

Leader of the year

Hot issues:

- ✓ A due reward! AgroCentreLiski, a leader in sales of AGCO spare partsp. 2
- ✓ A secure GSI storage facility will preserve the harvest well..p. 3
- ✓ Paris, the fashion trendsetter in agricultural equipment. Reports from the SIMA exhibition.....p. 5
- ✓ Under Taisia Babicheva's womanly strict supervision farms are set up and records set.....p. 7
- ✓ Tractors love oil! Especially that from Liqui Moly.....p. 8



Knowledge is power



The beginning of the new year was marked by an exceptional event for the AGCO MACHINERY Company. It opened its own training centre in the village of Chasty, Odintsovsky district, Moscow oblast.

modern training centre makes it possible to simultaneously train up to 50 students per day.

The specialists taking a course at the training centre receive all the materials they need for studies. Upon completion of the course, a certificate is issued to them.

"Modern, highly productive farming machines call for appropriate training of their users", says Simon Irwin, director of the AGCO servicing department in Central and Eastern Europe. "This is necessary both for operators working on the fields and for servicing centre specialists. We are sure that the multi-stage system of training of our specialists and dealers will further support our customers all over Russia, Ukraine and the CIS".

AgroCentre servicing engineers attended the new AGCO centre, where the first training

sessions were held in the use of the Challenger equipment.

"Everything is available here for acquiring new knowledge in maintenance and repair of farming equipment", says Andrey Korniyukhin, servicing engineer of AgroCentreZakharovo LLC. "In several weeks, we took a theoretical course in tractors, combine harvesters, and fodder procurement equipment. During practice, we applied the



acquired knowledge to specific units of equipment. All the specialists received certificates of professional development".

By Anna BORDUNOVA according to AGCO Company

Pursuing its strategy of business development in Russia, AGCO Corporation is concentrating its efforts in several areas, one of which is steady investments in the development and training of both its own specialists and dealers. The specialists acquire professional knowledge and skills in the use and maintenance of modern equipment at the corporation's numerous facilities all over the globe and at dedicated training centres. The opening of a company-owned training centre near Moscow for the company's workers and its dealers from Eastern Europe has made the training still more accessible and convenient.

"The opening of the training

centre in Russia is for us a long-awaited event", says Aleksandr Belov, AGCO Marketing Director for Central and Eastern Europe. "The Russian agricultural market, along with that of other countries of Eastern Europe, is one of the most promising. Efficient training of our specialists is becoming an important factor both in sale of agricultural equipment and in its post-sale maintenance".

A building measuring more than 8,000 sq m houses classrooms, equipment rooms with more than 30 units of machinery for practice, and a large showroom (7,000 sq m) containing AFCO equipment, such as Challenger, Fendt and Valtra, being sold in Russia. The

At the meeting of AGCO MACHINERY dealers, AgroCentreLiski was awarded the prize of "Leader of AGCO PARTS business volume in 2012" for outstanding achievements in the promotion of spare parts.

"It is very pleasing to receive such a high award", says Sergey Tikhomirov, head of the spare parts procurement department at AgroCentre-Holding LLC. "This is a stimulus to keep up the tempo".

Next year AgroCentre plans to double its sales of spares, to continue developing the network of maintenance centres and to expand the range of spare parts permanently in stock at the storage depots.

Furthermore, AGCO revealed its plans to launch new projects for improving customer service, supporting the dealers and providing after-sale support.

In addition, it will seek to overhaul pricing in accordance with conditions of the Russian market.

The AGCO specialists talked about achievements of last year. One of the outstanding events was the transfer of the central spare parts warehouse to a new logistics centre in Podolsk, which will cut the parts and expendables delivery time. It was also pointed out that in the last two years the Russian dealers reached 90% aggregate annual growth, placing Russia among the leaders on the regional markets of Europe, Africa and the Middle East.

By Anna BORDUNOVA

Leader of the year



Valmont erects a facility and trains dealers

At the Green Week 2013 exhibition in Berlin, the Valmont Irrigation Company signed a memorandum with the Rostov Oblast Administration for erecting a Valley irrigation system manufacturing facility.



The company will build the plant in the Oktyabrsky district, Rostov oblast. The investments in the first stage of work will amount to 12 million dollars. The facility will manufacture Valley circular and frontal irrigation systems and will supply equipment all over Russia and the CIS.

"Russia is one of our company's priorities", emphasises Vice President Aaron Schapper. "Due to the steadily growing demand for foodstuffs and restricted fresh water reserves, Russia has to produce various crops using irrigation. The deployment of Valley advanced irrigation

systems will enable the Russian farmers to raise productivity and increase profits".

AgroCentre, an official dealer of Valmont Irrigation, offers a complete range of services, from the choice of irrigation equipment to its installation and maintenance. Valmont supports its Russian partners by providing regular training and organising practice sessions in servicing. This effectively helps the farmers who opt for irrigation systems.

In early February, a major training event was arranged for the first time in Voronezh.

This offered instruction to sales managers from the dealer companies of Russia, Ukraine and Azerbaijan. Valmont was represented by all the key personnel: Vice President Aaron Schapper, Eurasia Sales and Marketing Director Ruediger Claas, Eurasia Regional Director Vladimir Kharmink and other executives from regional offices.

The training lasted four days and covered various subjects, starting from the company history and ending with sophisticated issues of technology. For instance, the Valmont experts briefed

attendees on how to calculate correctly the amount of water for irrigation depending on the watering system used. Much attention was given to estimation of financial issues and additional options that can be offered to the customers.

"During training, we were introduced in detail to the Valmont products", said Maxim Shchukin, an expert on irrigation with the AgroCentreZakharovo LLC, sharing his impressions. "Thus we learned about their technical features and competitive advantages".

By Yekaterina GALUSHKINA

Reliable granaries

The productivity and quality of grain crops on the Russian fields have improved remarkably over the last decade. However, the harvest is not what is on the field but what is in the granary.

Today, the Russian elevator infrastructure has dramatically improved. This industry is vigorously supported by the government farming development programme. Farmers are offered a growing number of different models of agricultural equipment.

At the Zerno-Kombikorma-Veterinariya exhibition (an event dedicated to grain and fodder production and livestock care) AgroCentre introduced the GSI industrial association, a manufacturer of grain storage

equipment in North America. This is a new name for the company dealing with different suppliers. However, in foreign countries GSI is a recognised leader among the builders of grain storage facilities. It accounts for over 39% of such supplies on the North American market. GSI produces a complete range of equipment for treating and storing the grain, from bucket-elevators and transporters to silos of various sizes fitted with a smart ventilation system.

"GSI is a good decision both for small farms and large farming holdings", says Oleg Zhdanov, manager of the grain technologies procurement department, AgroCentreLiski. "Compared to competitors' products, GSI's silos are made from thicker steel sheets, up to 5.3 mm each. Another advantage is the simple assembly. The components fit tightly together due to the excellent workmanship and well thought-out fastening system. The GSI machines are well known not only among US farmers, but also among those in the southern regions of Russia and Ukraine. AgroCentre will supply the equipment to the central regions of our country".

By Yulia SALKOVA



AgroCentre has organised a new foreign tour for Russian farmers. This time, its specialists visited Italy. During the visit, they went to see AGCO Corporation's facility in Laverda, a dairy farm, and of course, attended places where they were treated to Italian cheese and wine.

At the Laverda facility, the Russian farmers were introduced to the history of the enterprise and taken on an excursion of the production plants. Here, on an area of 60,000 square metres the Challenger, Fendt and Massey Ferguson grain combine harvesters are assembled. 650 people are involved in the assembly process. Each day, 18 to 19 machines are rolled out. The farmers watched all the manufacturing stages, from raw materials acceptance and laser metal cutting to painting and final assembly. The guests visited the modern paint shop currently under construction where dipper bathes will be installed. They also watched how machines are tested for faults. Should just one be detected, the whole machine goes off for re-manufacture. In the test centre, the machines are tested strictly, as the field conditions require. The farmers were told that AGCO plans to launch production of Challenger fodder combine harvesters at this facility. Already the engineers are developing the model. In the corporation's museum, the farmers saw the

AgroCentre tours

Italy



first combine harvester, mower and baler.

The farmers familiarised themselves with the country's farming industry on the FATTORIA DIDATTICA PERON farm. Here, a mere five people raise and look after 320 Alpine milch cows. Nine-unit side-by-side milking equipment is installed for convenient milking. Each cow's yield here reaches 28 litres of milk. This is used for production of premium brands of cheese, which the guests willingly tasted.

"We were agreeably surprised

by the test centre where the machines undergo a three-hour test run", says Vladimir Gubarev, head of the Gubarev Farming Enterprise (Belovsky district of the Kursk oblast), sharing his impressions. "Here the specialists leave nothing to chance. I assured myself of the high reliability and superior quality of the AGCO equipment. As a head of an enterprise raising 400 milch cows, I found the expertise of a foreign farm extremely interesting. I was amazed by the high level of production culture. Cleanliness and order reign supreme

everywhere. There is a broom even in the silo pit! I also liked the system of dung removal. A software-controlled machine travels across the cow-house, removing the dung through a special latticed floor, following which it ends up in containers for various fractions, and then goes to the field as a fertiliser. It's worth noting that one litre of milk, with protein and fat content, respectively, of 3.7 and 4.5 percent sells for 40 eurocents, i.e. 16 roubles. Our milk of comparable quality costs more".

By Anna BORDUNOVA

At the Round Table



At the seminar, the AgroCentre experts spoke about the work of each spare parts department of the company's 13 regional divisions. They discussed the issues of timely supply of spares and the organisation of

warehousing.

During the seminar, the supplier companies' experts held several training sessions for AgroCentre specialists. Liqui Moly, the German producer of

oils and maintenance chemicals, presented its products used in farming. The specialists studied the products' operational capabilities and the operating instructions.

Managers of the spare parts department, AgroCentre Company, and representatives of supplier companies met at a Round Table in the Golitsino Training Centre to discuss the burning issues of the day and to plan work in the near future.

Starco presented a wide range of wheels and tyres for agricultural machines. The experts gave a briefing on the subtleties of choosing the right wheel systems and how to use them correctly.

At a meeting with the head of the spare parts procurement department of the Kverneland Group CIS, the focus was on further cooperation and the promotion of original components of this brand.

Based on the training results, each specialist of AgroCentre received a certificate of professional development.

By Anna BORDUNOVA

AgroCentre has organised for its customers a trip to Paris to attend the SIMA 2013 International Agricultural Exhibition. Experts from different countries gather here biannually to learn about and discuss achievements in global agriculture. This year, over 300 foreign delegations attended the exhibition to see more than 1,300 exhibits and 1,550 brands.

"We're glad to be here with our colleagues and partners", says Nikolay Ivanishchev, AgroCentre LLC Director General. "This is a fine opportunity for our farmers to deal directly with world class experts, to consult with them and to see the latest products".

The excursion began at the largest stand of AGCO MACHINERY, which was the focus of attention not only due to the number of machines on display, but also because of the variety of the brands presented, such as Fendt, Challenger, Valtra and Massey Ferguson.

According to the AgroCentre sales experts, this year the Challenger caterpillar tractor presents a very special interest. Russian specialists were keen to see the Challenger MT 765C tractor fitted with the new AGCO Power engine.

"This is the best machine

in its class", says Sergey Chichai, head of the Chelyabinsk branch of AgroCentreZakharovo LLC. "Featuring a reliable engine, it can, if used correctly, operate non-stop without repair for more than 10,000 hours. The dependable PowerShift gearbox excludes breakdown and downtime. The machine closely hugs the terrain, ensuring maximum adhesion with soil, which is good for its thrust.

On seeing the Challenger SPRA-COUPÉ 4660 sprinkler, many customers became eager to acquire just such a thing. The machine features a large road clearance and a 125 hp engine, which enables it to work at really high speeds".

Innovative developments and many years of expertise were embodied in the Vaderstad seeding and tilling equipment. The Tempo F8 row crop drill offers a completely new seed

embedding technique. Its special advantage is thorough and precise seed embedding at a speed of up to 17 km/h. As from this year, the Russian farmers will have a 12-row drill. Also presented were new enlarged (from 540 to 610 mm) diameter discs for the Carrier 925 XL cultivator.

The Kverneland Group presented 19 Kverneland and 20 Vicon machines. A certificate of appreciation was awarded to new automatic distributor adjustment software. Special attention was given to the new CXII disc coulters. The focus was on electronic attachments to precise tilling systems like IsoMatch Tellus, IsoMatch InLine and IsoMatch Wireless. On the Einbock stand, Valery Shmakov, director of Suyer LLC, Kurgan oblast, spotted the Pneumaticstar wide-grip harrow for his stock-raising farm.

"What a fine tool! It does several jobs at a time: combs well, levels out neatly and, simultaneously, does extra planting of fine-seeded herbs. A very simple, but highly efficient implement!"

The JCB Company demonstrated a variety of loaders.

"AgroCentre offers a range of JCB loaders on favourable terms", notes Dmitry Ivanov, Sales Director of AgroCentreZakharovo LLC. "Its proposals also include various financial schemes for procuring the equipment. For our customers, we are a flexible and reliable partner, advantageously different from others".

On the following day, the AgroCentre delegation visited the Bayard farm built as early

as before WWI. The Russian group was accompanied by Frank Flery, AGCO Company's Sales Director for Eastern Europe.

Bayard is a small farm of 350 hectares engaging in potato growing. It grows mainly costly varieties for restaurants. During the excursion, the guests watched the entire production chain, i.e. potato storage – grading – washing – drying – packing. As the head of the company jokingly admits, the French are a lazy people, which is why they seek complete automation everywhere. Given that only 3 men are involved in the entire process, this looks like the real truth!

However, their Russian colleagues emphatically disagreed on some points. Yuri Rytslov, director of the Mitrofanovsky potato production enterprise in the Chelyabinsk oblast, categorically objects to washing the potatoes.

"We quit potato washing long ago. Washed and clean, it keeps at best just a week. That means a loss! This year we plan to grow irrigated potatoes. AgroCentre came up with a profitable proposal concerning the irrigation technology".

The follow-on days of the stay in Paris proved just as interesting. AgroCentre had prepared a rich entertainment programme, which included an outing to the Eiffel Tower, Moulin Rouge, and walks about Paris. Many wished to come here again in the same company. This means that in a year's time the SIMA will repeat itself and AgroCentre will be with it again!

By Yekaterina GALUSHKINA



New machines for the new season!



The new precision drill is ideally suited for large farms. The operating width of 12 m (16 rows and the inter-row spacing of 70 mm) plus the 4,000-litre fertiliser bin enable the TF seeder to work 100 hectares per day! This reduces the unit costs of using the tractor and its operator.

In addition, this simplifies the machine's operation, from general adjustment and filling to transportation and seeding.

Due to the Optima TF maxi's low need for tractive force, its fuel consumption is very low. The seeder has the

In the new season, the Kverneland Group is bringing new products to the Russian market. The company has expanded the range of its precision seeding machines, having developed the Optima TF maxi, a large tractor-drawn version, and adding the Kverneland iXtrack, a tractor-drawn sprinkler.

Optima HD subsystem featuring outstanding seed planting precision.

In addition, there are ISOBUS precision agriculture options, i.e. the capability of changing the seeding rate during work and disconnection of half of the seeder for fertiliser application. It is also possible to de-activate some seeding rows, to control the batcher and seeding sections.



Thanks to the telescopic frame, the machine is very compact in the operating mode, which lessens its turning band. Also, due to its width of 3 m and the transportation speed of 50 km/h, it easy is to transport.

The Kverneland iXtrack trailed sprinkler (with a tank of 2,400 to 5,000 litres) is fitted with the HSS 18-36m steel or HAS 24-36 m aluminium beam.

The triangular beam profile specifically developed for this model assures maximum reliability and fully protects the nozzles, hoses and pipelines. Offered as an option are pumps with an output of 200, 250, 400, 500 l/min.

The spring-assisted axle and the connecting rod make high operating speeds possible. The optimum weight displacement to the tractor rear axle ideally suits operations in humid and hilly conditions. The automatic axle adjustment system prevents plant damage and minimises beam wobbling.

By Anna BORDUNOVA

Endless perfection

This season, the fans of Vaderstad equipment are in for an agreeable surprise. New models of the Carrier 925 XL and 1225 XL cultivators with an enlarged disc have come onto the market.

These are designed expressly for deeper treatment of maize and other crop stubble with stubborn residues that need in-soil penetration up to 15 cm.

"The Carrier 925 XL and 1225 XL are fitted with 61-cm discs featuring deep grooves", says Vladislav Zhukov, sales department manager of the AgroCentreLiski LLC. "Thanks to the larger diameter, they

penetrate the soil better and cut its layers. The disc heads and fastenings are reinforced to withstand increased stress".

The 925XL cultivator can be fitted with wheels of two sizes, the standard being the 400/60-15.5 wheel. The parameters of the 1225XL cultivator fitted with large wheels are 520/50-17.

The disc incidence angle is set at one of 4 steps within the range of 10 to 18 degrees. This assures an ideal cut during



both shallow and deep soil treatment. In either case, the crop stubble is distributed evenly all over the area. According to Vladislav Zhukov,

the XL model thoroughly restores the soil and levels out its surface in excellent fashion.

By Yekaterina GALUSHKINA

GUEST OF THE ISSUE

Taisia Babicheva: “What am I without people?”

For over a decade, Taisia Babicheva has successfully headed Psyolskoye LLC, one of the leading agricultural enterprises in the Belovsky district, Kursk oblast. Working on an area of more than 10,500 hectares, it employs 600 people involved in a large-scale production. Expressly for our journal, Taisia Babicheva explained how she copes with such a complex farm and sets new records.

“Dear Taisia, how did you come to work in farming?”

“I come from the Fatezhsky district, Kursk oblast. After graduating from the Belgorod Institute of Consumer Cooperation, I was assigned to work in the Belovsky district. There I took up the position of chief accountant of the Belovskoye farming enterprise. In 2004, I was elected director of the Psyolskoye LLC. Back then it was just a small business with a holding of a mere 1,000 hectares”.

“In less than a decade the Kursk oblast governor started to cite Psyolskoye as a model business, calling you one of the best farming entrepreneurs in the region. How come you decided to raise livestock?”

“In 2007, we decided to participate in the national agro-industry development project.

We were the first in the oblast to build a pig-rearing farm since we believed it was a very promising and feasible project. A year later, in Belaya village we launched a new 12,000 head swine enterprise. The first animals were acquired in 2006. As early as 2008, we attained the designed output of 3,000 tonnes of live meat per year.

Today we have three pig-rearing farms of 42,000 swine, four commercial milk production facilities of 680 locally bred milch cows (we’ve just started to develop this industry), a fodder producing plant with a 5 t/h output and a bakery. In 2012, we produced more than 8,000 tonnes of pork, the average weight gain being 1,020 grammes a day. This year, we plan to produce 10,000 tonnes. In the future, we’re going to build a slaughter site with an output of 100 head per hour and a meat processing facility. In addition to the Kursk oblast, our pork is purchased by enterprises of the Moscow, St Petersburg, Leningrad, Bryansk, Smolensk, Belgorod and Novgorod oblasts”.

“Also, you are involved with pedigree breeding...”

“We are. Our company runs a hybrid production and selection centre. We breed Dutch-selected pigs, selling them to many regions of Russia. To this end, we have created optimum upkeep conditions



Taisia Babicheva is a born boss. That’s what her colleagues, partners, and friends say about her. And add that she is also a smart and shrewd leader, plus a strategist. To crown her assets, she is a wonderful woman. Though we hail from the same parts, I first met her just before spring outside our native land, at the SIMA international exhibition in Paris, to which AgroCentre organised a trip for its customers. As usual, this woman was preoccupied with imports of highly productive farming equipment, innovative technologies and advanced expertise.

and use fodders of our own making. Genetically, our animals are often superior to their counterparts on Western farms”.

“Russia has joined the WTO. Does it pay to raise livestock under the new economic circumstances?”

“Last year was very felicitous for us, fetching 305 million rubles of net profit. In 2011, profit was 260 million. The average price of meat during the year was 87 rubles per kilo of live weight. When Russia joined the WTO, the situation changed dramatically and we already felt its impact. Prices fell immediately. At the moment, a kilo of live weight costs only 63 to 64 rubles! Today Russia is full of cheap, low-grade products. And even our premium quality does not sell well. If the government does not take measures to protect domestic agricultural producers (subsidies for meat production, restrictions on imports), the consequences may prove irreparable”.

“What, in your opinion, can improve

productivity?”

“Nothing but the people! I always counted on people’s professionalism. What am I without them? Today we employ intelligent and skilled specialists. Each year I personally attend the job vacancy fair held by the Kursk Agricultural Academy, where I spot promising specialists. Many graduates of the Academy become our veterinarians, livestock experts, and agronomists. In our company, many young people work side by side with veterans. Such a lucky blend helps us grow and develop fast and steadily.”

On my behalf, I can say that under the careful supervision of Taisia, the Psyolskoye Company does a lot of social work. Special attention is given to the elderly and children who need help. The company provides free board for the five schools it sponsors and for fosterlings of three kindergartens. War and labour veterans are not left unattended, either. The company has made a major contribution to the restoration of the Holy Protection church in the village of Ilyok.

By Yekaterina GALUSHKINA



Lube eases it

Last year, the German company Liqui Moly, a leader in the production of engine oils and automobile chemicals marked the 15th anniversary of its work on the Russian market. The German magazines *Auto Motor Und Sport* and *AUTO Zeitung* recognised the Liqui Moly brand as the best in Germany, awarding it the honorary title of Best Brand in 2011-2012 in the lubrication materials category. Cooperating with Liqui Moly for a number of years, AgroCentre offers farmers a complete range of lubes and agricultural equipment care compounds. Sergey Tikhomirov, head of the spare parts department at AgroCentre, told us about the specifics of the Liqui Moly Company's work.



The secret of Liqui Moly success

"We respect Liqui Moly products for their German workmanship and universality of application. For agricultural machines, we recommend using a modern balanced package of engine, transmission and hydraulic oils along with lubricants, additives and servicing compounds. The products are manufactured at a factory in Germany based on a carefully selected formula. Only high quality basic oils, thoroughly cleaned and derived from environment friendly chemicals, are used for their manufacture. All the stages of manufacture are rigidly monitored. Specialists of the research centre and laboratory cooperate in this area with leading dedicated research institutes and universities. This makes it possible to use cutting edge technologies, innovative developments and expertise borrowed from different machine building industries.

All the products comply with ISO 9001-2010. The company specialists follow the current trends, promptly responding to the situation and to the customers' varying demands. The new products are designed and produced to meet the customer needs in a timely manner. The secret of Liqui Moly's success lies in its individual approach to each customer. When creating new products, the specialists take into account their customers' specific demands and the specifics of their work, equipment load and climatic conditions. As a result, the

customer gets just what he wants, at a maximum profit for himself and with savings on repairs and fuel. Our company operates in this fashion, too. For each enterprise, we individually select only the best and time-proven products from Liqui Moly. The wide range of products enables us to meet all of our customers' needs".

The engine must sing!

"Production of engine oils is the specialty of Liqui Moly. In creating such oils, the company does its best to reduce the corrosive activity of anti-scoring additives and to fill the total package with a large quantity of metal deactivators in order to minimise oil oxidation. The dedicated Liqui Moly oils feature increased alkalinity. They can function much longer than their light engine counterparts. We recommend the Touring High Tech Super SHPD 15W-40 engine oil, which will make the tractor engine 'sing' and will ensure trouble-free fieldwork. This type of oil is designed for diesel and petrol engines operating in hard conditions. It has unique anti-friction and power-saving capabilities. The oil protects the engine against wear and reduces fuel consumption, all of which makes this a fine product for a company's mixed

inventory of motor vehicles".

Making the transmission reliable

"The Liqui Moly transmission oils have universal lubricating capabilities, demonstrating superior efficiency in all types of transmissions, such as in gears and in hypoid, frictional and hydraulic systems. The Liqui Moly high tech oils strictly maintain the assigned viscosity range, providing reliable protection against wear and oxidation. Liqui Moly has developed unique lubes of the STOU (Super Tractor Oil Universal) and UTTO (Universal Tractor Transmission Oil) classes for agricultural machines. They are suitable both for tractors and combine harvesters. The STOU oils can be simultaneously used in an engine, transmission (including one integrated with 'wet' brakes) and hydraulic system, whereas the UTTO oils are good for systems having a common oil tank for transmission and hydraulics".

Making hydraulics work

"The Liqui Moly hydraulic oils meet all the requirements applied to most hydraulic systems in terms of high thermal loads on oil and high corrosive impact of water penetrating the hydraulic

system. Containing additives, they improve the resistance to aging, corrosion and wear, thus increasing the between-replacement period. The Arctic brand of hydraulic oils makes it possible to reliably use the hydraulic system at extremely low temperatures, below -45°C."

Worth using!

"The use of Liqui Moly fuel additives is indeed economically efficient. We recommend using Liqui Moly special additives for engine oils. They enhance the oils' basic properties and restore engine leak resistance. The use of molybdenum disulphide lessens the friction factor, thus reducing fuel consumption and increasing engine service life. The additives to transmission oils increase the machine's durability and cut operating costs.

In order to protect diesel systems' components against wear and foul build-up, it is recommended to use complex additives in the fuel. They ensure optimum burning, which results in small specific fuel consumption. They also prevent burnt sticking and tarring of the injector needle and increase the power and economic efficiency of the engine. In addition, they protect the fuel pump and the injectors as well as the area where cylinders, pistons and relief valves are, thus easing the machine start-up in winter. Finally, they bring the diesel up to the European standard".

An alternative does exist!

"If the friction unit design excludes the use of oil, it is possible to use Liqui Moly special lubes and pastes. The film created by the lube is always thicker than that of oil. This ensures maximum protection of friction points. Liqui Moly lubricants withstand high stress, making the metal surface smoother".

By Anna BORDUNOVA



AGROCENTRE
RECOMMENDS

Now in the spotlight

JCB has held for its dealers a practical training on the new LiveLink software. Among others, the event was attended by specialists of AgroCentre. The JCB experts came up with a newly developed product that keeps agricultural equipment always in the spotlight.

"LiveLink is unique software enabling us to remotely monitor agricultural equipment", says Oleg Zabluda, JCB product manager. "All the farmer needs to use it is a PC connected to the Internet".

How it works

The LiveLink electronic unit is integrated with the machine and gathers the information from various sensors. This is subsequently sent via mobile communication network to the JCB protected information centre. Using the LiveLink website, the user displays the machine control information and distributes it via either

and LiveLink 2 (LL-EBU). They keep track of the number of the machine's operating hours and determine its whereabouts. LiveLink Lite (LLL) is a telemetric block which is installed during after-sale maintenance of the machine for supplying basic information about it. It can be installed on any model of equipment, not only that from JCB.

LiveLink 2 is functionally more efficient compared to LiveLink Lite. It conveys the information via a satellite communication system similarly to



system is connected to the CAN bus which reads off the machine-related info. The obtained data are gathered and transmitted to the server every 15 minutes. The GPS satellites enable the system to determine its location on earth. The system operates on the same principle as satellite navigation for cars. The data gathered by the system (related both to the CAN bus and the GPS navigation) are conveyed via GPRS (2G) to the servers. The data are stored and processed by the JCB servers and are available through the Internet.

"The LiveLink system optimises the engineers' planning of servicing and maintenance", says Lyudmila Meshcheryakova, AgroCentreZakharovo maintenance manager. "In case of an urgent maintenance call, the system quickly determines the machine's exact whereabouts and detects the defect".

By Anna BORDUNOVA

LIVE LINK

e-mail or mobile phone.

The system components

The system consists of two different types of tracking devices: LiveLinkLite (LLL)

GPRS, controlling such parameters as cooled liquid and transmission oil temperature, oil pressure in the engine and presence of water in the fuel, among others. The

A new format of integration



We live in times when the national farming industry realised the need for change and most farmers started to modernise their production technologies.

Technical overhaul alone is not enough. The company needs "a brain" that can control the operation of the entire enterprise. Many domestic farms are introducing 1S: the Agricultural Enterprise Management (AEM) system, developed in addition to the well-known 1S, Production Enterprise Management. By using AEM, a company head can efficiently control the various analytical and accounting aspects of his enterprise (enterprise, subdivision, crops, field, types of work, machine operator, unit of equipment and farm). In addition, the improved analytical capability

of this system estimates more precisely the cost of agricultural production.

However, the chief problem is how to input all the production-related data directly into the 1S. Most of the systems currently available on the market, though highly instrumental as an engineering tool, are intended only for monitoring the agricultural equipment and its condition. Therefore, the issue of automatic conversion of all technological parameters to a format suitable for a financial and economic processing by an agricultural enterprise remains unresolved.

Unlike its counterparts, the NivaControl precision farming system automatically loads all the parameters into the 1S. This system also integrates with the 1S: AEM. The NivaControl system not only simplifies the job but also cuts the labour input. For example, the accounting and recording personnel employed to fill in "the tractor driver's work record" become redundant. Inaccuracies and faults due to possible human error are also minimised.

AgroCentre has been introducing the NivaControl system in Russian farming enterprises for over four years. Since 2012, all the tractors are supplied with a free basic component package, Niva-onLine (a device for real time monitoring). The complete NivaControl package includes the following modules: Niva-Cartogram (GIS software for using maps and precision farming technology) and Niva-Dokumentation (supporting documentation and software for drawing statements plus a unified database of the entire farming enterprise and its integration with the 1S and 1S: AEM).

By Yulia SALKOVA

On the same battlefield



For the second year, AgroCentre has been supplying Russian farmers with Challenger 92 to 610 hp wheeled and caterpillar tractors. In this section, our partners shared their impressions of those machines.

STASAgro LLC (Tyumen oblast). The agricultural enterprise specialises in cattle breeding and fodder production. It also is engaged in growing field crops.

Stanislav Yefimov, Deputy Director General:

"We use two Challenger MT685C (370 hp) wheeled tractors on our farm. During the season one was operated 2,000 hours, the other 1,300. They were coupled to seeders, cultivator and a chisel plough. In work with the Rapid seeder, the tractor's total productivity is 6-8 ha/h, with fuel consumption of 8-9 l/ha. In case of the chisel plough, the productivity is 3-4 ha/h, with fuel consumption of 13-15 l/ha. The modern automatic gearbox provides infinitely variable control of the forward speed.

Compared to the competitors, one of the Challenger's fortes is a solar battery that charges the accumulators. A spacious cabin, air conditioner and excellent visibility create operator comfort. No serious breakdowns were registered during the operation. The

AgroCentreZakharovo servicing department operates superbly. Its engineers promptly provide help even at night."

Global Eco LLC (Kursk oblast). The company is involved with pig breeding.

Vasily Tsutsmann, Director:

"Last year, the Challenger MT685D (340 hp) tractor worked 3,500 ha, of which it seeded 1,200 hectares with spring crops. This is a powerful machine. It 'tows' the seeder, cultivator and plough well. It has a strong chassis and the front axle support. The machine is convenient and simple to control. The One-Touch system enables the operator to just push a button on the gearbox lever to adjust the speed and engine rotation frequency, to elevate or lower a three-point hitch, activate and deactivate the power takeoff shaft and to adjust the mounted units.

There wasn't a single breakdown during the season. Only one little incident occurred, but it was due to our fault. That was when the fuel strainer fouled. But we fixed it up quickly. This year we have acquired another such tractor."

Orlovsky Lider LLC (Orel oblast). The company engages in crop production, animal husbandry and poultry breeding

Dmitry Yerep, chief engineer:

"We have made intense use of the Challenger MT875C tractor for half a year. This is a highly efficient model. It has replaced three less powerful machines, which we then could use on other jobs. With its low skidding coefficient, the MT875C performs very well on our swampy, wet, and sod-podzol soils. It exerts lower pressure on the soil than wheeled tractors. The cross-country capability of the caterpillar is higher. Therefore, we can do the fieldwork earlier. The productivity of the 8th series model varies depending on the function, which could be seeding, ploughing, discing, or grain planting. For example, in discing it reaches 26.8 ha/h. The tractor's average productivity is 4 ha/h. The Challenger MT875C tractor consumes 58 l/h, compared to 62 l/h of other caterpillar models. The tractor's average fuel consumption in fieldwork is 4.42 l/ha.

The Challenger MT875C offers superior comfort, i.e. an enlarged cabin room, improved visibility, air conditioning and OptiRide Plus pneumatic suspension of the driver seat. The Tractor Management Centre (TMC) comprises a sensor monitor, instrument panel, right-hand support with extra options, new armrest with control elements and multiple-function joystick, which provide higher operator comfort and enable the user to fully monitor and control all the operations.

Current spending on use and repair does not exceed that of a wheeled tractor. No serious malfunctions have been observed. The only faults in operation occur during the tractor calibration and adjustment. AgroCentreLiski engineers help to quickly cure the faults. Within four to five hours after our call, the servicing team arrives at the farm and cures the faults. It is very convenient that the company specialists provide consultations in the on-line mode, which significantly cuts trouble-shooting time."

By Anna BORDUNOVA

Amidst the wide variety of seeders on the domestic market, it is hard to find one that demonstrates an excellent seeding capability in various soils and climatic conditions. However, one such seeder does exist! This is the Rapid from Vaderstad.

Last year, AgroCentre carried out an unprecedented seeding campaign in the regions of Russia. The six- and eight-metre Rapid seeders operated in various regions of the country, showing excellent results. Demonstration seeding took place in the Lipetsk, Tambov, Orel, Kursk, Penza, Tyumen, and Chelyabinsk oblasts.

"For over seven years, the Rapids have cruised the

various climates the seeder is quite versatile".

The seeder was tested on more than twenty farms, in each of which it demonstrated its capabilities on an area exceeding 1,000 hectares. The farmers were pleased with the results.

Tyumen oblast

Yuri Luzin, chief agronomist of Yemurtlinsky Agricultural Cooperative:

speed. However, we decided to carry out an experiment with the Rapid machine we obtained from AgroCentre. We set the highest possible speed, come what may! The sprouting was ideal! We've got 17,000 hectares on our farm, which is why we opted for the wide grip model".

Chelyabinsk oblast

Yuri Rytslav, Director of Mitrofanovskoye LLC:

"We tested the seeder on peas. In recent years, threatened by drought, we have done our best to seed as quickly as possible. The Rapid performs several operations in a

the labour input at least threefold".

Orel oblast

Yuri Osipov, chief agronomist of Orlovsky Lider LLC:

"The first what leapt to the eye was remarkable fuel economy, nearly by a factor of two. The Rapid pre-seeding tools package enables this model not only to seed, but also to 'close the cycle' of pre-seeding cultivation. The seeder performs fine in the 'minimum' operating mode. We used the six-metre seeder at a speed of 12 to 15 km/h. On

The golden mean



fields of our company. They are well known in the Black Earth and Central Regions, as well as in the Krasnodar Krai. However, we decided to show that the geographical application of these machines is much wider", says **Dmitry Ivanov, sales director of AgroCentreZakharovo**. "Both technologically and in terms of use on different soils and in

"We used the six-metre Rapid seeder. Its seeding and embedding accuracy is superb! It should be noted that we seeded at a fairly high speed of 12 km/h. However, this did not at all compromise the seeding quality. The productivity is high, too, around 120 hectares per day. With seeders, one usually seeks 'the golden mean' between the seeding quality and

single pass very well, i.e. it cultivates, prepares the seedbed, embeds the seed and makes a mulch layer on the surface, thus saving the soil moisture. The sprouting is very even and regular. Compared to other models, the fuel consumption is rather low, a mere 9 l/ha. The simultaneous performance of several operations cuts

average, we seeded 120 hectares, which cut by half the seeding time. Usually, the seeding consumed 15 to 16 litres of fuel per hectare. The Rapid saved us 5 to 7 litres on each. The seeding work, as such, calls for significant spending. However, the Rapid reduces it remarkably".

By Yulia SALKOVA

SPECIAL OFFER



Scan QR code to go to
the service offer page

"That's a deal!"

Conclusion of a long-term Service Agreement
with equipment owners

The offer is valid in all branches of AgroCentre

This offer ensures:

- scheduled servicing of the equipment according to a specially designed plan
- technical inspection of the equipment during its operation and after the working season with preparation of a flaw detection report
- technical consultations
- priority for servicing requests in "high season"
- provision of allotted credit for servicing
- assignment of a dedicated engineer to the company ("Family Doctor" service)

AGROЦЕНТР

Publisher: AgroCentre Group of Companies

Editor-in-Chief: Ms. Svetlana Weber

Address of the editorial office:

79-a Radishchev Street, Kursk, 305004,
tel. +7 (4712) 39 26 60

e-mail: news@agrocentr.ru

Signed for printing on 15.03.2013
Distributed free of charge

Translated by the Snegiri Translation Bureau
www.snegiri-tb.com, e-mail: buro@046.ru

Printed by VIP Publishing House LLC, 5 1st Mokovsky
lane, Kursk, 305007. The circulation of the
issue: 999 copies. Order № _____