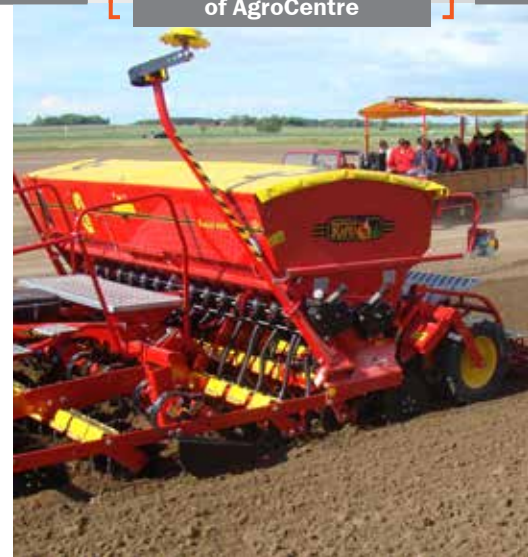




## Rise of the machines

Agrosalon showcased the latest achievements in farm machinery building



## Looking forward to the 1000 Series



## Indisputable quality



### Hot topics:

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**The long-awaited Agrosalon 2016 farm trade fair took place in Moscow. Farmers from all over the country arrived to see the latest achievements in farm machinery building, evaluate and compare different machinery units.**

## Rise of the machines in Moscow

From morning till closing hours, there was not a vacant spot at AgroCentre's booth: new visitors coming, previous visitors lingering, not hurrying to leave, as there was so much to look at and so much to discuss. The Fendt 933 tractor cabin was not empty for a minute either. This machine is any farmer's dream, the guests were

simply gravitated to it.

'The dream of becoming a Fendt owner has come true for a lot of our customers this year', says Nikolay Ivanishchev, Director General of AgroCentre. 'Among the buyers are big companies, such as RosAgro and Russky Yachmen, as well as small-scale farming enterprises. Everybody highly admired the

premium-class machinery.'

AGCO is determined to amaze its brand fans next season by unveiling a unique machinery unit - the 1000 Series Fendt tractor with the output of 450-510 hp. Although it is not possible to see the actual model in Russia yet, several machines have already been sold by 'picture image' only.

The advantages of this machine are so obvious that they do not require any additional proof.

'We are planning to take up quite a big market share in the high-power tractor segment', says Nikolay Ivanishchev, 'therefore, the price for 1000 Series tractors is quite attractive.'

By the way, AGCO offers an exclusive Black edition of this fully optional model featuring leather salon, which rather reminds of a luxury vehicle. The first prospective owners of this extraordinary machine have already applied for it.

The novelties also included the medium-power Massey Ferguson 6713 tractor (130 hp). The company is planning to set up a production line of this machine in Russia to make it eligible for the subsidy programme. Currently, about 70% of AgroCentre's clients take advantage of the beneficial financing programmes offered by AGCO and JCB.

*Continued on page 10*

## Reasonable investment in machinery

**The Novosibirsk Exhibition Centre housed a major international trade fair — AgroSib, where AgroCentreZakharovo offered beneficial terms of 'pimping' the machinery fleet.**

The local farms now have a much greater choice of machinery since AgroCentre branch offices have been opened across Siberian region. The brands that AgroCentre represented were well-known and in high demand in Russia, as well as abroad, however, they were not available in Siberian region.

The Fendt 724 Vario (240 hp), one of the most popular tractor models in Europe, was showcased at the trade fair. This versatile machine is perfect for both heavy-duty field operations and dynamic transport. The Fendt fans also heard exciting news at the show.

'Starting from autumn 2016, the Fendt 1050 Vario (500 hp) will be available to Siberian farmers', states Denis Tyurin, Executive Director of AgroCentreZakharovo for Siberian region. 'It became the winner of Tractor of the Year 2016 competition in Germany

held within the frameworks of Agritechnica trade fair. The tractors of this series combine colossal horsepower with compact measurements and unsurpassed fuel-efficiency.'

The Massey Ferguson 8690 tractor displayed at AgroSib has the optimum price-quality ratio.

'We are confident to promise unprecedented fuel-efficiency to everybody who opts for this model', says Denis Tyurin. 'The fuel-efficiency is enabled by the combination of the constantly variable Dyna-VT transmission and the 6-cylinder AGCO POWER engine.'

The self-propelled Massey Ferguson WR9840 windrower widely-acclaimed in Russia was presented at the trade fair in combination with the new MF 5300 draper header. All the windrowers have the semi-integrated Auto-Guide 3000 auto-steering system from the factory.

'The fuel-efficiency is what makes this machine so different', explains Denis Tyurin. 'The fuel consumption does not exceed two litres per hectare, which is 1.5-2 times less than the consumption of other brands' equivalent models.'

The guests also highly appreciated the upgraded Massey Ferguson 5300 with the the double hydraulic knife drive, the header width of 9.1 m and the swath width increased up to two metres, which comes in very handy in high-yield fields.

Although the harvesting campaign was still in progress in Altai area at the time of the

trade fair, the customers from the region came to see what AgroCentre was offering. The farmers from Novosibirsk and Kemerovo oblasts also showed keen interest.

'At the trade fair, we have held successful negotiations and got a good discount on a Fendt tractor', shares Artur Movsesyan, a farmer (Kemerovo oblast). 'I have already bought a Challenger tractor from AgroCentre once. In fact, I am a fan of imported machinery, since it is reliable and does not go out of order as often as domestic machines.'

*By Tatiana SIMONENKOVA*





## NEWS



### A leading dealer

Within the five years of cooperation, the number of AgroCentre's dealership facilities has grown from 11 to 16 and the total area of responsibility of the company has increased.

'AgroCentre is represented everywhere across the country: from Bryansk in the west to Krasnoyarsk in the east', says Nikolay Ivanishchev, Director General of AgroCentre. 'In 2015, we opened branch offices in Novosibirsk, Barnaul, Omsk and Krasnoyarsk. The sales have grown approximately 2.5 times within these five years. By the end of the first year of our cooperation, we sold 96 machines; this year, we have already sold over 260 units.

The desire to develop and move forward makes AgroCentre the key partner of AGCO.

'AgroCentre has a very professional team at all levels: from sales managers and after-sales support specialists to the top management', says Oleg Kondratyev, AGCO-RM Dealer Network Development Director. 'To be exact, they are true fans of their work. Within five years,

# Five years with AGCO

**In 2011, AgroCentre started its cooperation with AGCO corporation. Currently, the company is the largest dealer in Russia responsible for 46% of all retail sales of AGCO machinery.**

AgroCentre has done a lot to improve the skills of its employees — there is no doubt that people are the company's first priority.'

### There is always room for improvement

AgroCentre shares the corporate values of AGCO — development through immaculate customer service, innovations, high quality and reliability. The company has received several 'Best Dealer of the Year' awards and special prizes in such nominations as The Best Customer Service, The Highest Market Share, The Best Dealership Centre.

'It is our joint success', says Nikolay Ivanishchev. 'AGCO regularly holds professional training courses for our employees: engineers, sales managers, specialists of the Spare Parts Department. There is a mutual desire to develop professionally.'

GOLAS SP AGCO-RM production facility provides an opportunity to do both theoretical and practical training.

'We also organise regular soft skills training courses (company management and sales skills) for the management of companies', says Tatiana Fadeyeva, Sales and Dealer Network Development Director at AGCO-RM. 'Some training courses are held at

AgroCentre's service centre in Lipetsk oblast. The service centre has been built quite recently and it meets all AGCO standards.'

### Focus on client

'AgroCentre caters to the clients' needs trying to exceed their expectations. It is the secret of successful cooperation with the supplier, whose first priority is the opinion of the customers.

'Russia possesses 10% (80 million ha) of the world's sown land and 40% of the world's black soil', says Tatiana Fadeyeva. 'However, its share in the gross yield of cereal and pulse crops is no more than 5%, and its share in the global food production is just 2%. Therefore, AGCO focuses on the development of the Russian market, making investments and offering the largest product line to meet the needs of both large farming holdings and small farms.'

AGCO was one of the first suppliers to introduce its own financing programme.

'One third of our deals are based on AGCO Finance programme', shares Nikolay Ivanishchev. 'Our clients receive subsidised interest rate loans for machinery purchase.'

### New horizons

The cooperation of AgroCentre and AGCO has what it takes

for a successful long-term partnership, especially taking into account the launching of the joint venture of AGCO and Russian Machines Corporation. The factory in Golitsyno has an assembly facility and logistics centres for distribution of spare parts and ready products.

'Localisation of production in Russia allows the company to benefit from VAT-free trading', explains Nikolay Ivanishchev, 'and, as a result, leads to a shorter delivery period and a lower cost.'

In the medium term, AGCO-RM is planning to increase the investment in production to 1 billion rub in order to solve the main task of deep localisation of its product line.

'The first tractor model to be included into the localisation programme will, of course, be the MF 6713', says Tatiana Fadeyeva. 'The deep localisation will allow us both to eliminate the effect of ruble volatility due to a larger share of local assembly and get included into the 1432 Subsidising Programme. We are very optimistic about the development of our cooperation. Our joint achievements and the tendencies of the farm machinery market enable us to believe that we have a very good potential for developing a successful joint solution for the ambitious tasks we have set for ourselves.'

By Tatiana SIMONENKOVA

## A new name in AGCO family

**AGCO, a worldwide manufacturer and distributor of agricultural machinery, announced that it had agreed to acquire Cimbria Holdings Ltd., a leading manufacturer of grain handling, processing and storage equipment. The total amount of the transaction is \$340 million.**

Cimbria's extensive products and services support the cleaning, drying, storage and conveyance of grain and seed through the development, manufacture and installation of individual machines, customised systems and complete turnkey plants, as well as project management and process control consulting.

'The acquisition of Cimbria significantly enhances our market position in the

European grain handling and storage industry', says Martin Richenhagen, AGCO's Chairman, President and Chief Executive Officer. 'Cimbria's products are complementary to our GSI's offerings and are recognised by its customers for their design, quality and innovation. This combination also provides significant marketing and cost saving synergies and will provide us with a global leadership position in the seed handling

industry as well as further strengthen our capabilities to serve large global customers.'

Nikolay Ivanishchev, Director General of AgroCentre, is convinced that the new name in AGCO product line will help to expand the range of grain management equipment significantly and allow the company to offer attractive solution to elevators and grain processing plants.

By Tatiana SIMONENKOVA and Svetlana WEBER





**AgroCentre's clients visited the Fendt factory in Germany. The group set off on a tour to Marktoberdorf, Bavaria.**

# Reconnaissance in the Alps

The modern factory producing a full line of tractors is situated in a picturesque area overlooking the Alps. Most of the processes in the shops are automated, the so-called human factor is minimised: robots have replaced the workers in over 60% of all operations. The working conditions are at a very high level. The very location in the resort area calls for an eco-friendly manufacturing process, therefore resource consumption and environmental impact are under strict control.

'Virtually every year, AgroCentre takes us somewhere to visit farm machinery manufacturing facilities', says Sergey Pecherin, a farmer from Kemerovo oblast. 'I've been to the USA, Canada and Germany many times, I have seen different

manufacturing facilities including factories in Germany. However, my first impression of the Fendt tractor manufacturing facility is that the production process stands out for its cleanliness, order and discipline — even in comparison with other German factories. This definitely inspires trust.'

## The Fendt 1000 Vario test drive

AgroCentre's clients hoped to see the assembly of the tractors they had ordered prior to the trip. After the factory tour, the guests had an opportunity to test-drive the Fendt machinery they took a shine to.

'The new Fendt 1000 Vario has aroused a torrent of emotions in everyone without exception', says Sergey Lomantsov, Executive Director of AgroCentreLiski. 'Even the standard machines are very powerful. The 3-point hitch and the PTO make them absolutely versatile.'

## Fendt has changed its colour!

The corporate green

colour has obtained a fresh hue. A bigger yellow component in the new Fendt Nature Green creates a rich lustre. The colour now radiates more warmth, naturalness and depth.

## Customer is the king

Nevertheless, the cab colour as well as the option package can be changed on the client's request. Up to 35 thousand tractors are manufactured at the factory annually and up to 65 units of machinery roll off the assembly line every day.

'First and foremost, Fendt focuses on the local market, hence the high quality of the machinery released', says Denis Tyurin, Executive Director of the Siberian branch office of AgroCentreZakharovo. 'The company's logistics, especially with regard to ordering components and spare parts, is immaculate, which allows Fendt to implement the strategy of individual approach to every customer. In fact, the same production line can be used for assembly of different models.'

## A special treat

Besides the visit to the

production facility, AgroCentre prepared a fascinating entertainment programme for its customers. One of the stops en-route was Gasthof Berghof family farm. This small operation sets an example of an efficient combination of crop production, livestock production, food processing and agritourism.

'I don't think this farm is big enough to drive a tractor at full speed across it', jokes Sergey Tryasukha from Altai area. 'So unlike our vast expanse! Imagine them trying to handle a Russian-scale farm! This is the first time I have taken part in a trip arranged by AgroCentre. The programme is very interesting, I have lots of impressions. Moreover, I am confident that still more impressions are coming since my Fendt 936 Vario tractor is going to arrive soon. I have a feeling that it will live up to my expectations.'

The group finished the trip by visiting Neuschwanstein castle in Bavaria and doing a sightseeing tour of Munich.

By Tatiana SIMONENKOVA





## [ TECHNOLOGIES ]

# Meeting place: Siberian Agricultural Forum



**Best performers of the agricultural sector of the region, agricultural producers and farm machinery suppliers traditionally met at the forum in Krasnoyarsk. The event was held under the auspices of the regional Ministry of Agriculture.**

'We used the forum to discuss the results of the farming year and congratulate the top performers', says Mikhail Kovalenko, Head of the Krasnoyarsk Branch Office of AgroCentreZakharovo. 'It is not often that the farmers come to the centre of the region, since they are very busy during the season. The forum gives them an opportunity to become familiar with the latest developments in agricultural machinery building. And we, in our turn, have something to offer them.'

More than 200 exhibitors

displayed their products. AgroCentre participated in the event for the second time. Meetings with clients took place in an informal setting.

'The results achieved by our partners are very important to us', says Denis Tyurin, Executive Director for Siberian region of AgroCentreZakharovo. 'We supply the machinery, which helps to improve the performance of farming enterprises, and service, which brings down time to minimum.'

Andrey Birikh concluded a contract for the delivery of a Challenger

self-propelled windrower.

'We are happy to purchase our first piece of machinery from AgroCentre', says Andrey Birikh, Director General of Marininskoye farming enterprise. 'We want to extend the useful life of our machinery, therefore, we have agreed to undergo maintenance service, too. We don't think it makes sense to purchase the software on our own, we'd rather turn to the experts.'

The Kansk variety testing station bought a self-propelled windrower from AgroCentre. The representatives of the station

came to the forum with an intention to buy some more units.

'We would really like to have a JCB 531-70 AGRI telescopic loader, currently we are contemplating the idea and calculating the costs', says Valeriy Volkov, Chief Engineer of the Kansk variety testing station. 'The enterprise has around 130 units of machinery, so there is a lot to discuss with our partners. We will see what spare parts we are going to need and which of them AgroCentre has available. We were happy to hear that AgroCentre was planning to increase the number of service technicians.'

Igor Klimko, Director General of Intikulskoye farming enterprise, has firsthand experience of the benefits of operating imported machinery: Intikulskoye farming enterprise has a Challenger CH647C combine harvester and a Challenger MT685D tractor. At the forum, Igor Klimko praised the efficiency of the AGCO engines.

'Our enterprise is a small-scale one, we grow wheat and barley on an area of 6,000 hectares', says Igor Klimko. 'We are considering buying a self-propelled sprayer but we haven't decided on the brand yet. We are planning to consult AgroCentre's specialists with this regard.'

*By Tatiana SIMONENKOVA*

## Get ready for action!

**One of the primary tasks for farmers in the winter period is to ensure proper machinery storage. That is the key condition of efficient performance and long life of machines.**

Before placing machinery into the storage facility, it is important to identify and rectify all faults, no matter how insignificant they may look. In order to ensure 100% reliability of the machinery by high season in spring 2017, AgroCentre has started the storage preparation season by offering pleasant bonuses to its customers. A 30% discount for defect identification of any

complexity is granted until January 31<sup>st</sup>, 2017. Besides, if the repair and restoration of units is carried out at the service centre, farmers will enjoy a 25% discount for both work and spare parts. The machinery can be delivered to the service centre by the customer or through AgroCentre's logistics department.

*By Olga ATANOVA*



## GUEST OF THE ISSUE



## ‘Pimp my ride’ with farmers from Kucheryayevka village

**Farmer Viktor Cherepkov with his sons Aleksandr and Sergey from Orel oblast adapted their unique all-terrain vehicle to the Kverneland Exacta CL GEO spread. By the way, he turned out to be the first in Russia to order this spreader model.**

‘We have been cooperating with Iskra farming enterprise for a long time helping the enterprise to pick the equipment that matches its needs. A notable feature of this customer is that he always has a clear understanding of what he wants and analyses all the offers available in the market’, says Yevgeny Ankudinov, Head of the Orel Branch Office of AgroCentreLiski. ‘We have already delivered a Challenger MT555 tractor, a Challenger 670 combine, a Massey Ferguson combine, two Fendt 933 tractors, a Vaderstad Carrier disc cultivator, a self-propelled Challenger WR 9740 windrower, a JCB 535-95 telehandler and two Kverneland spreaders – TL 3450 GEO and CL 1550 GEO to the farm.’

In spring, one cannot waste a minute of fieldwork. Saturated soil is the perfect environment for fertiliser application, but impassable roads and fields at this time of year make tractors useless. The solution to this problem was found at Iskra farming enterprise in Kucheryayevka village, Dmitrov district, Orel oblast.

Viktor Cherepkov together with his sons were looking for the optimal way, but they came up with a vehicle that makes any way optimal. Thus, the farm got the all-terrain vehicle modified from a Gazelle Business van.

The farmers had considered other standard all-terrain vehicles manufactured in Russia

and equipped specifically for fertiliser application, but had refused the idea of purchasing any for different reasons. They had ordered the MYL all-terrain vehicle modified from a Gazelle van in a workshop in Tver.

The machine has 700-mm wide wheels, two driving axles, interaxial locking differential and self-locking cross-axle differential, which ensures a high cross-country ability of this four-wheel-drive vehicle. The farmers

also took care of the cabin comfort: it is spacious, has good visibility and features a steering booster. On the farm, the vehicle was modified to fit the Kverneland EXACTA CL 1550 GEO spread.

‘We are well familiar with Kverneland brand, we have tested its products on our farm’, says Viktor Cherepkov, Head of the farming enterprise. ‘We own a TL 3450 GEO Kverneland spreader installed on a tractor, and it suits all our needs. Therefore, we ordered the same brand spreader for our all-terrain vehicle but a smaller one — CL 1550. By the way, we were the first in Russia to buy this model. The supplier took all our requests into account and delivered a custom-made unit with the maximum working width of 30 metres, which matched the controlled traffic farming system applied on our farm.’

The spreader is equipped with five load cells and the GPS system. All relevant



status information is displayed on one screen.

The variable rate application is another unique feature of Kverneland.

‘The Kverneland spreader can operate independently, which means that the speed does not affect the work of the metering plates’, explains Viktor Cherepkov.

This badass vehicle or BARS, as the Cherepkovs call it, is living up to its name. It went through the off-road test on the loose ground, local marsh and snow. According to the farmers, the actual field conditions will be milder than that, so they are satisfied with its performance and are looking forward to the new farming season.

By Tatiana SIMONENKOVA



Farmer Viktor Cherepkov and Evgeny Ankudinov, Head of the Orel Branch Office of AgroCentreLiski



# Aircraft engineering technologies in farming!

**The capacity of the mounted and trailed equipment for field spraying does not always match the farmers' needs. In order to solve this problem, the modern agricultural market offers the innovative Kverneland iXdrive self-propelled sprayer.**

In summer 2016, Kverneland supplied the Russian market with a new iXdrive self-propelled sprayer. The first machine was sold in Krasnodar area. According to the manufacturers, this machine is easy to operate and maintain, it has a comfortable cab and is distinguished by its reliability, wear resistance and high capacity. The transport dimensions are 4 metres in height and 2.5 metres in width regardless of the boom length and the tank capacity.

The machines are equipped with aluminum booms up to 30 metres long and steel booms up to 40 metres long. The aluminum booms are manufactured in accordance with aircraft manufacturing technologies: they are robust and light at the same time. The booms can have five-, three-

and single-nozzle holders. The nozzles are attached to the booms with the help of revolving anchors, therefore they can be easily shifted to reduce or increase the amount of the distributed solution. Located inside the booms, the revolving anchors, nozzles and pipelines are protected from occasional contact with the ground by the steel case. The booms are equipped with special highlighting for working during the night.

Depending on its modification, the Kverneland iXdrive can have a 1.3-, a 1.5- or a 1.7-metre clearance. This sprayer can be optionally equipped with hydraulic row width adjustment. The standard model features mechanical adjustment of the row width by levelling the jack within the range from 1.8 to 2.95 cm in 5-centimetre

increments. It is important to note that optional models allow automatic hydraulic shifting between two pre-set width values by pushing the button inside the tractor cab. The tank capacity can vary from 4.5 to 6,000 litres. The operational speed is up to 20 km/h; the transport speed is 40 km/h. The external turning radius is 5.9 metres.

‘One of the key advantages of the new self-propelled sprayer is its heavy-duty chassis with an optimal gravity center and axial weight distribution – 50/50’, says Aleksey Shtern, Product Manager of the Russian office of Kverneland Group. ‘The balance is preserved regardless of the boom position and the tank fullness. Besides, this machine can turn on two wheels as well as on four wheels (“crab walk”). The ErgoDrive system ensures complete automation

of the operational sequence on headland turns.’

The Kverneland self-propelled sprayer with an empty 5-thousand-litre tank weighs 10.8 tonnes, which is 1-2 tonnes less than machines of other brands. It is the lightest machine in its class.

Kverneland offers Russian farmers three models of the new iXdrive self-propelled sprayer: 4240, 5240 and 6240. The models differ in tank capacity, standard wheel size, operational row width, compatible boom combinations and number of sections.

The Kverneland iXdrive sprayer is also equipped with the GEOcontrol system which includes the following components:

- automatic section control for variable rate application of fertiliser or chemicals in accordance with field maps or sensor data;
- GPS-navigation facilitating operation during the night. The system allows saving from 5 to 10% of chemical pesticides.

The sprayer design also has a number of advantages: the cab is placed in the front and the booms are moved to the rear ensuring better visibility. The pressure inside the cabin guarantees outgoing air flow and precludes the possibility of penetration of chemicals inside the cab.

By Oleg PANOV





# Sowing with pleasure

**It is an open secret that the quality of harvest largely depends on the quality of sowing. Currently, Vaderstad seed drills are the leaders in terms of both sowing speed and quality.**

Muchkap-Niva farming enterprise has been operating in Muchkapski village, Tambov oblast for 14 years. The total farmland of the enterprise is around 20 thousand ha, of which 15 thousand ha is arable land. The farm was founded on the basis of five bankrupt collective farms. The company started operating from scratch, coping with significant losses: there was barely enough money to buy fuel and seeds. With time, the situation has changed. Due to hard work and love of land, the owners managed to achieve success and build a strong and prosperous enterprise where the employees work in two shifts and receive a competitive salary. Today, the farmers grow sunflower, maize for grain, malting barley, peas and spring and winter wheat using modern imported machines.

Andrey Palachev, Deputy Director General of Muchkap-Niva, has been engaged in hard farming work since childhood, when he used to help his father, Fedor Palachev, who worked as a chief agronomist. Now,



Andrey's father is the Head of Muchkap-Niva and, like in his childhood, Andrey helps him to manage the farm, but at a more serious and professional level now. 'We are not planning any expansion since there is no more available land in our

area. However, we are going to introduce some improvements. For example, Russian Railways has recently offered to connect our farm to the railroad, and we will probably agree because motor transportation is getting more and more expensive nowadays. We are also planning to improve the quality of sowing, field management and harvesting. We intend to receive maximum yield from our fields, therefore, we increase the application rate of liquid and pelleted fertiliser year by year.' In order to increase the quality of sowing and, consequently, the quality of the harvest, Muchkap-Niva has been purchasing Tempo and Rapid seed drills manufactured by Vaderstad since 2013.

'A few years ago, AgroCentre arranged a trip to the factory, which manufactures these seed drills. We even had an

opportunity to be present at the machinery testing', says Andrey Palachev. 'We were very happy with what we saw and we purchased our first models: two TPF8 seed drills and one RDA600C. It was the right choice, the machines have exceeded all our expectations. For example, Tempo seed drills are among the very few which can sow with maximum precision at a high speed. Even though the manufacturer indicates that the maximum sowing speed is 17 km/h, in fact, the machine can sow efficiently even at 22 km/h. It is important to note that these seed drills need tractors with the capacity of not less than 200 hp, for example, the Challenger MT685.

Andrey asserts that Rapid direct seed drills do a very good job on both tilled soil and on crop residue.

'Our enterprise has three seed drills of this kind: RDA400C, RDA600C and RDA800C. They help us to sow efficiently after maize. It is not even necessary to till the soil, which enables us to save on costs considerably. Besides, the equipment allows simultaneous sowing and fertiliser application.'

By Oleg PANOV





**AGCO has launched the new Global 6700 Series Massey Ferguson 6713 tractor. Debuted at Agrosalon 2016, the model caught farmers' attention straightaway.**



# A new 'workhorse'

'The Massey Ferguson 6713 perfectly combines cutting-edge technologies and modern design with power capacities required for farms', says Aleksandr Polovinkin, Sales Manager of AgroCentre-Zakharovo.

The maximum engine capacity of the Massey Ferguson 6713 is 132 hp, the rear linkage featuring external lifting cylinders has the lift capacity of 5,200 kg. Specially for this tractor, engineers designed a new transmission with 12 forward and 12 reverse gears. The synchronised gearbox of the new transmission equipped with mechanical shutters allows shifting gears within the range without stopping the tractor, which reduces the load on the engine significantly and, as a result, saves fuel and time. Maximum tractor speed is 40 km/h.

The compact and powerful AGCO POWER engine serves to reduce the wheelbase up to 2.5 metres! As a result, the tight turning radius makes the Massey Ferguson 6713 the

most manoeuvrable tractor in the 150-hp machine segment, which is important for farm work. The Massey Ferguson 6713 is equipped with a multiple-disk PTO, which is well-known for its wear resistance. It facilitates the work with forage machinery and feed mixers and extends the maintenance-

free lifetime.

Another advantage of the Massey Ferguson tractor is that it is produced in Russia, at the AGCO-RM facility in Golintsyno, Moscow oblast. Localisation of production will make the company eligible for the 1432 State Subsidy Program (Government Regulation #1432). The entities included into this programme have a possibility to sell farm machinery to Russian farmers with a 25% discount.

Currently, medium-power tractors are the worldwide best sellers.

'This popularity is easy to explain', says Aleksandr Polovinkin, 'these machines fit both small farms and large agricultural holdings.'

By Olga ATANOVA





# Rise of the machines in Moscow

Continued from page 2



Vaderstad made the guests of the trade fair happy when the Tempo R precision planter got the Silver Medal of Agrosalon.

'This planter has been in the lineup since 2013', says Philip Westman, Eastern Europe Sales Manager. 'It has been constantly upgraded. The model ensures exceptional precision of sugar beet planting at the fantastic speed of 18-20 km/h. These are revolutionary changes the farming industry has been waiting for a decade.'

Vaderstad also offers a 2,200-litre fertiliser hopper mounted to the front linkage

of the tractor. The hopper can be combined with the Tempo R planter as well as any other cultivator. The metering system the unit is equipped with can be used with standard seed drills, which ensures extra-precise distribution of fertiliser.

JCB debuted three loader types: JCB 541-70 Agri telehandler, JCB 225 mini skid steer loader and JCB 434S wheeled loader perfect for silage compaction. It also showcased eight types of attachments for all kinds of the presented equipment, including the new higher-capacity silage shear.

'The higher capacity

significantly reduces the mixing time', points out Roman Vityazev, Attachment Sales Business Manager of JCB Russia. 'It is very handy for large farms.'

The JCB 541-70 Agri stands out for its load-bearing and stability. There is also instant steer selection between three modes for easy operation: two-wheel steer, four-wheel steer and crab steer. The loader has a tight turn radius and great manoeuvrability. The JCB 225 mini skid steer loader is no less manoeuvrable.

'It is the highest-performance mini skid steer loader', says Semyon Kostin, Agri Machinery Sales Brand Manager of JCB Russia. 'Parallel lift helps to keep loads level throughout the lift cycle and avoid spillage, side-entry design allows the operator to work quicker if he has to get out of the cabin often.'

A lot of visitors showed interest in the stabilised Farm Master loader with higher engine performance. It can haul 10-12 tonnes of green silage and distribute it at the same time. Moreover, automatic locking differentials on front and rear axles eliminate slippage completely.

Kverneland unveiled its latest design at the trade fair — the U-Drill+ seed drill combination. It features a front wheel packer

levelling the soil and a following disc harrow, which prepares the seedbed. The disc harrow is followed by an off-set wheel packer, which levels and packs the soil, then go the CD-coulters with 12.5-cm row spacing and depth guidance and press wheels. The hopper is divided lengthwise into two sections: 60% for seeds, 40% for fertiliser. The fertiliser can be applied either directly in the seeding row or in between two rows.

Sharing his impressions about the trade fair, Ivan Rashchupkin, a farmer from Omsk oblast, pointed out that apart from being a showcase of interesting machines, Agrosalon provides a unique opportunity to meet industry colleagues and specialists from various regions, obtain invaluable information and express the gratitude to AgroCentre for the quality service.

'We started cooperating with AgroCentre a year ago', says the farmer. 'The guys do a great job: if necessary, they will work day and night to fix a problem.'

The fact that currently, AgroCentre is putting special focus on developing recently opened branch offices in Siberian region gives us well-grounded confidence that the service quality will keep on improving.

By Svetlana WEBER,  
Olga ATANOVA





AGROCENTRE RECOMMENDS

# Kurgan farmers choose JCB!

Every farmer dreams of having a JCB machine. AgroCentre's clients confirm it. For each of them, the JCB loader was a dream that came true.

**Sergey Suslov, Head of Suslov S. A. farming enterprise (Kurgan oblast):**

'We purchased a JCB 535-95

quick. It is very manoeuvrable and its elongated arrow allows us to load trucks quicker and form higher piles. We

try it in action. We were very happy with the machine, so, finally, we bought it at 0% depreciation. We could not resist the temptation to have our dream come true without any overpayment! The loader meets all our needs: it clamps grain, loads and unloads and removes snow.'

**Dmitry Silantsev, Sales Manager of the Kurgan branch of AgroCentreZakharovo:**

'Now farmers are buying JCB machines with pleasure because we offer very favourable conditions under JCB Finance leasing programme. The clients make a 49% prepayment and the remaining amount is divided into equal payments to be

transferred within 12 months at 0% appreciation.

In other words, it is an interest-free deal over one year! We are also considering an opportunity to reduce the amount of prepayment and increase the period of the deal up to 5 years.

Besides, if farmers buy machinery from us, they can be sure of the quality. Some loaders are shipped to our clients directly from the port. Moreover, despite the fact that JCB is the leader in this sector, its machines have quite an attractive price. The ultimate argument, which eliminates all hesitation is that the company has a spare parts storage facility at all AgroCentre's areas of responsibility.'

By Olga ATANOVA

loader several months ago, right in the middle of the harvesting campaign. We needed to clamp grain. At that time, we only had grain blowers and Belarus tractors, but one of the tractors broke down, and we urgently had to buy a JCB loader. We were lucky to find it available at the Kurgan branch of AgroCentre. Just a few days after the purchase, the new loader was working on our farm! We realised straightaway that we had not been dreaming of it in vain. The machine is reliable, comfortable and

are also planning to use it for construction and snow removal. The lift capacity of 3.5 tonnes and the maximum height of 9.5 m make the machine truly versatile!'

**Fedor Yaroslavlsev, Director of Barabinskoye LLC (Dalmatovo district, Kurgan oblast):**

'We have been buying farm machinery from AgroCentre for quite a while. The JCB 531-70 Agri telehandler had been our dream for 4 years. AgroCentre brought it to our farm for a demo show and then they left it with us so that we could



# Preparation and precaution

Spring fieldwork always comes unexpected, therefore, it is good to check your machinery condition beforehand as it is so annoying to face problems when it is time to go into the field.

We are sure many of you understand what it means! Check your machines beforehand and equip them according to your tasks. Order the required spare parts, renovate the worn-out parts if necessary. If you are in doubt, just contact any of our dealer centres where you will receive consulting services and professional help.



**Before the start of the fieldwork season, AgroCentre offers genuine spare parts for all range of the machinery and equipment on the most favourable terms:**

- **AGCO Parts and Oils** for Challenger, Massey Ferguson, Fendt, Valtra, Fella, SunFlower machinery;
- **Spare parts, lubricants and additional attachments from JCB;**
- **Vaderstad and Kverneland implements & tools** — the very same that your new machines are equipped with, manufactured to meet the highest standards at the same factories by the same robots!

**The offers are valid at all AgroCentre branches**

More details are at all servicing centres of the AgroCentre Group of Companies or on our site [www.agrocentr.ru](http://www.agrocentr.ru) in the Special Offers section

Scan QR code to get to the Special Offers page

Announcements

**February 2017**

SIMA International Agribusiness Show



**12+**

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