

AGROЦЕНТР News

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Impressive catwalk

Grand machinery showcase events as part of Demo Road Show 2017 have taken place in Voronezh and Penza oblasts.

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Clash of Titans



Service department technicians Konstantin Karnaukhov and Evgeniy Mikulich representing the company drove a Challenger 865 E tractor. The machine was tested coupled to a 12-body reversible plough with a finger body on the first

day and to a disc cultivator on the second one. According to Artyom Simbulatov, Head of Penza Branch of AgroCentreZakharovo, the two field plots which the contestants had drawn at random offered practically equal competition conditions,

A massive tracked tractor testing titled Clash of the Titans has been held in the fields of Studenetskiy Flour Mill OJSC. Penza branch of AgroCentreZakharovo has taken part in the contest and won it.

except for the first being somewhat more sloping. This did not prevent them from demonstrating brilliant results, though: the tractor delivered the best performance among the rivals: 4.20 ha/h with the 12-body reversible plough and 6.59 ha/h with the disc cultivator. A total of 77.63 ha was cultivated with the machine over the testing period. An average fuel consumption amounted to 21.5 l/ha with the plough and to 14.41 l/ha with the disc cultivator.

'It should be noted that the Challenger tractor ploughed with an engine load staying below 80% all the time', comments Artyom Simbulatov, 'which is a very good performance. The

progress was measured using a GPS-navigator.'

'It was a pitched battle, but we gained the lead virtually on the outset', shares his impressions Konstantin Karnaukhov, Service Department Technician of AgroCentreZakharovo. 'It was tricky to maintain the order in the queue at the headlands at first, but then we got the hang of it.'

'Along a straight line, the GPS-navigated tractor ran without any issues: you simply sat and watched', adds Evgeniy Mikulich, assisting operator. 'At headland turns, we had to operate the tractor manually: the machine was massive, and so were the implements. But, overall, everything went without a hitch.'

By Aleksandr KUTISHCHEV

Back at the desk

The AgroCentre employees have undergone a training on Kverneland equipment at Haus Dusse Estate, a research and extension centre in Germany.

It is the Central Science and Research Institute of the Chamber of Agriculture of North Rhine-Westphalia. The Centre provides advanced training to agriculture specialists from all over the world.

'We studied from dawn to dusk', says Sergey Chichay, Head of Chelyabinsk Branch of AgroCentre, 'staying in the field all day long.'

The trainees looked into the ins and outs of handling Kverneland seed drills, disc harrows and ploughs and compared them to the equivalent models of other brands. The field work has proved that the Norwegian equipment

has a competitive edge.

'Kverneland ploughs have a very high quality of manufacture', says Sergey Chichay, 'their depth wheel is mounted at the back of the frame preventing it from rocking back and forth during work, and thus the tillage depth remains consistent all along the frame. In other manufacturers' models, the depth wheel is sometimes positioned in the middle, as a result the frame of the plough sinks from side to side, and the tillage depth can be irregular.

Besides the stability, Kverneland ploughs have



another indisputable advantage — a wide range of mouldboards. Any agronomist can find one to suit the specific requirements of his operation.

'We saw a demo of the new Kverneland Optima seed drill with a liquid fertiliser application function', says Vitaliy Mosin, Head of Tambov Branch of AgroCentre, 'now it is available in the Russian market. Earlier purchased seed drills can also be retrofitted

with the solution.'

Even the bad weather was no impediment to the practical trainings of the 'students'.

'Lessons hard to learn are sweet to know', says Vitaliy Mosin. 'Simply selling machinery is not our goal. Our priority is helping our customers to maximise machine performance, and for that we need to keep up with the times and continuously improve our skills.'

By Olga ATANOVA

AgroCentre never ceases to surprise

In late June, the principal oblast of the Black-Soil region hosted Voronezh Field Day, the largest regional agricultural trade fair over the past few years. This year, no different from previous years since 2011, AgroCentre was among the exhibitors of the large-scale event.

'AgroCentre never ceases to surprise farmers with machinery on offer', says Nikolay Ivanishchev, Director General of AgroCentre. 'At our display, we presented two novelties — Fendt 1050 and Massey Ferguson 6713. These unique machines are perfectly adapted for work in our climate zone.'

In addition, AgroCentre showcased a wide range of towed implements. The

Challenger 9186 Planter featuring the patented PAM system using gentle low-pressure positive air in the seed meter drew particular attention. The Challenger 1700-18 disc harrow and the Challenger 5730-27 cultivator were also presented to the guests, one of which was so impressed with the machine that he bought it without a moment's hesitation.

'Three years ago, our farm

purchased a Fendt 933 tractor', says Maxim Trineyev, Deputy Head of Chernozym farm. Currently, we have a long-standing partnership with AgroCentre. In other service centres, you need to make a written request and wait for the manager to get back to you, whereas in AgroCentre, all you need to do is call and whatever issues you have had will be resolved promptly and, which is

no less important, competently.'

The highlight of the event was a demo show opened by AgroCentre company. The Fendt 933 tractor with the UMEGA PI 20 versatile agricultural trailer entered the field. The tractor's extensive standard equipment distinguishes it from its competitors, whereas multiple options are aimed at further enhancing operator comfort.

The lift capacity of the trailer is 20 tonnes, and the tank volume is 40 cu. m. The trailer is a multi-purpose implement which can be coupled with mounted attachments such as a grain cart or a fertiliser or sugar beet hopper.

'Our farmers need to bring their machinery fleets up to the European level in order to achieve high economic results', says Nikolay Ivanishchev.

'Currently, we have a shortage of quality equipment in the fields, working on this basic premise, AgroCentre strives to supply the Russian market with proven and reliable machines.'

By Viktor BARGOTIN

All-round comfort

JCB has held dealer training for its partners which was attended by representatives of AgroCentreZakharovo.

The training was divided into several sessions: telescopic handlers, JCB Finance program and, finally, front and mini-loaders.

'A new addition to the telehandler range has been introduced to us', says Sergey Kuznetsov, Manager of Sales Department of Altay branch of AgroCentreZakharovo. 'JCB Agri Standard with more powerful hydraulics — the new machine has an axial piston type pump with the capacity of 140 l/min instead of the gear wheel pump with the capacity of 110 l/min — has come to replace JCB Agri Basic. The JCB 531-70 in Agri version equipped with SRS system for boom cushioning is also worth mentioning.

The range of attachments was studied at all stages of the training. Among the novelties are a bale spear and a bucket with a bolt-on knife. The muck/silage fork and grab with the heavy-duty Hardox tines was studied in detail.

'While the previous workshop was dedicated to operator's work and skills in handling the loader, this time it was focused on machinery presentation skills', continues Sergey Kuznetsov. 'It revolved around skillful ways to present the machinery to the client even before he gets inside the cab, to clearly communicate the competitive edge beginning with the design features of the machine.'

JCB Finance program and JCB LiveLink remote control service were studied as additional sales tools. Of no little significance is that from now on, each loader comes with 5 years of free service from the manufacturer.

'I've enjoyed the extensive content of the training', says Nikolay Bashkirov, Head of Sales Order Department of AgroCentreZakharovo. 'No general phrases from foreign brochures, only valuable information adapted to our market and needs. It is also great

that we have received hands-on materials which I routinely use in my everyday work now.'

'We've been taught more claim management tools', Sergey Chichay, Head of Chelyabinsk branch of AgroCentreZakharovo. 'And I thoroughly enjoyed the exhaustive presentation of the JCB loader attachments.'

Comfort in operation and in partner relationship alike are the guiding principles at JCB, and it was confirmed during the training workshop once again.

By Aleksandr KUTISHCHEV





Must have

At International Kursk Korenskaya trade fair, the local branch of AgroCentre appeared in all its glory. This year, over ten thousand people have visited the exhibition venue Svoboda village (Kursk region, Zolotukhinsky district).

AgroCentre presented its top models of machinery produced by the leading agricultural manufacturers, as well as precision farming systems and the best genuine oils on offer.

'Big guns'

Fendt and Massey Ferguson machinery manufactured by AGCO corporation was presented 'in the front line'. Scores of people lined up to get behind the steering wheel of the novelties.

The MF 6713 tractor, a heavyweight among the mid-range tractors, is capable of competing with global counterparts due to its smooth running without any overheating issues, a user-friendly operating system and Russian assembly which makes it eligible for subsidies.

The Fendt 1000, the most powerful conventional tractor, claims success

with its appearance. The farmers appreciated the total illuminating power. And the sales managers outlined its integrated functions providing the model with a competitive edge over rivals.

'The tractor comes fitted with its own GPS system', says Roman Starodubtsev, Sales Manager of Kursk Branch of AgroCentreLiski. 'Pneumatic cab suspension increases operator comfort and productivity. The model features an independent front axle suspension which guarantees constant contact with the ground and prevents power-hopping. As a result, the best pulling power is achieved enabling the machine to go faster and handle bigger implements.'

Other popular models at the trade fair included the Top Down cultivator from Vaderstad designed for heavy- and middle-

textured soils for primary tillage without soil turning and the JCB 535-95 telescopic handler with PowerBoom which has been globally recognized for many years now.

Meeting point

During the trade fair, AgroCentre welcomed its new and regular customers.

Evgeniy Ivanov, Chief Engineer of APK-Chernozemye, LLC (Kursk oblast Zheleznogorsk district):

'We appreciate the AgroCentre staff for their work ethics, understanding and readiness to make concessions. They can come and help even in the off-hours. They provide top quality service! We have a Challenger tractor, a RoGator self-propelled sprayer and JCB handlers supplied by AgroCentre.'

Evgeniy Lemeshev, Engineer of APK-Chernozemye, LLC (Kursk oblast, Konyshevka district):

'Not once have they let us down. The response time is prompt, they are ready to come and help out any time of day or night. AgroCentre has a large spare parts inventory on site, we don't have to wait at all.'

Alexandr Mikhalev, Engineer of Kshenagro, LLC (Kursk oblast, Sovetskiy district):

'Our company has purchased a total of seven MF 8690 tractors. They operate on an area of 25,000 ha. The tractors work flawlessly. They are provided with precision farming system and air brakes, an additional option for handling grain carts. We also have JCB 531-70 telehandlers, they are a joy to operate, no downtime whatsoever.'

By Tatiana SIMONENKOVA

MICHELIN premier partner conference

AgroCentre, among a select few partners, has participated in the first conference for dealers of agricultural tyres in the CIS AOR of MICHELIN. The conference took place in Warsaw (Poland).

Dealer's grip

The history of MICHELIN, a French company, dates back to 1889. Currently, it is one of global leading manufacturers of tyres, providing solutions in a wide range of farming and industrial applications. AgroCentre, cooperating with MICHELIN since 2011, has made real progress in sales of innovative tyres in the Russian market. AgroCentre's area of responsibility covers 18 regions of Russia.

During the conference, the participants were summing up the results and planning ahead. Product range expansion and novelties which will be introduced in the Russian market were revealed to the dealers.

'This year, we increased the sales volume by one and a half times as compared to the same period of 2016', says Sergey Tikhomirov, Head of Spare Parts Department of AgroCentreHolding. 'We hold leading positions among the dealers, our clients have developed an appreciation for good operating characteristics of the tyres.'

Creating the future

The participants of the conference were impressed by MICHELIN factory in Olstyn. It is a sophisticated global European production site with a high output and a potential for future growth. Despite the high automation level, over 4,500 people work there. During the tour of the

factory, the dealers could see each stage of tyre production cycle: from material preparation through carcass formation to finished product, quality control, warehouse management and dispatch to customers.

'We've been shown the way they prepare the mixture, form the carcass, dip it in the vulcanising agent and "bake" it', shares his impressions Sergey Tikhomirov. 'Only a minor part of tyres is manufactured in a full-automation cycle. All large off-road tyres for agriculture are manufactured manually. It is a labour-consuming process worthy of respect.'

Sales analysis has shown that MICHELIN tyres are in high demand in the market. There is even a slight deficit. The supplier

is ready to satisfy the Russian farmers' needs. And as for AgroCentre, it is ready to identify them and outline the brand's advantages to the customers.'

By Tatiana SIMONENKOVA





AgroCentre has brought the latest novelties in global farm machinery building to Urals Field Day.

AgroCentre knows what farmers need!

As usual, the public's attention was captured by machinery of such popular brands as Fendt, Massey Ferguson, JCB, Valley. Besides the well-known brands, AgroCentre also showcased FAE machinery, which is new to the Russian market. FAE supplies high-performance mounted land-clearing implements. The medium power FAE UMM/DT-200 mulcher displayed at the Field Day can

shred plants up to 30 cm in diameter. It is used for clearing overgrown treelines, uprooting and removal of vegetation in yards of old neglected houses or clearing territories for future use as farmland.

At the Trade fair, the mulcher was coupled with a 220-hp Massey Ferguson Series 7 tractor, which can operate on single narrow wheels or tandem wheels to pull heavy soil implements or transport freight.

The Fendt Series 933 was showcased right next to the Massey Ferguson. Despite its 330 hp, the giant demonstrates striking fuel efficiency. Another item displayed at AgroCentre's booth was Valley irrigation system.

'Our company is an authorized dealer of Valmont, the manufacturer of Valley irrigation systems', says Dmitry Gerasimenko, Head of Kurgan branch of AgroCentre, 'We supply them to Urals, Penza, Yaroslavl,

Vologda and Kostroma.' The Valley product range comprises centre pivots, linears, spans and fixed pivot points. The equipment has long been recognised for providing exceptional quality to large-sized farming enterprises, among which is Agrofirma KRiMM (Tyumen oblast) and Kartofel LLC (Kurgan oblast). Both companies have purchased over 20 Valley irrigation systems each so far. 'We provide such services as assembly, after-sales support and spare parts supply', says Dmitry Gerasimenko.

Aleksandr Kolmakov, Director for Crop Production of the largest pig farming operation in Tyumen oblast, another long-standing customer of AgroCentre, takes a keen interest in tractors. One of his favourite models is Massey Ferguson 8690.

'Our tractor operator has become a top performer with it', he says, 'for which he received a recognition letter from the Ministry of Agriculture. He is grateful to AgroCentre and Massey Ferguson.'

By Olga ATANOVA

Encore

Local growers offered challenging testing conditions. The demonstration was held in two fields, one of which had not been cultivated for seven years, the other had soil resembling whipped cream after three harrow passes. The machinery coped with the tasks without any additional effort on the part of the operator due to the integrated functions enabling the tractor to adapt to working conditions automatically.

'The 517-hp Fendt 1050 demonstrates excellent pulling capacity', says Sergey Dorofeyev, Sales Manager of AgroCentreLiski.

'It has an independent front axle suspension and an intelligent power control system, which eliminates power hopping.'

Optionally, it can be fitted with Fendt Grip



A working demonstration of the Fendt 1050 tractor in combination with the Challenger 4511-11 deep soil cultivator has taken place in the fields of Olymskoy farming enterprise, Kastornoye district, Kursk oblast.

Assistant tyre pressure adjustment system. All you need to do is type in the width of the implement and the ballasting weight, and the machine will automatically choose the optimum amount of grip. In case of power hopping, the intelligent drive system

is engaged and a dedicated clutch redirects the oil flow onto the slipping axle.

The pneumatic cab suspension absorbs terrain contour irregularities and enhances operator comfort. Another advantage of the Fendt 1050 brought to limelight at the Field

Day was the special Pull-in-Turn feature, which reduces the turning angle of the front wheels, thus increasing the machine's manoeuvrability and achieving a tighter turning circle.

The Challenger 4511-11 deep soil cultivator works soil down to 31-36 cm deep. One of the advantages of the design is front disk positioning on separate bodies, which improves ground contour following.

'Eleven bodies loosen the soil very well, especially in the places where the plough pan is approximately 30 cm deep. The implement breaks up soil lumps very efficiently', says Sergey Dorofeyev. 'And the rear disks put the mixed soil back onto the ground. To make the soil more level, the Challenger deep soil cultivator series can be fitted with a tine harrow and packer rollers which are indispensable in breaking up the lumps.'

By Tatiana SIMONENKOVA

Impressive catwalk



Contrary to the first associations of fashion shows, beautiful girls and glamorous sets evoked by the title, the topic is different. Demo Road Shows 2017 took place in Penza and Voronezh oblasts, with state-of-the-art farm machines acting as models and a field used as a catwalk for a spectacular show.

Unparalleled perfection

The first destination on the itinerary of Demo Road Show 2017 was Liski district of Voronezh oblast where the machines literally created an uproar. Over 150 guests visited the stunning event and highly admired the cutting-edge farm machines by Challenger, Fendt and Massey Ferguson in action. The occasion aroused colossal interest of the guests. While

the event hosts were working on the final arrangements, farmers from Kursk, Lipetsk, Oryol, Belgorod and Voronezh oblasts anticipating the grand parade were examining the showcased units, sharing experience and engaging in lively discussions with the industry colleagues.

AgroCentre and AGCO-RM, the hosts of the event, showcased 23 modern machinery units,

including a high-horsepower Challenger MT 800E tractor featuring a 12-cylinder and 16.8-litre AGCO Power engine, new generation Massey Ferguson 7600 and 8600 Series tractors and standard-equipped MF 6713 wheel tractor. Combining intelligent technology with straightforward, rugged construction, these machines are designed to boost performance, save fuel and reduce emissions.

'It is our second Field Day organised in cooperation with AGCO-RM, which introduces the customers to both the latest innovations and well-proven products in the global market', comments Nikolay Ivanishchev, Director General of AgroCentre Group. 'We are constantly improving and upgrading the services we offer thus contributing to building a trusting and ongoing relationship.'

The 500-hp Fendt 1000 Vario tractor became the highlight of the programme. After field

tests, the guests pointed out its high manoeuvrability and attractive design. The unique four-wheel-drive system ensures high mobility, ride comfort and the right amount of grip in any situation.

'Speaking about customers, I should emphasise the great popularity the tractors enjoy with farmers', says Sergey Lomantsov, Executive Director of AgroCentreLiski. 'Today, in the Black Soil Region, high-horsepower machinery is in demand, therefore we have great hopes for the Fendt 1000 Vario as it demonstrates unparalleled perfection, to my mind.'

After the Demo Road Show was over, the visitors started shooting questions at the dealer centre representatives, to all of which AgroCentre's and AGCO-RM's specialists, in their turn, replied exhaustively.

'I would like to thank the hosts for such a major event as the Field Day', says Nikolay Alekumov, Head of Alekumov farming enterprise. 'We have been cooperating with AgroCentre and using their equipment, Challenger MT665B tractors, in particular, for several years already. The tractors are exceptionally powerful and easy to use, and services rendered by AgroCentre have always been of the highest quality,



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which is yet another benefit of our cooperation.'

Elegant power

The second stage of Russian Demo Road Show 2017 was hosted in Poim village, Belinsk district, Penza oblast.

The air full of dust, the roar of motors, a storm of applaud and a flood of positive emotions - these are inherent elements of the Demo Road Show. The show has been a part of the programme of the Penza Field Day, attended by farmers from Mordovia, Tambov and Saratov oblasts, for a few years now.

The event was divided into several parts. At the very beginning, the attendees had an opportunity to study the machinery closely and ask the representatives of AgroCentre and AGCO-RM some burning questions.

After the opening ceremony, the engines roared into life, and the demonstration of the huge power and potential of the machinery produced by world-renowned manufacturers Fendt, Challenger and Massey Ferguson commenced. The Fendt 1000 Vario tractor held the audience spellbound.

'All components of the

machine, from the engine to the transmission, the fan and the hydraulics, were specifically developed to deliver the maximum torque range and minimise fuel consumption', says Artyom Simbulatov, Head of Penza Branch of AgroCentreZakharovo. 'The tractor also stands out for its high manoeuvrability, low unladen weight and high workload. The new software increases the field efficiency and ensures timely maintenance.'

The next model at the show was the Challenger MT 800E tractor featuring a wide choice of tracked belts of various types, widths and patterns to suit requirements of specific applications. Each track consists of layers of rubber, fabric and steel cord, ensuring strength and durability.

'I purchased my first Challenger 500 Series tracked tractor 14 years ago', says Pyotr Stepanyuk, Head of Enterprise n.a. Dimitrov. 'Then, after a market survey, I realised that it was exactly what I needed, the machine was the best all-round performer in its class. It is good to know that I made the right choice that time, because 14 years of operation with no downtime means something!'



Other high-tech farm machines including versatile Massey Ferguson MF 6713 tractors and new generation MF 7600 and MF 8600 models were also showcased.

'Currently, tractors over 300 hp capable of carrying out basic operations promptly and efficiently are in the highest demand in Penza oblast', says Dmitriy Ivanov, Sales Director in AgroCentre Zakharovo. 'The novelties by Challenger, Fendt and Massey Ferguson,

displayed at Field Day this year have performed excellently in the field and proved their ability to cope with a wide range of challenging tasks of the modern agricultural production.'

Demo Road Show was not limited to the business programme: the attendees took part in the lottery, enjoyed Russian Bears extreme power show, got to know a few secrets from a professional illusionist and enjoyed some wonderful music.

By Viktor BARGOTIN





New level of business

The first Fendt 1000 Series tractor in Russia has been acquired by fortunate AgroCentre's customer — Rus Agricultural Firm managed by Vladimir Golikov. The long-term cooperation of the two companies started in 2004 when Vladimir Golikov

bought the first Challenger tracked tractor. Later, the farm expanded and faced the necessity to buy self-propelled sprayers, Fendt tractors and trailed Vaderstad implements. Today, the purchase of a Fendt 1000 Series tractor takes the farm owning 7,000 ha of arable

A brand new, ultra high-power Fendt 1000 Series tractor literally takes any business to a new level. This tractor can tackle any task and it is coming out into the Russian fields.

land to an entire new level. 'The tractor is equipped with larger 900-mm tyres, intelligent ballasting and a tyre pressure assistant', says Vladimir Golikov. 'It also features the unique 4-wheel drive that guarantees maximum pulling power along with outstanding manoeuvrability in any situation.'

One of the greatest Fendt 1000 Vario benefits is that the driver no longer has to bother himself with the best engine speed ranges. The Fendt 1000 Vario always runs in the maximum torque range for the lowest specific fuel consumption, which means that high power is already delivered at low engine speeds.

'To purchase the tractor, I had to place a special pre-order and go to the factory in Marktoberdorf, Germany', continues Vladimir

Golikov. 'I was cordially welcomed, given a tour of the production facilities, and after that I arrived at a definite conclusion that the Fendt 100 Vario was the right thing for my business.'

Other distinctive features of the model are fuel efficiency, excellent manoeuvrability and high payload. The newest software solutions and diversity of interfaces pave the way for connected services, which boost operational efficiency through fast data analysis and maintenance options while still working in the field.

'We have high hopes for the new machine', shares Vladimir Golikov. 'We grow sugar beets, wheat, buckwheat and malting barley and are also engaged in dairy farming, so we will keep the tractor busy every minute.'

By Viktor BARGOTIN

Record-breaking planter

Exclusive product

The Vaderstad Tempo L 16 seed drill has already passed the first field tests at Datskiy Bekon and exceeded the wildest expectations.

Bent Jensen made an advance payment for the seed drill as far back as in 2016 after he had studied the machine market thoroughly and sought advice from AgroCentre. Thus, he became the pioneer and 'pimped out' the machinery fleet by getting an exclusive model. Today, two Tempo L 16 seed drills are operating on the territory of Russia.

'We cultivate around 6,000 ha of arable land, grow winter and spring wheat, malting barley, soybeans, sunflower and maize', says Bent Jensen. 'We used to sow with planters by other manufacturers, but having learnt about a novelty from Vaderstad, we decided to purchase the machine. We haven't run into any difficulties during operation so far, which

AgroCentre's customer was lucky to become the first Russian owner of the unique Vaderstad Tempo L16 seed drill. The model will become available to Russian farmers only in autumn, but Bent Kjerkegor Jensen, Head of Datskiy Bekon, Lipetsk oblast, did everything in his power for the Tempo L16 to come out into the company's fields this spring.

is a major advantage for a machine which has just been debuted in the market.'

Design solutions

The novelty from Vaderstad is equipped with the unique Power Shoot row unit, which guarantees precise seedbed placement.

The large 5,000-litre hopper combined with high speed provides unsurpassed capacity of Tempo L 16. The new model has 16 row units with a variable inter-row distance adjusted with electric drives.

A record-breaker in capacity

The speed reaching 18 km/h is the main advantage of the Tempo L 16 seed drill.

'The Vaderstad Tempo L 16 offers



the highest capacity in its class, which has been proved by the first testing in Europe', notes Yuriy Pankrashkin, Sales Specialist of AgroCentreLiski. 'The equipment set a world record in performance having sown 502 ha in 24 hours.

It is a unique result, previously virtually unattainable', he says.

The Vaderstad equipment has been designed with a great safety margin to work in the toughest conditions.

By Viktor BARGOTIN

AGROCENTRE RECOMMENDS

The horn of plenty from AgroCentre

One of the most-attended booths was that of AgroCentre. The company displayed farm machinery by global leading manufacturers — Challenger, Fendt, Massey Ferguson, Vaderstad, JCB — which is used in field operations worldwide. It is also well-liked and highly praised for its superior quality by farmers of Altai area.

‘Altai area is the breadbasket of the whole country, not Siberia alone’, says Nikolay Ivanishchev, Director of AgroCentre, ‘that is why we do our best to provide local farmers with the most innovative machinery and top quality service.’

Zodiak enterprise, Troitskoye district, has a long-standing cooperation with AgroCentre. The company has purchased several loaders from AgroCentre. Zodiak has been active in the Russian agricultural market since 1992. At first, they engaged solely in crop production, then

livestock farming was added in 2011. Having purchased a JCB telescopic loader a few years ago, they are quite happy with its performance. Ivan Dyatlov, Director, came to the Field Day with his family.

‘AgroCentre’s booth has a warm and welcoming feel to it’, says Ivan Dyatlov, ‘the adults have things to discuss, and the kids are excited to see the new machines and get behind the steering wheel.’

Ivan Dyatlov’s day turned out to be a truly fortunate one. He won one of the two grand prizes of a no-lose lottery from AgroCentre and MICHELIN — a set of tyres for his Mitsubishi Pajero Sport. The prize was unexpected — all the more so that initially only one set had been announced, and it had already found its winner. One more set was a last-minute decision from Nikolai Ivanishchev who decided that yet another set would be a gift to Altai farmers in celebration of such a grand-scale event.

Siberian Field Day played host to 240 exhibiting companies from all over the country.



‘It is always pleasant to leave the show with presents’, says Ivan Dyatlov, ‘and with such practical ones it is especially so. Big thanks to AgroCentre and MICHELIN.’

The lottery took place straight after the demo show, in the course of which

innovative technology for reducing fuel consumption of MICHELIN Ultraflex tyres was demonstrated by two Massey Ferguson tractors. They worked in tow, one of the tractors performing the function of a trailed implement.

By Olga ATANOVA

Investment in modernisation

The most spectacular part of the event was a tour of farm machinery on display and its working demonstration. The attendees got to see 70 pieces of modern machinery of both Russian and foreign make: tractors, grain harvesting combines, mowers, sprayers, mixer wagons, loaders, grain handling equipment and more.

‘AgroCentre never misses the showcase’, says Dmitriy Gerasimenko, Head of Kurgan branch of AgroCentre. ‘Currently, Russian farmers are in need of modern machinery, and we are here to connect them to the latest novelties in farming technology by offering AGCO machinery. I’d like to highlight the Massey Ferguson Series 8690 tractor, a well-balanced machine combining power and reliability which is



The second Trans-Urals agricultural forum ‘Investment into Modernisation of Agricultural Sector’ has taken place in the fields of Ketovo district, Kurgan oblast. Just like last year, the event has drawn a lot of agricultural companies, among them — AgroCentre.

suitable for rough conditions, an indispensable feature when

it comes to field operations.’ Visitors of the AgroCentre

booth also paid close attention to the MF 6713 tractor which is suitable both for large- and small-sized farms due to its basic design and reliability. Besides, a JCB-531-70 telescopic loader was showcased in action and gained considerable attention from the public.

‘The JCB-531-70 telescopic loader is equipped with the new SRS system and a wide range of attachments is available for each type of operations’, continues Dmitriy Gerasimenko. ‘The machine features JCB Dieselmox engine to enhance power and performance. Producing impressive 63 kW, it offers maximum torque at low rpm, thus, operates under less load as compared to its counterparts.’

By Viktor BARGOTIN

Flagship soil equipment

The Field Day has become a continuation of the celebration of the decennial anniversary of the Russian plant of the Kverneland Group. The manufacturing facility located in Lipetsk has been increasing production rate and playing ever-larger part in the business of the entire group.

An incredibly interesting programme was planned for the guests of the event. Among tens of pieces of soil tillage, sowing, crop care and forage equipment being showcased were both well-established and new models in the Russian market.

‘Today, we have provided a platform for customers and the manufacturer to engage in a direct, but more importantly, meaningful dialogue, which will undoubtedly have a positive effect on our future cooperation’, says Nikolay Ivanishchev, Director General of AgroCentre.

Without delay, the demo show began, and from the very first minutes the guests’ attention was drawn to the new DG II seed drill being unveiled in Russia for the first time. The machine stands out for its great performance of up to 200 ha/day due to its high speed facilitated by a high coulter pressure of 80 kg and the largest seed hopper capacity among its counterparts.



Kverneland Field Day 2017, one of the most anticipated agricultural events in Lipetsk oblast, has taken place at the premises of the largest in Europe service centre built by AgroCentreLiski in Khlevnoye. It has attracted around 500 farmers and businessmen eager to see the spectacular showcase of new 2017 farm machinery with their own eyes.

‘Our company has an extensive machinery fleet, with some machines bearing Kverneland brand plate’, says Alexey Kulik, Head of the Lipetskaya Agricultural Company. ‘We’ve known this manufacturer since 2008 and I can say that the machinery offers exceptional speed, reliability and value for money in comparison with its competitors, while the service centre provides quick response times and high-quality service.’

PN and RN Series semi-mounted reversible ploughs, the most popular implements in the line-up,

delivered excellent ploughing quality during the working demonstration. Moreover, being the lightest in their class, they require less pulling force, which translates into fuel economy, minimum wear and tractor load resulting in cost savings for the grower.

‘Against the general sales drop at the global farm machinery market last year, the Russian market has demonstrated a strong growth’, says Robert Tszak, Director General for Kverneland Group CIS and Kverneland Group Manufacturing Lipetsk. ‘This

means that manufacturers

need to be prepared to meet agricultural producers’ rising requirements regarding modern farm machinery and to surprise them with ever more sophisticated and efficient machinery.’ The highlight of the working demonstration was the first self-propelled sprayer Kverneland iXdrive. The characteristic feature of the machine is that enables the operator to control most of the functions — such as switching among filling, mixing, spraying, diluting, pump priming, tank flash and cleanout operations — directly from the cab. The new model opens up a broad range of possibilities when combined with precision farming system, which is fast-growing in Russia.

‘I’d like to thank Kverneland for support and a weighty contribution to the development of the Russian agricultural sector’, says Sergey Lomantsov, Head of AgroCentreLiski branch. ‘It is our longest-standing strategic partner, jointly with whom we annually supply Russian farmers with new, reliable and quality-built machinery of the world-renowned brand Kverneland!’

By Viktor BARGOTIN



AGROCENTRE RECOMMENDS

Winning Siberia over!

The JCB 531-70 Agri telescopic loader has started its victory march in Krasnoyarsk Krai. AgroCentre has conducted demo shows of the legendary machine at 8 farming enterprises of the western and eastern districts of the region.

'We have covered the entire region', says Mikhail Kovalenko, Head of Krasnoyarsk branch of AgroCentreZakharovo.

'Test-drives have taken place in Balakhta, Sharypovo, Nazarovo, Achinsk, Kansk and Rybinskiy districts, and a demo road show is starting in the south of the region soon. The accomplished work has produced its first results already: two delivery contracts for JCB 531-70 Agri loaders have been signed.'

One of the loaders is headed to Agrosphera, Achinsk district. According to Gennadiy Sudarkov, Sales Manager of Krasnoyarsk branch of AgroCentreZakharovo, the decision-making was fast. It only took them two KAMAZ truckloads of grain to realise that no other machine could do the job better.

Among those reluctant to give the loader up were also agricultural producers of Mogucheye, Balakhta district.

'JCB 531-70 Agri satisfies our requirements in full', says Valeriy Nesin, Head of Mogucheye. 'With our small storage facilities, bulky machinery would simply be unable to turn, whereas this loader is small, swift and delivers tenfold efficiency.'

Aleksandr Kaufman, Head of Cheryomushka, Balakhta district, shares his opinion:

'JCB 531-70 Agri is unsurpassed when it comes to grain storages', says the grower. 'If you ever decide to buy a loader, go only for this one.'

The 531-70 Agri model is the most compact machine in the

entire range of full-sized JCB products. However, this does not hinder it from having an impressive lifting capacity, great power and increased stability on soft ground. Four-wheel steer means superb manoeuvrability of the loader. Standard equipment includes telescopic and front attachments. With its telescopic boom, the loader can lift cargoes

weighing up to 3,000 tonnes up to 7 metres high. Moreover, the LiveLink telematics solution is fitted as standard.

The LiveLink terminal is integrated into the machine and sends data to the owner's cell phone enabling them to monitor the performance and location of the loader as well as its maintenance history via LiveLink.

'Every manager should know what their machinery is busy with at any given moment', says Alexey Yevdokimenko, Head of Chistopolskiye Nivy, Balakhta district, 'and LiveLink provides a 100% guarantee that all operations are performed properly.'

The enterprise is engaged in dairy farming and crop production. They grow oats and barley and make their own forages. A loader like this would come in handy. The same goes for neighbouring enterprises: such a manoeuvrable and versatile 'farm hand' is indispensable virtually everywhere, according to Alexey Yevdokimenko.

'Many farmers complain of poor service and high routine maintenance costs', says Mikhail Kovalenko. 'This does not hold true for us, our service is both affordable and of superior quality. Our service technicians are available for customers 24/7.'

By Olga ATANOVA



Now that the highest demands are placed on the quality and operating characteristics of machinery, the issue of professional after-sales support gains paramount importance. Timely supply of quality genuine spare parts is instrumental in ensuring it. Yet, the issue is still more pressing for the machinery used only for seasonal works, when every minute counts and, in order to avoid any down time or breakdowns, it needs to be prepared for the season of intensive use well in advance.

AgroCentre invites farm machinery owners to participate in pre-season early order programme which will enable them to prepare their fleet for field works in a timely manner, at minimum cost and at any convenient, pre-arranged time.

PRE-SEASON EARLY ORDER PROGRAMME FOR AND SOWING AND TILLAGE MACHINERY

Roadmap of Sowing Season

PROGRAMME OBJECTIVES

- monitoring of sowing and tillage equipment fleet, analysis of its condition;
- preliminary defect identification and troubleshooting;
- guidelines for spare parts order, evaluation of costs of recovery and repair;
- approval of the price, terms and conditions of supply;
- planning of required supply and repair work dates

ADVANTAGES FOR PARTICIPANTS OF THE PROGRAMME

- advice and assistance in defect identification by the service team;
- assistance in filling out a defect list form, verification of correctness of the choice of required items and their relevance;
- maximum discount for early order supply based on the price list valid in the current season;
- approval of required delivery schedule, exactly when you need them onsite;
- guarantee of optimum financing conditions and payment terms;
- application of special conditions for Amity, Kverneland, Vaderstad equipment



The offer is valid from 01.08.2017 until 31.10.2017

For more details please visit AgroCentre dealership nearest to you or our website www.agrocentr.ru in Special offers section

Scan QR code to get to the
Special Offers page



Announcements

16 August

Lipetsk Field Day (Khlevnoye district, Lipetsk oblast)

18 August

Field Day (Krasnoyarsk)

26 August

Svenskaya Fair (Andreyevskiy Meadow, Bryansk district, Bryansk oblast)

6-8 September

22nd inter-regional trade show BELGORODAGRO 2017

22 September

Siberian Forage Crop Field Day (Novosibirsk oblast)

25-28 September

Trip to Fendt factory and Oktoberfest (Germany)

12+

AGROЦЕНТР

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