



From Paris with love!

SIMA international trade fair impresses
visitors with its scale again



Growing bread is a noble job

A farmer from Chelyabinsk
shares his secret to success



Made in Russia

Unveiling the
new Massey Ferguson 6713



Hot topics:

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AgroCentre's team together with the clients visited SIMA, International Agribusiness Show, which took place in Paris. The capital of France received guests interested to learn about novelties offered by machinery manufacturers. As usual, the scale of SIMA was astounding.

Innovation parade

The trade show featured about 1,800 suppliers from over 40 countries and almost a quarter of a million visitors.

'It is one of the best trade shows I have ever experienced', shares Nikolay Ivanishchev, Director General of AgroCentre. 'I am positive that this visit is extremely beneficial for both our partners and us. We have visited the booths

of the manufacturers to get updated on the novelties. The clients have made it clear that they expect us to expand our brand range, as they have seen a number of "new names" at the trade show. We, in our turn, respond to their recommendations.'

The suppliers of AgroCentre unveiled their most advanced developments.

Challenger debuted a trailed sprayer that 'absorbed' the best features of self-propelled models and will soon be available in the Russian market along with them.

'Challenger trailed sprayers are fitted with a centrifugal pump with the rate of 785 l/min, which attests to its application versatility', affirms Sergey Lomantsov, Executive Director of

AgroCentreLiski. 'In addition, the sprayer inherited an outstanding boom suspension system and the Norac auto-boom levelling system from the self-propelled machines. The boom, up to 30 metres wide, with auto section control ensures the highest output precision application.'

This year, sprayers with a 3,300 and 4,400-litre tanks and a 30-metre boom were showcased at SIMA. Next year, it is planned to present 5,500-litre and 6,600-litre tank sprayers with a 36-metre boom.

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Victory requires preparation

AgroCentre has mobilised all its forces to ensure the maximum efficiency of its partners during the field season!

Currently, the Service Department deals with trailed and self-propelled machinery assembly for autumn and winter orders. It is literally a finishing touch in the pre-season preparation. By all forecast, this year, the season will start early especially in the southern regions of Russia.

'The specialists of the service departments of AgroCentre's sixteen branch offices all over Russia

have taken a three-month training', says Aleksandr Neklyudov, Technical Director of AgroCentre-Holding. 'Over fifty trainings have been organised for the specialists by our partners such as

AGCO supplying Challenger, Fendt, GSI, Massey Ferguson and Valtra brands; JCB, a top manufacturer of multifunctional loaders, as well as Vaderstad and Kverneland, leading brands

in cultivation and seeding.'

The plans of machinery commissioning and operation are approved; the team is inspired and armed with skills to assist clients in achieving their most ambitious goals.

By Tatiana SIMONENKOVA



Made in Russia

AgroCentre has launched a series of presentations of the new Massey Ferguson 6713 tractor. Farmers from Penza and Chelyabinsk have already had a chance to evaluate the new machine; next are farmers from Kurgan, Tyumen and Yaroslavl.



The presentations took place at the company's service centres. Tractor demonstrations highlighting its strengths were followed by test-drives: everyone interested could get behind the wheel and experience the comfort and ease of operation of the MF6713 first-hand.

'The segment of mid-power tractors is represented either

not quite reliable machines with minimum comfort', says Artyom Simbulatov, Head of Penza Branch of AgroCentreZakharovo. 'The AGCO corporation has come up with a solution to this challenge by designing the MF6713 tractor.'

Statistical surveys show that 70% of tractors operating in the Russian agricultural sector have been in use for over 10 years and need to be replaced. The MF 6713 will enable farmers to renew their fleet without excessive costs because the tractor is manufactured in Russia and, therefore, eligible for subsidies for purchase of locally manufactured machines.

Aleksandr Perevozchikov, Director of Ovoshchnoye enterprise (Chelyabinsk oblast), found this information particularly relevant since the farmer is planning to upgrade his machinery fleet in the nearest future.

'Five out of the twelve tractors we have are imported ones', says Aleksandr Perevozchikov.

'Currently, we are looking closer at the MF6713. My son is satisfied with the test-drive, and the technical characteristics of the machine meet our demands.'

The farmers also appreciated the good price-quality ratio.

'While we were watching the presentation, we called another manufacturer of imported machinery', continues Aleksandr Perevozchikov, 'they offer a tractor of the same class for almost a million rubles more. So we will probably buy the MF6713. We visited Massey Ferguson manufacturing facility in France and observed the assembly and testing processes there — we are 100% sure of the quality.'

Besides the price-quality ratio, the farmers who have seen the MF6713 in action mention the tractor's power characteristics among its undoubted benefits. The 4-cylinder 4.4-litre engine has the capacity of 132 hp and the maximum torque of 540

N.m. The twin fuel filter assembly delivers efficient cleaning of the fuel coming into the engine. The air filter has the Venturi lube filter to remove large dust particles.

'The basic engine equipment includes electronically controlled incoming air heater installed at the intake manifold, which guarantees trouble-free engine starting in any conditions', says Sergey Chichay, Head of Chelyabinsk Branch of AgroCentreZakharovo.

The simplified engine design developed by the professionals of Porsche team facilitates maintenance.

The tractor features an all-new synchronised 12 forward x 12 reverse synchro shuttle based on the 4WD system to ensure maximum operational comfort. The transmission is operated with the help of three levers. The main shift lever is used to select one of the six basic gears; the range lever switches between high or low range; and the crawler (reverse) gear lever conveniently located to the left of the steering wheel ensures synchronised switching between forward and reverse gears. The shuttle control provides for improved gear shifting on the go, thus reducing engine peak load and saving time and fuel. The maximum speed is 40 km/h.

The panoramic MF6713 cab window ensures 360° driver visibility. The front and rear lighting facilitates round-the-clock operation.

By Olga ATANOVA



by outdated equipment or by comparatively inexpensive but

Fendt — dealers' favourite

According to the Climmar European Network of Dealership Associations, Fendt topped the 2016 European Dealer Satisfaction Index.

'We are delighted with the positive feedback from our dealers in 2016, and I would like to thank all our distributors for a constructive and successful partnership', says Fendt Sales Director Christian Erkens. 'It means a great deal to us that our distributors put their trust in us in what has been a challenging year for the agricultural machinery industry. This significant leap in today's DSI standings is a good proof of the success of those partnerships.'

A good manufacturer/dealer relationship is an important cornerstone for the best possible care of our customers.'

The Dealer Satisfaction Index (DSI) is calculated by way of a survey. European agricultural machinery dealers can rate their suppliers by various parameters. These include the manufacturer's brand image and external representation, sales support for tractors and spare parts as well as service and

warranty care. Points are also awarded for the dealer/supplier relationship, development of the product range, financing and anti-theft protection. Based on

dealer ratings, AGCO's Valtra and Massey Ferguson brands are also among the best.

By Tatiana SIMONENKOVA





Armed with skills

Engineers of AgroCentreLiski service centre have held an annual training on pre-season maintenance for machine operators of AgroTechnologii farming holding (Tambov oblast).

Agrotechnologii is a part of RusAgro Group. It includes enterprises in Tambov and Voronezh oblasts with the total area of 140 thousand ha. These farms cultivate cereals and sugar beets. They have been cooperating with AgroCentre for five years. This year, Agrotechnologii have purchased sixteen Massey Ferguson 8690 tractors. Therefore, AgroCentre's engineers dedicated the on-site seminar to operating these tractors properly.

'We have also held a training on Kverneland Monopill precision drills', says Aleksandr Korostelev, Head of Engineering Division of AgroCentreLiski Tambov branch. 'It is necessary to maintain and adjust the settings of the machinery properly, following the operator's manual, to ensure its long service life and maximum performance.'

Over fifty people attended the training, among them experienced long-term and newly employed machine operators.

'Such workshops let us train accomplished specialists, people who can operate cutting-edge machinery with built-in intelligence', says Aleksey Pavlov, Head of Service Centre of Sampurovsky Production Division of Agrotechnologii. 'It is an advanced training available for our operators.'

According to Aleksey, the workshops organised by AgroCentre help to reduce operation mistakes and avoid the influence of the notorious

human factor. Low-skilled machine operators can break the machinery because of their ignorance, but those who have been trained by highly qualified instructors can easily deal with machines of any complexity.

'Such workshops are beneficial for us also', continues Aleksandr Korostelev. 'If any breakdown occurs, a machine operator trained at the workshop can fix it himself or describe it to our engineers competently.'

By Olga ATANOVA

Spare parts online

AGCO Parts Books online spare parts catalogue is always at hand. The app is popular with the clients and easy to install on a PC.

'The software is widely used by our partners', says Sergey Tikhomirov, Head of Spare Parts Department of the Management Company AgroCentre-Holding. 'All they need to do is refer to a sales manager at a dealership centre, and our specialists will help them to access the spare parts book of any of AGCO brands.'

The multi-language application is compatible with all existing internet browsers. It provides full part details and drawings. The application allows users to add parts to their shopping basket and submit it directly to the dealer by e-mail.

AGCO Parts Books To Go is a mobile app, which has become an indispensable aid to employees of dealerships

during field trips.

Every parts salesperson and a great number of customers are familiar with the situation when a tractor part is needed but the part number is unknown. The situation gets even more complicated if a breakdown occurs during the harvesting

season when the workload is at its maximum, or, still worse, directly in the field. A sales manager armed with AGCO Parts Books To Go arrives at the site and promptly finds the required spare part with the help of the app. The app is available on both Android and

Apple iOS platforms.

'The application makes it easy to trace a part number', explains Sergey Tikhomirov. 'You can find parts and their numbers by browsing catalogues or zooming in on pictures. The app works offline since the parts catalogue is preliminarily downloaded onto your phone or tablet.'

By Tatiana SIMONENKOVA



Amity Technology, the USA leading manufacturer of machinery and equipment for sugar beet growing, offers Russian farmers optimisation of sugar beet growing, processing and storage technologies. The innovative solutions, technologies and equipment lineup were showcased at the seminar at AgroCentre's service centre in Lipetsk.



American spacing for Russian sugar beets

Representatives of Syngenta, one of the leading producers of agrichemicals and seeds, also presented their products at the seminar. The company demonstrated a comprehensive crop protection strategy for growing sugar beets in the Central Black Soil Region and a new line of hybrids.

Over 50 farmers from Voronezh, Lipetsk, Tambov, Belgorod, Oryol, Kursk and Bryansk oblasts attended the event. The guests gave very positive feedback on the seminar.

'It was a very productive event', shares Mikhail Goryavin, Chief Agronomist of the farming operation named after M. Y. Lermontov (Lipetsk oblast). 'We have learned a lot about Amity machinery and sugar beet sowing, growing and harvesting practices implemented in the USA.'

This seminar is not the first joint event organised by AgroCentre

and Amity Technology. Discussion sessions for Russian farmers have been held since 2000. In accordance with the American technology of growing sugar beets, the spacing between the rows should be 56 cm. Sergey Lomantsov, Executive Director of AgroCentreLiski, considers this solution quite good despite the fact that it is new to Russia.

'The American practices of sugar beet growing are not commonly used in Russia, but on some farms they have demonstrated quite impressive results', affirms Sergey. 'Trio, the largest sugar beet producer in Lipetsk oblast, and Agrosila, the largest farming enterprise in the Volga region, successfully sow sugar beet at a 56-cm inter-row spacing. This is quite an interesting solution. I admit that in the future it may become a serious competitor for the traditional European method of sowing at a 45-cm

inter-row spacing.'

Casey Bryl, Export Sales Manager at Amity Technology, told the guests about the advantages of the wide inter-row spacing.

'In the USA, approximately 85% of all sugar beets is grown at a 56-cm inter-row spacing', states Casey. 'The remaining 15% is grown at a 60, 70 or 76-cm spacing. North Dakota State University Sugar Beet Extension Service has conducted a comparative study of the American and the European technologies. For two consecutive years, specialists sowed sugar beet at a 45-cm and 56-cm inter-row spacing in the fields equal in size and soil quality and evaluated the yields. The results of the study showed that the fields sown at a wider inter-row spacing demonstrated a bigger yield and a higher sugar content in the beets. Besides, planters with a 56-cm spacing cover 20%

more area than conventional European ones within the same period of time and at the same driving speed, which allows to save time, effort and money.

Casey Bryl observed that the American technology implies a higher seeding rate, however it requires less powerful machines, and the plants receive less damage during harvesting, which improves their storage quality.

Amity Technology offers its own line of sugar beet harvesting equipment: 6, 8 and 12-row Amity 2500 pulled sugar beet harvesters, sugar beet carts, Amity PT22006 planters as well as 6, 8 and 12-row Amity 3550 defoliators. The farm equipment by Amity Technology works without a hitch. It has been marketed in the Central Black Soil Region for over ten years, five of which — by AgroCentreLiski.

By Oleg PANOV

JCB bringing good luck!

AgroCentreLiski together with JCB has awarded top salesmen of the second half of 2016.



'It is the first time that we have held a joint event like that', says Sergey Lomantsov, Executive Director of AgroCentreLiski. 'Good motivation for our staff!'

Four managers got bicycles, one employee won a tablet. Sergey Dorofeyev, a manager from Kursk oblast, who had sold 11 JCB loaders, became a winner and was awarded the first prize — a travel certificate.

'I have been to England — visited JCB factory, now I want to take my wife to the Foggy

Albion', says Sergey Dorofeyev. 'We only need to find a babysitter for our child. I am excited! I have been working for AgroCentre for seven years and in sales - for nine years totally. From my experience, personal relations with clients are the most important part of sales. Of course, it is a real pleasure to sell such high-quality products as JCB telescopic loaders. Zero Appreciation offer also facilitates our job.'

By Tatiana SIMONENKOVA



Moscow oblast resident

The Massey Ferguson 6713 tractor has become a rightful 'citizen' of Russia. From this year on, the 6 Series tractors are assembled at AGCO-RM factory, a joint venture of Russian Machines Corporation and AGCO.

The total project investment amount will exceed 3.8 billion rubles. For the locals, the new production facility means 333 new working places.

Production localisation in Golitsyno, Moscow oblast, offers Russian farmers a number of advantages, including, in the first place, price reduction, increased availability of machinery and spare parts and prompt delivery.

'AGCO-RM is going to master tractor production gradually', says Christian Kremer, Director General of the joint venture. 'It is planned to bring the localisation level up to 50% over the coming 3-4 years. The production volumes will depend, among other factors, on the market conditions. The overall production capacity in Golitsyno will reach 5,000 machinery units per year.'

Product engineers have high hopes for the MF 6713. The tractor is called the largest engineering project in the entire history of the company.

Now that it is assembled in Russia, the machine can provide worthy competition in the mid power tractor range.

'An undoubted benefit of the MF 6713 is a convenient access to all tractor components', says Nikolay Kunitsin, Sales Director of AgroCentreLiski. 'It will facilitate routine inspections and maintenance, thus reducing the risk of costly downtime. Owners of the MF 6713 will appreciate the unique cooling system which allows the machine to operate without overheating. This model is distinguished by excellent cab comfort: the ergonomic cab ensuring perfect visibility is one of the most spacious in this class.'

In order to illustrate all the advantages, AgroCentre's specialists have compiled the following comparison table containing specifications of the MF 6713 and the MTZ 1221.2, one of the most popular mid power tractors in Russia.

By Tatiana SIMONENKOVA



	MF 6713	MTZ 1221.2
Engine	AGCO Power™ 4-cyl, 4.4 l, intercooled turbocharger, 132 hp, 2 valves per cylinder	MMZ 6-cyl, 7.1 l, 122.9 hp, 2 valves per cylinder, turbocharged
Gear box	Synchromesh gearbox ensures 12 forward and 12 reverse speeds in 2 ranges	16 forward/ 8 reverse speeds
Rear linkage control	Electronic, buttons on the steering column	Mechanical, via levers
Rear hitch lifting capacity	5,200 kg	4,300 kg
Hydraulic pump capacity	58 l/min	51 l/min
Tractor Power Train	3-speed PTO, oil-immersed multi-disc clutch with electro-hydraulic engagement	double-ended PTO, mechanical clutch
Fuel Tank volume	180 litres	140 litres
Air conditioning system	A great number of deflectors for an optimum air flow distribution	A limited number of deflectors
Reverse lever	On the steering column	Positioned on the floor, on the right-hand side

AGROCENTRE RECOMMENDS

Vaderstad has upgraded the Spirit 600S, 800S and 900S seed drill models. The modified equipment was first unveiled to the public at SIMA 2017 Agribusiness Show in Paris.



Vaderstad: from Paris with love!

To ensure a uniform seed placement depth in undulating ground and in various soil types, the Spirit seed drill has been equipped with an active coulter pressure system.

'The special-purpose load-sensing hydraulic unit monitors constant pressure in the coulters', explains Aleksey Kirsanov, Regional Representative of Vaderstad in the Central and the Volga regions. 'Thus the coulter pressure is maintained at a preset level.'

The Vaderstad E-Control wireless monitoring system communicates signal to iPad or tractor display in real time. It enables the operator not only to adjust the working depth of the front cultivation tool, the seed coulters and the hydraulic harrow, but also change the seed and fertiliser application rates, all from the tractor cab.

The brand new development from Vaderstad is the SeedEye seed counter for the Rapid A 400S, 600S, 800S; Rapid A 600C and 800C seed drills. It enables farmers to easily set the seeding rate per 1 sq. m. without preliminary calibration.

The upgraded Tempo L precision

planter was also demonstrated to the attendees of the trade show. This high-speed row-crop planter offers enormous capacity. It is available with 12, 16 or 18-row units. The row spacing of the 12 and 16-row machines ranges from 70 to 80 cm, while that of the 18-row model varies from 45 to 70 cm.

Eight independent sowing units with the Fenix III metering system feature individual row shut-off. The seed hopper capacity is 100 litres.

'The Gilstring seed meter with the PowerShoot technology guarantees superior sowing precision of the Tempo L at high speeds', says Aleksey Kirsanov. 'And the E-control wireless system enables the operator to see the sowing quality and adjust the seed drill accordingly in real time. The coulter pressure now applied by hydraulics is regulated from the cab, which facilitates optimal ground contour following in uneven terrain.'

Another novelty from Vaderstad to be launched in 2017 is the FH 2200 front-mounted fertiliser hopper. It has been designed to apply fertiliser at the rate from 1 to 250 kg/ha at the speed

of 15 km/h. It is equipped with two electric Fenix III metering systems.

'The Fenix III metering system consists of a powerful fan and a sowing unit driven by an electric motor', says Aleksey Kirsanov. 'The introduction of this technology has made it possible to change the sowing rate without leaving the tractor cab.'

The highly effective hydraulic fan integrated into the FH 2200 hopper creates high air pressure which ensures uniform fertiliser distribution even at high speeds, thus taking full advantage of the capacity of the Tempo planter.

The FH 2200 hopper is mounted to the front linkage of the tractor. After the material passes through the two Fenix III metering systems, it is directed to the planter through the special fertiliser tubes. Next, the airflow sends the material to the distributor head, which uniformly distributes it among the fertiliser tubes leading to the coulters. A system for front weights mounting is available for the tractors of major brands. The equipment is compatible with various brands of machinery.

By Olga ATANOVA





Now, Yuriy Grachyov is a successful farmer, Head of Yugs-Agro and Grachyov enterprises in Chelyabinsk oblast, who enthusiastically promotes introduction of new intelligent technologies to agriculture. However, when he started his business, it was not even from point zero: the farm had a negative balance.

Yuriy Grachyov: 'One needs to love their trade'

He became involved in agriculture in the 90s. The farm he managed was in a poor state, Yuriy had to work hard to avoid bankruptcy.

'To tell you the truth, I was a little afraid to take up this job', recalls Yuriy, 'but as they say, all things are difficult before they are easy. Having gone through economic restructuring together with the country, we started moving forward! It took us 10 years to rebound. Then we began developing, purchasing our first farm machinery, getting to know farm machinery dealers. Now we have a very good cooperation with AgroCentre-Zakharovo: we buy JCB loaders from them and travel to European agricultural trade fairs together. We have just come back from Paris. Many farmers take their wives with them on such trips, but I travel with my daughter. I hope she will follow in my steps, and it looks like she doesn't mind.'

Eleonora Grachyova, indeed, makes no secret of her interest in her father's trade. She is going to enter a technical university. Eleonora shares that her classmates are all into computer technologies, whereas she is keen on agriculture. So she misses no opportunity to attend agricultural trade shows or AgroCentre's workshops to keep

her finger on the pulse of the latest technical trends.

'Farmers from all over Russia came to Paris', continues Yuriy, 'it turned out that the biggest issues we are facing such as shortage of skilled staff and a strong need to upgrade machinery fleet are the same irrespective of regions. It takes time and money to find a qualified specialist, and agricultural machinery meeting modern demands costs a pretty penny. Farmers are going through hard times once again. The state support of agriculture has decreased significantly in 2017, whereas the prices for grain remain unchanged so far.'

The farmer considers that the situation will primarily affect small farming operations.

'If we were paid adequately for our labour, we would not need subsidies at all', says Yuriy. 'I often attend European trade shows and I see what kind of machinery farmers buy there and events of what scale they arrange. They definitely have ample opportunities in terms of financing. In this country, farmers have never lived an easy life. If the government cuts state support now, several enterprises in Chelyabinsk oblast alone will soon cease existing.'

Those who survive, according to

Yuriy, will inevitably come to the realisation that farm machinery needs to be intelligent.

'I know from my own experience that it is better to buy one high-performance tractor than two outdated ones', shares the farmer.

Yuriy does not possess any special secret to successful development but he knows for sure what message he is going to pass on to his daughter: work hard, do not be afraid of going forward, search for new solutions.

'We are doing a noble and important job of growing grain', says the farmer. 'In order to feed both yourself and the whole country, you need to work hard and love your trade, otherwise it's no good at all!'

Yuriy is convinced that subsidies and sanctions, are temporary

phenomena; farmers should not rely on them in their work. His main pillar of stability has always been his own labour. His enterprises occupy over 20,000 ha of farmland, there is no time to rest. The farmer grows oats, wheat, buckwheat and sunflower. Apart from that, Yuriy is engaged in livestock farming and has 800 head of Hereford cattle. Yuriy prefers the breed for its hardiness and high performance.

'We are constantly looking out for new solutions, whether it is machinery or cropping practices', he says, 'nevertheless, we haven't settled on one cropping practice so far: we employ conventional tillage as well as no-till and strip-till. This is due to large areas of arable land. We have to adjust since each field needs individual approach, like everything in this life!'

By Olga ATANOVA



Innovation parade

Continued from page 2



Massey Ferguson has unveiled its newest design — the MF8737 wheel tractor (400 hp) — the highest-power machine of the brand. The tractor is equipped with the well-acclaimed Dyna-VT continuously variable transmission with the Dynamic Tractor Management (DTM) feature providing optimal performance and fuel economy during the day, a hydraulic system with the maximum flow of 205 litres/minute and new improved cooling package, which increases the cooling efficiency by 42% irrespective of the operation environment.

‘The designers assert that this new model has a class leading power-to-weight ratio’, states Sergey Lomantsov, ‘and comfortable working environment is provided by spacious cabin with all necessary options and a factory installed AutoGuide 3000.’

The MF8690 tractor, its ‘younger 370 hp brother’, is in high demand and sells well in Russia, as the only difference between the MF8690 and the MF8737 models is lower power: in terms of technology and option range,

the MF8690 is in no way inferior to its ‘big brother’.

It should also be mentioned that AGCO received a Citation in the SIMA Innovation Awards for Massey Ferguson Dynamic Top-Link Control system.

JCB was awarded for its innovative transmission.

‘The company has debuted the JCB 5680, the world-biggest telehandler equipped with a 6-m3 sugar beet bucket’, says Sergey Lomantsov. ‘The JCB 419S Agri wheel loaders have become a know-how of the trade show.’

Valtra brand has launched a new A Series tractor lineup, the design of which stylistically follows the N and T Series tractors which previously also received a number of accolades. The A104 tractor

was recognised the best machine in the category of tractors under 150 hp.

The company has also exhibited a 370 hp S353 tractor fitted with the new control SmartTouch armrest designed by Valtra factory designers.

Kverneland has staked on its Monopill drill equipped for precision drilling and featuring such functions as precise seed placement and singulation. The company has also showcased the front tank for liquid fertiliser application. Besides, the brand was awarded for the ISOBUS mounted reversible plough,

planter and the 1000 Series Fendt tractor — novelties for the Russian market.

‘This year, AgroCentre is starting to supply these machines’, reports Sergey Lomantsov. ‘The farmers that submitted preliminary orders last year will be the first to expand their machinery fleet with these machines.’

As a part of the trip itinerary, AgroCentre’s team has also toured Massey Ferguson tractor plant. The manufacturing facility at Beauvais, France, has become the best enterprise in the farming machinery industry



which can be operated right from the cabin.

Vaderstad’s and **Fendt’s** booths introduced the Tempo

in France. The total facility area is 30 ha. Annually, about 14,500 machinery units roll off its production line.

‘It is a cutting-edge European facility manufacturing machines within the power range from 50 hp to 400 hp’, says Nikolay Ivanishchev. ‘We wanted our clients to see the assembly process of the tractors that they use. Our goal was to show the scale and production capacity of our supplier.’

By Tatiana SIMONENKOVA



Tips from MICHELIN

AGROCELTRENDMENTS

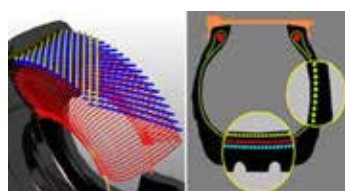
In order to reach maximum yields, it is essential to take care of soil and minimise soil compaction and formation of grooves from machinery tyres. Seeds do not germinate in grooves, besides, grooves accumulate water, and water stagnation causes plant diseases. Moreover, grooves serve as additional 'steps', which farm machines have to overcome wasting fuel and time.



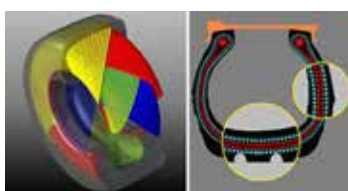
Tip #1. The MICHELIN radial tyres versus the conventional bias tyres

Invented by Michelin in 1946, radial tyres have undergone a revolutionary improvement. Michelin is constantly looking for efficient solutions cooperating with the world's leading farm machinery manufacturers.

RADIAL TYRES



BIAS TYRES



The structure is based on flexible sidewalls with radially arranged cord plies. The steel breaker is used to stabilise the protector, therefore, the sidewalls are independent of the protector.

The structure is based on a conventional carcass and a belt made of two or more crossed layers. The protector and the sidewalls are interdependent. The crossed plies form a thin layer, less flexible and more sensitive to overheating.

Sidewall deflection is not transferred to the protector. Large and constant ground contact area. Insignificant cross-slip. Optimal power transmission and, as a result, less soil damage.

Each deflection of the sidewall is transferred to the protector. It leads to significant alternation of the ground contact area. The tyre has less contact with the ground, which results in power transmission loss and an aggressive impact on the soil.

Due to the flexibility of the sidewalls, the tyre absorbs shocks and impacts and dampens ground roughness.

The rigid carcass prevents the tyre from absorbing ground roughness. As a result, the operator feels all shocks and impacts.

Tip #2. Wider tyres — lower pressure

Having the same external diameter, rolling circumference and load capacity, the regular tyres come short of performance.

On average, the pressure in MICHELIN OMNIBIB and MICHELIN MULTIBIB tyres is at least 20% lower than in MICHELIN AGRIBIB (regular); and the pressure in MICHELIN MACHXBIB is 38% lower.

Tip #3. Choose MICHELIN ULTRAFLEX tyres

MICHELIN ULTRAFLEX technology preserves the soil structure and fertility and ensures optimum air and water circulation.

MICHELIN AXIOBIB for tractors over 220 hp

You can count on maximum performance of your machinery. The AXIOBIB tyres ensure 20% higher loading capacity compared to regular types. Wider contact area reduces wheel track formation as well as soil packing.

'Good ground contact minimises wheel slip risk, saves working time and reduces fuel consumption', says Sergey Tikhomirov, Head of Spare Parts Department of AgroCentre-Holding. 'The reinforced carcass ensures a longer service life.'

MICHELIN XEOBIB for tractors from 80 to 220 hp

Soil preparation, the key stage of the agricultural season, is performed when the soil is moist and loose and requires careful conditioning.

The XEOBIB tyres with the maximum pressure of 1 bar ensure optimum load distribution. In comparison with regular tyres, they increase loading capacity by 40% under constant pressure.

MICHELIN SPRAYBIB for sprayers

These tyres are designed for high-capacity self-propelled sprayers with big tanks. They also increase the loading capacity by 40%, and the ground contact area — by 16% compared to the conventional technology.

'Improved steering control of the MICHELIN SPRAYBIB facilitates field work even in the most complicated conditions', says Sergey Tikhomirov. 'Moreover, they guarantee transport speed up to 65 km/h.'

MICHELIN CEREXBIB for harvesters

Besides protecting soil and increasing yields, the MICHELIN CEREXBIB tyres also optimise future yields! They are very reliable, with front axle loading capacity increased by 20% and rear axle loading capacity — by 40%.

'The tyres significantly increase the draft on slopes, since more cleats have contact with the ground', says Sergey Tikhomirov. 'Another important feature is that a harvester equipped with the MICHELIN CEREXBIB tyres is able to pass through narrower parts of the road than a similar one equipped with regular tyres.'

By Tatiana SIMONENKOVA



Zaffrani headers for an impressive yield

An appropriate header choice is essential to ensure efficient harvesting with minimum losses. Zaffrani, an Italian manufacturer of headers, has won universal acclaim due to its extensive product range.

'All products are 100% made in Italy', says Vladislav Thor, Export Area Manager for Russia at Zaffrani. 'They comply with both the strictest EU regulations and the international standards. Also, Zaffrani is a certified partner of leading farm machinery manufacturers, which is yet another reliability proof.'

Zaffrani sunflower headers are compatible with a whole range of domestic and imported combine-harvesters. All you need is to choose the right flange joint for the crop feed elevator and the gear kit.

'Zaffrani headers are extremely light, which results in a lower fuel consumption', says Vladislav Thor. 'Special technical features of the combine ensure uninterrupted movement at a harvesting speed of up to 13 km/h.'

The crop is harvested in a single pass and row-free, i.e. regardless of sowing direction or row width. The header is

available in a range of sizes — from 7 to 13 rows.

'The manufacturer guarantees clean harvesting', says Sergey Kuznetsov, Manager of AgroCentreZakharovo (Altai area). 'Crop losses do not exceed 2 % since the header cuts all flower heads even at a low cutting height, for example, in case of lodged sunflower. And the steel spheres welded onto the lifters prevent sunflower heads from being hit, shaken or tangled.'

The cutterbar with a wide front pushing plate copes even with the thickest stems at the cutting speed reaching 700 cuts per minute. The notched reel protected by a hood rotates at 45 rpm, while the roller conveyor has the velocity of 170 rpm.

'The header cuts nothing but sunflower heads feeding them into the concave in a uniform manner', says Sergey Kuznetsov. 'This leaves 90% of sunflower stubble in the field, rather than running it through the thresher

of the combine harvester. Thus, we increase the service life of the harvester by 30%, and high stubble enhances additional snow retention in the fields.'

Specialists of any AgroCentre dealership facility will provide you with all the necessary information on Zaffrani equipment range and options, servicing and spare parts availability.

Ivan Gaan, Head of Grigoryevka farming cooperative (Tabuny district, Altai area):



'I first saw the headers on my

friends' farm, now I recommend them to everyone. I used to buy mounted equipment by other manufacturers but then I tried Zaffrani headers and understood that they were by far better. We have purchased four Zaffrani headers. It is more than enough for our volumes, considering that we grow sunflower on around 5 thousand hectares. We are quite happy with the headers as they are easy to operate and maintain. And most importantly, this equipment allows you to go into the field in any direction instead of driving along the row.'

Sergey Kazantsev, Senior Agronomist of Melnik (Rubtsovsk, Altai area):



'We discovered Zaffrani at the Altai Field Day a few years ago. After the presentation, we made inquiries among those who had used the headers and made the purchasing decision based on their accounts. We bought a few headers and were amazed at what a joy they are to work with. Now we buy a header a year, giving preference to large 9-metre ones, which are very practical for our area — we grow sunflower on 8,200 ha. We don't even consider other options. Zaffrani is a perfect solution for us.'

By Tatiana SIMONENKOVA

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