the construction sites of the holding. Many of them work out in the gym. It is not surprising that the company has finally formed its own hockey team.

'In their free time, our staff do some sports', says Vitaliy Fokin, Construction Site Supervisor at NivaStroy, team captain. 'Pumping iron became a bit of a bore. So, at the beginning of winter, we got together on the ice rink in Bugulma, the Republic of Tatarstan, to play hockey.

This is where we met Ildar Madiyarov, a youth ice hockey coach. He suggested that we should train with his players.' The coach assisted in building the team. NivaStroy employees – Linar Gimaletdinov, Igor Serov, Dmitry Kozlov, Roman Afandiyev, Aleksey Chekurov, Eduard Sevryukov and Vitaliy Fokin – became its members.

'We train three times a week', continues Vitaliy Fokin.

'Traditionally, we start with cleaning the ice rink (smiles) because it snows all the time in winter here. After the high-intensity warm up exercises, we move on to



NivaStroy employees are united not only by their job, but also by their love of sports. Just recently, a group of enthusiasts has organised an ice hockey club based at Severnaya Niva. All fans of the popular game are invited to join it.

combination game and shooting techniques practicing. Our favourite part of the training is, of course, the game. We play against the youth teams for about an hour. They are really hard to compete with but game after game, my colleagues and I become more experienced.'

For several months now, our team has been sharpening its skills on the ice rink. Even

when spring comes, the season for NivaStroy players will not be over. The athletes will move to the modern ice hockey rink in Bugulma. The training sessions there have already been arranged. Therefore, the players can continue the preparation for their first tournaments without interruption.

'It's too soon for us to think about participation in competitions but this is what we all dream of', continues Vitaliy Fokin. 'We need to get new sports equipment and officially appoint somebody as team coach to take part in the regional and republican tournaments.'

The athletes have noticed that hockey games improve their fitness and have a positive impact on their work. Recently, they have successfully launched another state-of-the-art dairy farm in Orenburg oblast – Kurskaya Vasiliyevka. Now, they are



Stefan Duerr, EkoNiva Group President also enjoys playing hockey

working on a similar project in Naratly, the Republic of Tatarstan.

'We have built a real team not only on the ice rink, but also on the construction site', concludes Vitaliy Fokin. 'We try to help each other at work to attain all the goals set by the management, meeting the deadlines and delivering high quality. With this synergy, we can beat any record in both sport and our profession.'



Another hockey team of EkoNiva, Liski district, Voronezh oblast

EkoNiva-Chernozemye comes to the battlefield



The traditional winter series of the Race of Heroes has, in every sense, rocked Alabino shooting range (Moscow oblast). More than 1,500 amateur athletes from all over the country, including employees of EkoNiva-Chernozemye, took part in the event.

Over several years in a row, the Race of Heroes held in early February has been the first competition on the sporting calendar of EkoNiva-Chernozemye. In 2020, organisers of the tournament created an atmosphere close to a real battlefield: artillery salvos, tanks, soldiers blasting through obstacles, volleys of gunfire, – a true epicentre of the military conflict.

‘At first glance, the track didn’t seem to be very difficult’, shares Stepan Maslovskiy, Engineer of EkoNiva-Chernozemye. ‘However, a few kilometres after the start, we faced challenging terrain with a trim trail, which we had to cross to the sound of thundering cannons. Every contestant felt an adrenaline rush and got goose pimples, but it only added excitement.’

The winter series of the Race of Heroes took place at Alabino for the first time. On the 8.5-km track, the organisers placed more than 30 various obstacles. The company’s employees successfully climbed dozens of monkey ladders testing their grip strength and teamwork skills. At the end of the competition, our sportsmen were among the very few who managed to

conquer the ‘Everest’ despite the frost and wind.

‘This year, we have performed really well’, says Viktor Lyamkin, Driver of EkoNiva-Chernozemye. ‘It was really challenging, but at the same time, it convinced us once again that working as a team, we can overcome any obstacles in our way. Many thanks to our management that always supports us and provides funds for our participation in various sporting contests. In our turn, we do our best to contribute to the company’s success heading for new victories and achievements.’

The Race of Heroes is not only for representatives of the stronger sex, ladies are also welcome to try their hand at it. The team of EkoNiva-Chernozemye can boast two sportswomen – Veronika Shurina and Elena Zhidkova – who have shown excellent performance at the winter series of the tournament for a few times.

‘This winter race was tough not only because of the freezing weather, but also because of the new obstacles on the course’, explains Veronika Shurina, Order Department Specialist, EkoNiva-Chernozemye. ‘For the

girls, the track was quite hard to get across. However, thanks to the team spirit and the support of our brave guys, we, ladies, managed to cover this difficult distance.’

In under 2 hours after the start, the team of EkoNiva-Chernozemye cheerfully crossed the finish line. Our athletes improved their last year’s result by 20 minutes and made a three-line leap up the leaderboard taking the eighth place in the Race of Heroes winter series.

By Viktor BARGOTIN





EkoNiva has taken part in the scientific congress 'Innovative Practices: Science Plus Business' organised by the Moscow State University named after M.V. Lomonosov.

Innovative practices: science plus business

The key topic of the congress was 'Agricultural education in Russia: how to bring the great science back to agricultural universities?' In the course of the congress, the participants discussed the question of interaction between large-scale enterprises and educational institutions. EkoNiva told about its programmes and projects designed to attract and motivate young specialists: internships,

students' teams, specialised academic and scholarship programmes, agriclases.

The Atlas of Russian Values project carried out jointly by Innopraktika fund, EkoNiva Group and Voronezh State Agricultural University, was a highlight of the discussion. This unique initiative helped to change the mindset of the students. Seeing the modern farming enterprises with their own eyes made them reconsider

their attitude towards the profession and career prospects. Most of the project participants decided to come back and do their summer internship at EkoNiva's dairies again.

'Such discussions pave the way for resolving the issues of preparing qualified specialists in agriculture', states Boris Morev, Head of the Corporate Academy, EkoNiva-APK Holding. 'The development of the students' practical skills calls for longer

internships and a more flexible way of their arrangement. To achieve this, we are developing alternative solutions for organising internships at the universities of Russia.'

EkoNiva contributes to broadening of the professional outlook of the students of agricultural universities by arranging intensive internships. Since the beginning of the programme, over 4,000 aspiring undergraduates – 1,500 in 2019 alone – have done internship at the facilities of the holding. This year, EkoNiva will open its doors to a total of 1,700 students, wishing to gain an invaluable first-hand experience.

By Viktor BARGOTIN

Young and eager to work

The winter session of the Russian Nationwide Student Team MOST has started at Vysokoye dairy in Voronezh oblast.

The priority task for MOST is to help student to develop skills for their future profession. Future herd managers, veterinarians, technicians and engineers have several months to master the practical skills necessary for their job and get their own idea of agriculture.

'It is such a pleasure to see that you have chosen to join us', said Stefan Duerr, EkoNiva Group President, at the opening of the session. 'I would like to warn you that our job is quite challenging – you will have to get up early, learn how to take proper care of cows and give them treatment. There are many more subtleties that young farmers need to grasp.

After the hard workdays, you will enjoy doing sports and participating in creative events. MOST is a good start to your future career.'

The student team MOST will carry out its work at several dairies – Dobrino, Bodeyevka, Vysokoye, Verkhniy Ikorets, Bobrov 1 and 2, Zaluzhnoye and Petrovskoye – and the milk plant in Shchuchye village. The students from all over Russia will master modern standards of livestock farming and milk processing technologies and learn how to operate agricultural machinery.

'My acquaintance with EkoNiva began in 2017', says Yuliya Akulova, Student Team Leader. 'It was after two months of

internship that I realised I wanted to make farming my life's work. Most students come here without any practical knowledge or skills and go

back home with invaluable professional experience and only one desire – to return to EkoNiva as an employee.'

By Viktor BARGOTIN



A heartwarming tour

EkoNiva is about to launch a new tour project! Everybody will have a chance to visit a dairy farm in Dobrino village, Liski district, Voronezh oblast, where tourists will find out what a demanding work it is to get the tasty and healthy milk to the customer's tables.



The main purpose of the tour project is to promote milk and a healthy lifestyle and to demonstrate the company's main principle 'from field to shop shelf' in action.

'We strive to be as transparent as possible for both the people who buy EKONIVA products and those who do not know anything about us so far', says Yekaterina Bartseva, Head of the Tour Project Department of

EkoNiva. 'Our specialists keep all the production stages under strict control. We want our customers to trust us.'

The guests will be able to explore one of EkoNiva's dairies from the inside, see how the cows and calves are kept and find out what ration they are fed. Apart from that, the visitors will watch the milking rotary in operation and learn how much tasty milk the farm produces.

Besides, the specialists will tell them how raw milk is stored and how it is delivered to the plant.

'Moreover, our guests are welcome to indulge in plentiful entertainment', continues Yekaterina Bartseva, 'exciting workshops, games and the tasting sessions of EKONIVA dairy products. We gladly invite everybody to our farm!'

EkoNiva offers tours of its facilities in Voronezh and

Kaluga oblasts, which enjoy great popularity. In 2019, 9 thousand people toured the company's dairies. Soon, a similar project will be launched in Novosibirsk oblast.

The official opening ceremony of Dobrino is preliminary scheduled for May 2020.

Advance registration for the tours is available at 8 800 550-57-00. See you in Dobrino!

By Darya DENISOVA

It's pancake time!



On the occasion of Maslenitsa, EkoNiva in cooperation with the chefs of Kukhmister culinary studio gave the residents of Voronezh a special present – they made a whopping thin pancake the like of which had never been seen in Russia before.

It took the cooks seven litres of fresh EKONIVA milk, five dozen eggs and five kilograms of flour to create the culinary masterpiece. Making

such a giant pancake on one's own would be a tall order, that is why the process involved the participation of the entire team: four cooks rolled the dough out

on a three-metre pan, making sure it was evenly fried from all the sides and two assistants were busy controlling the fire to maintain a steady temperature.

'We practiced the entire week', says Dmitriy Vyrodov, Masterchef. 'We cooked pancakes every day, but their diameters didn't exceed 2.4 metres. However, today we have managed to make the largest in Russia pancake weighing 15 kilograms.'

Measurement of the freshly cooked pancake revealed its diameter – two metres and fifty-two centimetres. The process of pancake making was filmed and sent to the Russian record register as a proof of record setting. The previous record holder, whose diameter amounted to two metres and seventeen centimetres, was a pancake made in Moscow oblast.

The festival goers were looking forward to sampling a piece of the giant record breaker, which

was divided into more than 300 servings. EKONIVA curds and yoghurts made a perfect addition to the traditional Maslenitsa dish.

'We have neither seen nor tasted a pancake like this', shares Svetlana Pashkova, attendee of the event. 'It was really engaging to observe the process – we doubted anything would come out of it until the very last minute, but EkoNiva finally made it! The pancake was absolutely delectable!'

The organisers of the event had prepared an engaging festival programme for the visitors. As part of the tasting sessions, everyone could sample EKONIVA curds, yoghurts, kefir, sour cream and milk or just enjoy herbal tea and hot chocolate. The attendees were welcome to participate in the contests and receive memorable gifts from EkoNiva.

By Anna POTAPOVA,
Viktor BARGOTIN

18 March

Official opening of EkoNivaSibir dealership centre

Venue: 29, prospect Yuzhniy, Barnaul
Organiser: EkoNivaSibir

20 March

Official opening of EkoNivaSibir dealership centre

Venue: 23/3 Sotsialisticheskaya st., bldg. 3, Biysk
Organiser: EkoNivaSibir

23-26 March

Young EkoNiva offsite event

Venue: Sibirskaya Niva, Novosibirsk oblast
Organiser: EkoNiva-APK Holding

26-27 March

AgroTekh Mordovia

Venue: Mordovexpocentre, Saransk
Organiser: the Ministry of Agriculture and Food of the Republic of Mordovia

27 March

Official opening of the service centre of EkoNiva-Tekhnika Leningrad branch

Venue: 2g, Shosseynaya st., Fedorovskoye village, Tosno district, Leningrad oblast
Organiser: EkoNiva-Tekhnika

18 April

Competition 'We are a sporty family'

Venue: Lokomotiv sport and recreation centre, Liski, Voronezh oblast
Organiser: EkoNivaAgro

26 April

The 2nd Interregional festival of children's recreation, leisure and entertainment Igrograd

Venue: Voronezh Central Park of Culture and Leisure
Organiser: Voronezh Tourist information centre

May

Official opening of Devitsa service centre

Venue: Devitsa village, Voronezh oblast
Organiser: EkoNiva-Chernozemye

Launching of a tour project at Dobrino dairy

Venue: Liski district, Voronezh oblast
Organisers: EkoNiva-Food, EkoNiva-APK Holding



12+

/EkoNiva /EkoNivaCompany

/amn.milk

27 March

We are looking forward to seeing you at the official opening of the service centre of EkoNiva-Tekhnika Leningrad branch!

**EKO NIVA
ЭКОНИВА**

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