

AGROЦЕНТР News

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of AgroCentre]

Victory march across the country!

Debut of the Massey
Ferguson 6713 in Russia
and feedback of the first
tractor owners.

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AgroCentre — key dealer of AGCO



AgroCentre's performance has been acknowledged during the annual AGCO dealership conference, which was held on 22-23 March, 2017 in Moscow.

The event was attended by Russian dealers, AGCO top management and representatives of Fendt, Challenger, Massey Ferguson and Valtra manufacturing facilities. In the course of the conference, the attendees discussed the results of farming season 2016 and outlined the plans for the current season.

AgroCentre won two nominations: Best Key Customer Support and

Outstanding Performance of the Regional Team (the award was granted to Belgorod branch of AgroCentreLiski).

It should be reminded that AgroCentre is the key dealer of AGCO accounting for 46% of the corporation's retail sales. The successful 5-year cooperation of the companies is based on the common corporate values: growth through excellent customer service, innovations, quality and responsibility.

By Tatiana SIMONENKOVA

Extreme bonus from AGCO-RM

Five sales managers who demonstrated excellent performance selling AGCO Parts oil during 2016 have taken a course of extreme driving behind the wheel of powerful BMW cars as part of an incentive programme from AGCO-RM. Kirill Papkov, a chief instructor and a frequent participant of the rally, oversaw the ride.



'We live in a country with severe climatic conditions and long winters, so the ability to control sliding is the core component of learning to drive in winter', explains Kirill Papkov. 'All exercises were aimed at making the drivers perceive sliding as something natural and teaching them to control the vehicle. A few tasks were designed to develop the drivers' ability to stabilise the vehicle after skidding sideways and refine obstacle bypassing manoeuvres involving emergency braking, in other words, everything that may come in handy in ordinary life and what one should be prepared for.'

AGCO-RM incentivises the employees who do their utmost to achieve the best results. The

organisers did not compare the results of the rounds; however, many attendees expressed a wish to make the programme more competitive the next time. 'You don't often have a chance to drive a BMW at full throttle', says Evgeniy Tolstykh, Sales Manager of Kursk Branch of AgroCentreLiski. 'I don't consider myself a reckless driver; however, I did allow myself some adrenaline rush at the practice ground. I am glad that my work was appreciated and happy to receive a perk like this: money comes and goes, but emotions, memories and friendship stay forever.'

Sales managers who came first in selling genuine AGCO Parts

lubricants demonstrated truly amazing results: the joint sale volumes of the top participants reached 5 tonnes.

'The oil sales exceeded 50 tonnes last year', says Sergey Tikhomirov,

Head of Spare Parts Department of AgroCentre-Holding. 'We have ordered the same volume for farming season 2017 to meet the needs of our customers.'

By Tatiana SIMONENKOVA



Swedish concept for Russian aspirations

On 30-31 March, Mordovexpocentre (Saransk) housed the 20th AgroTekh-Mordovia interregional dedicated trade fair. Penza branch office of AgroCentreZakharovo took part in the exposition and debuted two models of seeders manufactured by Vaderstad (Sweden).

Vaderstad machinery has been assisting farmers in their labour worldwide for over half a century. Naturally, in Saransk, the trade fair guests showed an understandable interest in it.

Penza branch office of AgroCentreZakharovo showcased the Rapid 400C seed drill and the Tempo 8.

The Rapid 400C is a combination planter that can apply fertiliser while drilling.

'The machine delivers performance of about 80 ha/day, with an average drilling speed reaching 15 km/h', explains Aleksey Kirsanov, Representative of Vaderstad for the Central Federal District and Povolzhye. 'One of the distinct advantages of the Rapid 400C is its versatility: with it, you can drill large- and small-seeded crops, in reduced tillage and conventional systems.

The hydraulic drive of the drilling unit is controlled from the

tractor's cabin. The operator can be flexible controlling the process with the help of Vaderstad E-Services connected to the GPS.

The Tempo 8 with 8-row units, a fine example of Swedish engineering mind, earned as much attention. This model

is fitted with additional support wheels, which are coupled as a hydraulic bogie unit — walking tandem, giving the machine a smoother ride in the field. The Gilstring Seed Meter delivers planting of an unmatched precision at very high speed.

Yevgeniy Vildyaskin, Head of Milagro enterprise and a guest of the trade fair, shared his

impression of the model:

'We have employed only domestically manufactured planters so far, but have already heard a lot about Vaderstad products and read positive reviews. We have been looking for an 8-row planter, and now we

are considering the Tempo 8. We like its speed characteristics and low-maintenance requirements. We are planning to acquire and implement it in the nearest time.'

'We have worked very productively at this trade fair', summarises Artyom Simulatov, Head of Penza Branch Office of AgroCentreZakharovo. 'I am positive that our partners will appreciate it not only at the booth but also in the field.'

By Aleksandr KUTISHCHEV



Tempo's world record

In April, Vaderstad set a new world record for most hectares planted within 24 hours by having planted 502.05 hectares with high precision at an average speed of over 20 km/h.

On the farm near Enying town, Hungary, the high-speed Tempo L 16 planted two fields with different varieties of maize and applied fertiliser and pesticides simultaneously.

The previous record for maize planting was 448.29 hectares in 24 hours. This was set by a planter with 24 row units and a central-fill seed hopper. The new Tempo record-breaker has 16

row units and individual hoppers for seeds and fertiliser.

'It is one thing to plant at high speed, but to do so with high precision is something very different', says Lars Thylen, Planter Product Specialist at Vaderstad. 'Thanks to the patented seed metering technology Vaderstad PowerShoot, which benefits

from the pressurised system blowing the seed down the seed tube, Vaderstad Tempo is able to combine an extremely high speed and exceptional precision very successfully.'

The world-record planting was monitored by Godollo University, which will measure precision and follow the crop performance.

By Tatiana SIMONENKOVA



The MF 6713 tractor, a novelty in the Russian market, is continuing its victory march across the country. AgroCentre's showcase has proven that Russian regions have been looking forward to this offer. The tractor is a worthy option in the medium-power bracket: it handles serious tasks, it is easy to operate, control and service.

Massey Ferguson to fulfil serious ambitions

Kurgan: deliberating

'Everybody has appreciated the tractor's smooth ride with slick gear changes', says Dmitry Silantsev, Sales Specialist of Kurgan Branch Office of AgroCentreZakharovo. 'The controls system is very convenient; the mechanical reverse control is mounted on the steering column. Everybody was concerned about the cooling system's work, as some popular in Russia medium-power tractors had been enduring a "chronic" problem of overheating. This concern of farmers had been taken into consideration upon designing the MF 6713: the tractor features a 4-cylinder engine in combination with a more powerful cooling system, i.e. a better power to cooling ratio than any other equivalent model.'

Over twenty producers arrived at Kurgan branch office of AgroCentreZakharovo for the showcase. Everybody had a chance to get behind the wheel of the tractor. They also appreciated a convenient access to all tractor elements, which is an advantage in terms of regular inspection checkups and maintenance.

'Something new is always better', says Vasiliy Voloshenkov, a farmer. 'If compared to Belarus tractors, it has a number of more sophisticated technical features, in my opinion. I did want to see this tractor with my own eyes, therefore I have come here and I do not regret it.'

Tyumen: in the spotlight

The 7th Innovation in Agriculture: Farming Machinery and Equipment trade fair took place on the premises of farm machinery service centres of Pyshminskaya Dolina. Over 170 units including 38 novelties were showcased at the event. AgroCentre unveiled a JCB loader and a wide range of machines from AGCO brands including the MF 6713.

'One of the key features of the MF 6713 tractor is the ability to make the most of any implement doing any type of fieldwork', points out

Aleksandr Kazantsev, Director of Tyumen Branch Office of AgroCentreZakharovo. 'This machine can be equipped with implements of any kind. The hydraulic system output can be increased up to 98 l/min with one button only, which results in enhanced speed and higher capacity of loading equipment.'

Omsk: like hot cakes!

At the extended session of the Regional Ministry of Agriculture held in Omsk Agricultural University, the latest achievements of the farming sector were reported. The region supplies food products to over 70 oblasts of Russia, neighbouring and remote foreign countries. But high performance is impossible without good farm machinery. The showcase on university premises featured the best models available.

'The demand for the MF 6713 got high with our producers

as soon as the tractor was released', comments Mikhail Seleznev, Sales Specialist of AgroCentreZakharovo. 'Over 30 units have already been sold in Russia.'

The MF 6713 was a big hit at the exhibition as well.

'The farmers jokingly asked us to wrap up the new "beauty" for them right there', continues Mikhail Seleznev. 'Such excitement is understandable; our farmers are fed up with operating MTZ — 1221 tractors. Today, producers expect both performance and comfort from machinery. The MF 6713 has even exceeded all these expectations.'

Among other benefits of the MF 6713, it should be mentioned that it is assembled in Russia, which makes it eligible for Subsidy Programme 1432. Besides, there is one more bonus in store for Omsk farmers: as was declared by the Minister of Food and Agriculture of Omsk oblast, the agricultural producers will be refunded 50% of all cost of purchased forage harvesting machines.

By Tatiana SIMONENKOVA,
Viktor BARGOTIN
and Olga ATANOVA





One-man army on the farm

Farming enterprise n.a. Ponomaryov located not far from Rzhaksa Tambov oblast, possesses over 2.6 thousand ha of farmland. One of the fields of this farm is of particular interest to us on this sunny afternoon.

The MF 6713 tractor, the main character of our special coverage, is making a turn in the distance and heading towards us leaving behind 18 rows of planted sugar beets.

Half an hour prior to that, we had a talk with Viktor Chernov, the Chairman of the cooperative, in his office. Under his leadership, Farming enterprise n.a. Ponomaryov has been using state-of-the-art machinery to cultivate land for about 10 years now. Approximately 90% of the machinery fleet has been supplied by Tambov branch of AgroCentreLiski. The farm's fleet includes machines manufactured

by Challenger, Vaderstad, Massey Ferguson, Kverneland, etc. Now the management has made a new addition: an hour after AGCO had unveiled its new tractor MF 6713 at a trade show, Tambov branch of AgroCentreLiski and Agricultural enterprise n.a. Ponomaryov concluded a delivery agreement.

'We have been cooperating with AgroCentreLiski since 2008', says Viktor Chernov, 'and when the company's representatives told me about a new tractor, I had no doubts as to its reliability. The need for a machine of this type was evident, so we did not waste any time.'

For a decision-maker, the terms 'reliability' and 'time', naturally, come first. Land loves consistency, and a good farmer strives to deliver it. It is for the field that machinery is created, not for repair shops. In this respect, Viktor Chernov does not have to worry about either his inventory in general or the new tractor in particular.

Let us also take a look at the MF 6713 from a different angle. Excellent performance is the result of efficient cooperation between the operator and the machine. That is why Massey Ferguson engineers put a lot of

effort to ensure maximum driver comfort in the tractor cab.

'The new model is pure joy to operate', says Aleksandr Vetrov, a tractor operator. In the meantime, the tractor is already standing by the headland, picturesquely parked at a half-turn, and we take a series of pictures. 'It has the most spacious cab in its class, providing all-round visibility. Besides, an air-conditioner comes as standard equipment.'

The design of the cab and the controls is carefully thought-out enabling the machine operator to focus on the job at hand.

'The model definitely surpasses the MT 31221, its competitor in the power range', says Sergey Kuznetsov, Agronomist. 'Currently, our MF 6713 model is coupled to an 18-row Kverneland Monopill beet drill. After that, the machine will be used to tow the Kverneland iXtrack A28 sprayer.' We have not kept the MF 6713 from its work long. The engine, developed jointly with Porsche engineers, is resuming its thoroughbred roar, adding a harmonious tune to the music of the wind and the silence of the fields.

By Aleksandr KUTISHCHEV

Love at first sight



The first Massey Ferguson 6713 tractor in Siberia is heading off to Omsk. The proud owner is Zemledelets enterprise managed by Sergey Lepshiy.

It was love at first sight. The initial encounter took place in February at the Massey Ferguson manufacturing facility in France, which Sergey visited

during a customer trip arranged by AgroCentre.

'As soon as I saw the Massey Ferguson 6713, I knew it was cut out for us', says the farmer,

'we were looking for a machine of that class — within a 130 hp — 140 hp power range — to tow our trailed combine harvester.'

Before purchasing the Massey Ferguson 6713, Zemledelets had another medium-powered tractor. But, according to Sergey, the machine failed to cope with the load. Due to numerous breakdowns, repair works took up money and time which is so precious during the season.

'The old tractor could not handle the assigned duties and kept falling apart', says Sergey Lepshiy. 'I evaluated all the machinery of the medium power range on offer, read reviews, then I saw the MF 6713 with my own eyes and went for a test-drive. After consulting with

the AgroCentre managers, all the doubts I might have had cleared. The decision was made to purchase the new Massey Ferguson 6713 for our farm.'

Sergey Lepshiy put a special focus on exceptional comfort of the Massey Ferguson. According to him, the tractor cab reminds of one in a luxury car.

'We run a family farm', says Sergey Lepshiy, 'my sons work alongside me, and it's only natural that I want them to work in comfort. Now I don't have to worry about it anymore!'

The close family team of Zemledelets was handed the keys to the tractor in a solemn atmosphere, with wishes to achieve their most ambitious goals with the new farm hand!

By Olga ATANOVA

Exceptionally innovative

AgroCentre has held demo shows of the 18-row Tempo planter by Vaderstad in three regions.

Excellent results

Specialists of Dobrynya farming operation (Plavitsa village, Lipetsk oblast) used the planter to sow sugar beets. The sowing speed reached 14-16 km/h.

'The planter meets all expectations and features all functions mentioned in the product brochure', says Dmitriy Sapelnikov, Chief Technology Officer of Dobrynya. 'Compared to 24-row planters of another brand, the Tempo TPR18 is at least 25% more efficient. It also shows better manoeuvrability than its competitors, allowing to save time avoiding unnecessary turns and diversions. Sowing precision was checked at nine locations, and the results were the same everywhere.'

Prompt seed loading and professional work of operators ensure the capacity of 180 ha a day even under unfavourable weather conditions.

'The Tempo TPR18 planter will be very popular, especially with large operations, which have to cover considerable areas', says Vitaliy

Vlasov, Head of Lipetsk Branch of AgroCentreLiski. 'Currently, over ten Tempo TPR8 planters are operating in Lipetsk oblast. The machines have gained a very good reputation. In the future, the number of Vaderstad planters in the region will grow because Dobrynya farming enterprise is planning to buy several Tempo TPR18 machines.'

Sowing by new standards

Another demo show was held at Glushkovskiy farming enterprise (Glushkovo district, Kursk oblast). The farm has a lot of machines supplied by AgroCentre. Approximately 20 specialists of the holding attended the presentation of the new concept of sowing by Vaderstad.

'The 18-row planter is designed to cover large areas', comments Sergey Dorofeyev, Sales Manager of Kursk Branch of AgroCentreLiski. 'They demonstrate outstanding efficiency since they can work at 18 km/h. During the demo

show, we used them to sow sugar beets, however, they can be easily adjusted to sow other crops. The planter can handle various types of seeds with different sowing rates.'

Operators can easily adjust the machine to plant maize or sunflower by increasing the row spacing by 70 cm. Tempo planters also allow applying variable rates of fertiliser by the row. In the nearest time, Kursk branch of AgroCentre is planning to hold demo shows of machines adjusted to sow maize.

Innovations in action

The Vaderstad Tempo TPR18 for sugar beets was also showcased at South-Eastern Agrigroup, Kamynino, Penza oblast. The planter is a new machine in the product line of the Swedish manufacturer; therefore, its field demonstration aroused farmers' interest.

Currently, over 300 Vaderstad machines are operating on regional farms: besides Tempo, local farmers also use Rapid seed drills, Carrier cultivators and TopDown harrows.

At the demo show, the Tempo TPR18 was coupled with the Massey Ferguson 8670

tractor (320 hp).

'The machine has demonstrated excellent performance', shares Oleg Volkov, Director of Subdivision of the South-Eastern Agrigroup. 'It is highly efficient, cutting-edge machinery, and every developing enterprise must consider it as a powerful addition to their fleet.'

'The Tempo TPR18 planter is the most innovative machine in Vaderstad line of planters not only for sugar beets but also for maize and sunflower', says Vitaliy Mosin, Head of Tambov Branch of AgroCentreLiski. 'Tempo can plant at a high speed without impairing the sowing quality. The result is a unique combination of even emergence and exceptional performance achieved due to the Power Shoot, which uses air pressure to maintain full control of the seed. Unmatched precision, individual control of each sowing section for skips and doubles and prompt transfer of information to an iPad monitor via wi-fi ensure high-quality sowing at the speed of up to 18 km/h -20 km/h, easy control in any condition and the capacity of 15 ha/hour.'

*By Viktor BARGOTIN,
Tatiana SIMONENKOVA
and Aleksandr KUTISHCHEV*



AGROCENTRE RECOMMENDS



Massey Ferguson WR 9800 — new level of perfection

Over 60 years of research and expertise in grain and forage harvesting solutions and innovations have been implemented in the new self-propelled Massey Ferguson WR 9800 windrower generation. The series is the latest in the cutting-edge machinery lineup and possesses a number of features that make it stand out as compared to its predecessors.

It is hardly possible to find a similar machine in the current market that could harvest grain and forage crops faster, more efficiently, with higher quality and ensure exceptional operator comfort and low input costs.

A combination of innovative solutions and time-proven technologies enable Massey Ferguson machines to deliver the highest performance. Hydraulic, engine and drive functions all operated by CANBUS controllers are another outstanding feature of the machine. An ISOBUS monitor uses latest technology to deliver new levels of precision while making the controls easier to use.

'This lineup of self-propelled windrowers includes three models: WR 9870, WR 9860 and WR 9840, which suit all windrowing requirements and use common main frame, wheelbase, cab and controls', emphasises Nikolay Kunitsin, Sales Manager of

AgroCentreLiski. 'Speaking about the MF WR 9870, it should be pointed out that it offers increased power to operate in heavy crop conditions such as winter forage, wet silage hay or biomass crops. It delivers the muscle needed to work in rough terrain, or where driving up steep inclines requires additional horsepower. At the same time, the MF WR 9860 is a fuel-efficient model capable of operating all current header offerings. The MF WR 9840 is a perfect choice for the operators preferring to mow or swath at traditional speeds at or below 23 kph (14 mph).'

The engine is, undoubtedly, the key element of self-propelled windrowers as of any other machine for that matter. Engines on the MF WR 9800 Series windrowers can deliver up to 225 hp at 2100 rpm, while power boosting as high as 240 hp at 1900 rpm. This means that if you begin to pull

down on the engine in heavy grain crops or challenging terrain for example, the power boost will engage to give the torque and horsepower to keep going in the field. Apart from that, purposeful engineering and advanced emission controls provide consistently lower total fuel consumption.

'Our company used to employ headers coupled with tractors', recalls Andrey Mokin, Chief Engineer of Borisoglebsk-Agrokhimresurs LLC. 'But as we know, machinery does not run forever, so we faced the necessity to buy modern windrowers. Our company did an in-depth research on the market offers, compared the specifications, data and prices of machines and, finally, opted for self-propelled MF WR 9800 windrowers, which are operating today at our

enterprises without a hitch. One can't but point out smart solutions of self-propelled Massey Ferguson windrowers. The main functions of the windrower are controlled through the FieldMax™ Monitor, using four main screens that the operator can navigate easily.

The main Work Screen (dashboard) features engine information, fuel economy meter and hectare counter. It also includes a handle configuration icon, so you can view and change handle settings with a single button. As the dashboard is icon-based, even new users can quickly navigate their way round it, getting the best out of the Massey Ferguson windrower from day one.

By Viktor BARGOTIN



Veles meat processing plant has been operating since 1995. In 2013, an own feedmill started its operation and an agricultural division for raw material procurement was opened in Chastoozyorye in the north-west of Kurgan oblast.



Vladislav Vasyayev: An agronomist must have his hands untied

The continental climate and composite soils of the area require a flexible approach to the choice of farming practices and reliable multi-functional machinery. Sometimes it takes someone scientifically courageous and ready to experiment to identify the most efficient practices and refine them. For his track record, Vladislav Vasyayev was promoted to the position of the Head of Crop Production Branch of the enterprise in February this year.

'The enterprise is not very large yet', says Vladislav. 'A thousand hectares were allocated to spring crops, 600 ha — to winter crops. However, the ambition is to gradually increase the arable land area up to 6,000-7,000 hectares. The introduction of unused fields into the crop rotation is scheduled for this year.'

The division grows a variety of crops, including barley, spring wheat, winter wheat and pulses with a high protein content: two 50-hectare plots have been sown with soybeans and white

lupine this year.

'These are trial plots, and the current year will be indicative for these crops', comments Vladislav Vasyayev. 'It is important to understand in what volume the local climate will allow us to grow them. I think we will continue expanding the acreage under these crops.'

The region features different types of soil, from leached black soils to alkali ones. With time, such soils become boggy and overcompacted. In these conditions, the principal tillage practices are conventional cultivation and sometimes mini-till.

The inventory of the enterprise includes machinery supplied by Kurgan branch office of AgroCentreZakharovo: a Massey Ferguson 8690 tractor, Massey Ferguson 7347S Activa combine harvesters, a Vaderstad Rapid 400S seed drill, a Vaderstad Top Down 500 heavy combination cultivator, a trailed sprayer and a mounted spreader by Kverneland. The work goes

on 24/7, in several shifts.

Regardless of the workload, the enterprise does not need more than 4 experienced operators. Veles has no issues with the staff, all employees are initiative, conscientious and reliable.

'It is a pity there are not enough young people in the village', complains the agronomist. 'Everything boils down to technical equipment of agricultural enterprises. The young generation today has a different mentality and is too well-versed in modern gadgets to operate friction levers of an outdated DT-75. That is why state support is essential for farming enterprises to upgrade their machinery fleet. At the same time, we need to explain it to young people that operating modern machinery can be quite exciting! To become a tractor

operator today, a secondary school certificate is simply not enough anymore, one needs to have an analytical frame of mind and a degree in engineering.'

Vladislav Vasyayev was born and grew up in the country. His family has been engaged in crop production for a long time. There are many collective farm chairmen, team leaders and agronomists among Vladislav's relatives. With such a long line of crop growers and farm managers in the family, Vladislav could not have made a different career choice.

'An agronomist is not even a profession, it's a way of life', says Vladislav. 'I'd like to give a word of advice to those who decide to dedicate themselves to agriculture. Arm yourselves with patience! Take an unbiased look: will you have enough commitment to work selflessly, twenty-four hours a day, particularly during planting and harvesting seasons?'

Our guest also shared with us that there is always room for creativity in agronomy due to the diversity of tasks and a wide range of solutions to them in changeable conditions.

'An agronomist must have his hands untied when it comes to the choice of optimum tools. At my enterprise, I have a decent equipment arsenal at my disposal', sums up Vladislav Vasyayev. 'The only thing I can wish to my colleagues is to re-equip their farms, too. It is not a simple task, but it is of paramount importance. In our craft, keeping up with the times is crucial.'

By Aleksandr KUTISHCHEV



AGROCENTRE RECOMMENDS

FAE clears the land

Whenever the job requires dealing with woodland, FAE machinery comes in.

In 1989, Diego Scanzoni and his friends co-founded FAE, a small company manufacturing tree and shrub shredding machinery, in Fondo, in the north of Italy. In 1992, the company's business expanded beyond the domestic borders and made first shipments to North America. Today, FAE Group has a large number of production locations and six worldwide branches in the USA, Europe and Russia.

The company's product range is impressive. FAE Group produces mulching heads for trunk shredding with the maximum diameter of 40 cm and cutters for deforestation with the grinding diameter of up to 70 cm and the maximum working depth of 50 cm. The mulching and cutting equipment is available with a PTO driveshaft for tractor-towed implements or a hydraulic push frame to be attached to a dozer, a skid-steer loader or specialised forestry machinery. Besides, FAE Group offers road construction shredders and

demining machinery.

The equipment is used for site preparation and land conversion into farmland, laying and maintenance of power lines and gas or oil pipelines, municipal infrastructure projects and public road system. Every year, new models are released and old ones are upgraded. The equipment reflects the company's extensive experience and is designed to meet the needs of customers from all over the world.

'A principal novelty of the recent 2 years is the Multitask product line', says Sergey Korshunov, Chief Commercial Officer of FAE RUSSIA. 'A wide range of applications — from tree and shrub cutting and shredding to stump cutting and stone crushing — is implemented by the same fixed teeth rotor.'

The new lineup includes SFM (medium power) models and the leading SFH Series with the working depth of up

to 40 cm and the working width ranging from 225 up to 250 cm, capable of destroying trees or stumps with the diameter of up to 45 cm or stones with the diameter of 35 cm. The equipment is outstandingly versatile, which makes it increasingly popular.

'For tasks requiring a lot of work of the same kind, we offer field-specific high-performance mulchers and cutters', says Sergey Korshunov.

This year, FAE is planning to introduce yet another novelty — the UMH MEGA mulching head with the working width from 225 up to 250 cm for 350 hp — 500 hp tractors to Russian customers.

'The giant weighs over 6 tonnes', says Sergey Korshunov, 'it grinds standing trees of up to 50 cm in diameter and stumps of a similar diameter with the maximum working depth of 25 cm.'

Medium-

power and high-power mulching heads enjoy the greatest popularity: UMM/S (Universal mulcher medium) are capable of grinding trees and shrubs of up to 35 cm in diameter and UMH/S (Universal mulcher heavy) — up to 40 cm in diameter. Medium-power mulching heads are coupled with 180 hp — 350 hp tractors, whereas the high-power ones can be towed by 240 hp — 450 hp tractors. The leading positions among the cutters are held by SSM (medium cutters for removal of stumps of up to 50 cm in diameter to the maximum depth of 40 cm) and SSH (heavy cutters for removal of stumps of up to 70 cm in diameter to 50 cm deep) models.

The performance and reliability of FAE equipment have conquered Russian farmers. Over the last two years, the number of FAE machines supplied to Russian farms has doubled.

'Our customers are both small farms and large-scale agricultural holdings situated all over Russia, from Stavropol to Leningrad oblast and from Bryansk to Eastern Siberia', says Sergey Korshunov.

AI Agro enterprise (Rostov oblast) is introducing new lands into rotation. The management of the company admits that it would be difficult to work efficiently without FAE equipment.

'There are a lot of wide woodlines in our area', says Maksim Svechkar, Chief Technical Advisor of AI Agro. 'Nothing has been done about the stumps and shrubbery for decades. We clear them with FAE mulching heads and cutters. Currently, FAE offers the best price-quality ratio.'

By Olga ATANOVA



Gentle ride from MICHELIN



Michelin engineers develop and implement rigorous tests to measure the performance of agricultural tires and ensure their long service life, minimum soil compaction and fuel saving.

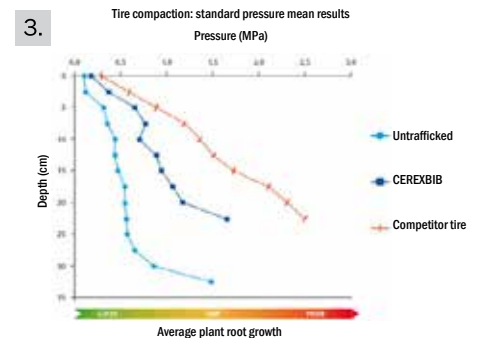
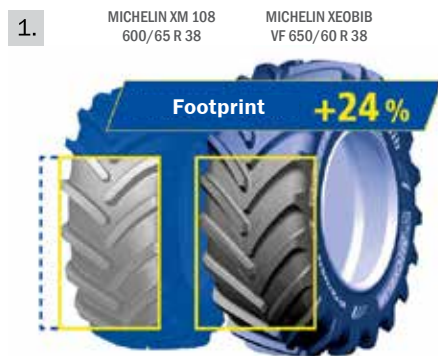
Reduced soil compaction

1. The tests are held on a sand track and repeated several times to ensure consistent measurements. Specialists compare the surface and depth of the imprint area. For example, the XeoBib tire leaves a 24% larger footprint than a regular tire while its rut depth is 55% less.
2. In order to measure the

ruts and the effect on the depth, a ditch is dug and then filled with layers of soil of alternate colours. Farm machinery equipped with the agricultural tires to be tested rolls over the ditch. After the pass, specialists dig a trench perpendicular to the tire tracks in order to measure and analyse the deformation of the soil layers. The test has proved that the MICHELIN tire with

- Ultraflex technology reduces soil compaction by about 20% compared to a competitor tire featuring similar parameters (520/85R42).
3. The penetrometry test aimed at the measurement of the rut depth and soil

compaction level is conducted out in the field. The machine, fitted with the agricultural tires to be tested, rolls over the test zone. After the pass, measurements are taken at various points at regular intervals along the track left



FEEDBACK

AgroCentre's clients know that in order to have a smooth farming season without emergency pit stops and receive high yields undamaged by tractor tires, they must equip their machines with MICHELIN tires. Farmers shared their experience of using MICHELIN products.

Igor Zaykov, Engineer of KDV Agro — Altay LLC (Verkh-Suetka village, Altai area):

'We have purchased MICHELIN tires for JCB loaders. The machines work 24 hours a day in different conditions: in the field, on the farm and inside storage facilities. Compared to conventional tires, MICHELIN products "survive" much longer than one season even in harsh working conditions; besides, they feature a high flotation tread pattern.'

Semyon Sergeyev, Chief Engineer of Kolos LLC (Pokrovka village, Lokot district, Altai area):

'We have purchased three JCB loaders from AgroCentre and equipped them with MICHELIN tires, which are extremely wear-resistant. The loaders operate on both asphalt and concrete. We tried working with other manufacturers before: once, we purchased tires produced by a Chinese manufacturer, but they could not cope with the workload and exploded before the end of the season. Therefore, the next time, we bought MICHELIN tires, which served us as long as two years. Currently, we are planning to order BibLoad MICHELIN tires — judging by their specifications, they should serve even longer.'

Nikolay Salomatnikov, Chief Engineer of Agrokompleks Olymskiy LLC (Kastornoye district, Kursk oblast):

'We have purchased MICHELIN tires for two JCB loaders. We have been using this brand for quite a long time and we are happy with it. MICHELIN tires serve longer than tires of other brands. At the end of the farming season, the protector is still in a very good shape. I am also very happy with the price to quality ratio. MICHELIN tires

AGROCENTRE RECOMMENDS



by the tractor wheel. Soil compaction is measured at different depths with a penetrometer. The tests showed that after the pass of an agricultural machine equipped with Michelin® CerexBib tires, its quality remains at a level considered good for the development of roots, whereas after the pass of the same machine equipped with competitor tires, the limit threshold for good growth of crops is exceeded.

Fuel saving

The test is conducted in an actual soil preparation situation and calls for maximum use of the tractor output. The machine tows a cultivator along the plot with uniform soil composition. The test is repeated several times with different tires. Since the traction effort is identical at each pass, the spin and, therefore, the fuel consumption allow identifying the difference between the

tires. An effort sensor installed between the tractor and the cultivator continuously measures the traction effort. 'MICHELIN Ultraflex technology tires are able to function at lower pressures', says Sergey Tikhomirov, Head of Spare Parts Department of AgroCentre-Holding. 'Increased sidewall flexibility permits a larger footprint and improved traction, which results in a reduced slip rate and better fuel saving.'

Long service life

The accelerated wear test is based on actual rolling conditions and is carried out without a driver 24 hours a day. The implementation protocol integrates speed variation and the simulation of various kinds of use. After the test, engineers analyse the tire tread. The results are consolidated with the information on tire testing on farms.

'MICHELIN radial tires guarantee a higher performance, a longer service life and increased comfort', observes Sergey Tikhomirov. 'The radial carcass allows the sidewalls to function

independently from the protector, increasing the footprint up to 30%, reducing rolling resistance and ensuring better shock absorption in the field and on the road.'

By Tatiana SIMONENKOVA



FEEDBACK

are much more durable: having installed them, you can forget about any troubles. When we used tires produced by other manufacturers, we had to take the machines to the tire shop quite frequently, which took a lot of time and led to additional costs.'

Vitaliy Volkov, Chief Engineer of Agroenergotelekom LLC (Zhernovets village, Zolotukhino district, Kursk oblast):

'The machinery, which we acquired from AgroCentre, was initially equipped with MICHELIN tires. Later we started buying MICHELIN tires for all of our machines: tractors, loaders, combines. We decided not to experiment since we were happy with MICHELIN tires. We had tried other brands before MICHELIN: the tires had worn out very quickly.'

Vladimir Savochkin, Director of Noviy Put' LLC (Tim district, Kursk oblast):

'The JCB loader that we purchased was standard equipped with MICHELIN tires. We did not have to change the tires for three seasons, which proves how durable they are since our loaders operate 24 hours a day 7 days a week! This year, we have purchased

MICHELIN again. I have had a bad experience of working with another brand: my friends recommended me some tires produced by an Italian manufacturer saying that even though they were not genuine, they were quite reliable. As a result, the tires rubbed off to a pathetic state at the very start of the season. With MICHELIN, I can be sure of quality: the tires are durable, provide less slippage and serve well and long.'

Yuriy Chasovskikh, Chief Engineer of Voskhod LLC (Gorshechnoye district, Kursk oblast):

'We have purchased MICHELIN tires for our telehandler to replace the old ones by the same manufacturer. Actually, we have tried working with other brands and now we are sure that there is nothing better than MICHELIN even if other brands feature similar properties. It is evident that MICHELIN rubber is softer. I am convinced that it is better to buy good tires from the beginning than economise on tire quality and spend even more on changing tires during the season.'

By Tatiana SIMONENKOVA

MICHELIN COMPACT LINE tires

To cover the diverse operating conditions and sites where these machines are required to work, including construction work, civil engineering, road work, farmwork and landscaping projects, MICHELIN has developed specific COMPACT LINE tire ranges.

The tires demonstrate outstanding wear-resistance, excellent traction, increased tire working performance and a high level of comfort on the road.

MICHELIN POWER CL tires

- Strength and stability due to the type and number of casing plies, thickness of the protection rubber and sidewall rigidity for vertical and lateral tire stability.
- Immaculate protection from impacts and punctures due to cross-ply construction and MICHELIN-approved rubber compound.



MICHELIN XMCL

- Excellent resistance to punctures and shocks due to protective steel crown plies and reinforced sidewalls. Excellent traction in wet conditions. The deep and wide lugs ensure 20% better traction and an increased service life.

MICHELIN BIBLOAD tires

- The tire that resists wear and tear on hard surfaces and improves ride quality. It provides more contact with the road surface, more resistance to wear and tear, a smoother ride and excellent stability on slopes.

AgroCentre offers all the benefits of the MICHELIN product range to the owners of self-propelled loaders. You can acquire the best tires for your machines on the most favourable conditions.

We offer special payment and delivery terms. Fixed ruble prices and additional seasonal discounts.

The OFFER is valid at all AgroCentre branch offices

For more detailed information including product availability and delivery terms, please contact your regional AgroCentre Group dealership. The information is also available on our website www.agrocentr.ru in the Special Offer section

Scan QR code to get to the Special Offers page



Announcements

17 May

DEMO ROAD SHOW (Sredniy Ikorets, Voronezh oblast)

17-19 May

Kverneland educational session (Zoest, Germany)

26 May

DEMO ROAD SHOW (Penza oblast)

May

Demo show of the MF 6713 (Tyumen and Yaroslavl oblast)

May

Demo show of the Challenger disc harrow (Ivanovo oblast)

1-3 June

Clash of the 'TITANS' (Penza oblast)

8 June

Kverneland Field Day (Khlevnoye, Lipetsk oblast)

9 June

Field Day (Yaroslavl oblast)

15-18 June

Korenskaya Fair (Svoboda village, Zolotukhino district, Kursk oblast)

16 June

The Second Agricultural Forum of Zauralye 'Investment in the Modernisation of Agriculture'. (Sadovoye village, Ketovo district, Kurgan oblast)

21-22 June

Field Day (Altai area)

29 June

Ural Field Day (Tyumen oblast)

29-30 June

Voronezh Field Day (Agricultural Research Institute of the Central Black Soil Region named after V. V. Dokuchayev, Talovaya district, Voronezh oblast)

June

Oryol Field Day (Shatilovo variety testing station, Novoderevenkovo district, Oryol oblast)

12+

AGROЦЕНТР

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