



Field days

in all corners
of Russia



**Seeing the
world
and the best farm
machinery**



**Kverneland
parts:
immediate
delivery!**



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A matter of skill

AgroOmsk 2017 agricultural forum welcomed its guests with warmth and pleasant treats. One of the key highlights of the trade show was displayed at AgroCentre's booth.

'One can say that this machine is the cherry on our cake', says Denis Tyurin, Executive Director for Siberian

Region, AgroCentreZakharovo. 'The ultrapowerful Fendt 1000 Vario is ready to bring your fields to perfection!'

The Fendt 1000 Vario is equipped with large 900 mm wide tyres, intelligent ballasting and tyre pressure regulating system and unique variable four-wheel drive, which enable the machine to deliver the right amount of grip in any situation — along with outstanding manoeuvrability. Those who drive a Fendt 1000 Vario no longer have to bother themselves with the best engine speed ranges. The tractor 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.

'It is not just a tractor, it gives you status', underlines Denis Tyurin. 'Just like a BMW as compared to other passenger cars.'

The tractor became a gold winner of iF Design Award 2016 in the category 'Product' and received a Red Dot Design Award 2016 for its excellent design. The criteria for evaluation included design quality, functionality, craftsmanship, degree of innovation, user-friendliness, brand design, safety and

environmental compatibility. The machine was a real highlight of the exhibition.

The Massey Ferguson 9840B self-propelled mower was displayed in combination with the Massey Ferguson 5300 draper header. The mower features a 4.4 litre AGCO Power engine with the capacity of 137 hp. Low fuel consumption per hectare makes the mower very cost effective. The machine is a perfect match for the Massey Ferguson 5300 header.

'The 5300 Series headers are designed to operate in the most challenging conditions', says Denis Tyurin. 'Their distinguishing features are the robust reel and the double hydraulic knife drive. The discharge window width is two metres.'

Sergey Krolevets, Head of Crop Production and Mechanisation Division of the Ministry of Agriculture of Omsk oblast, observed that the profitability of the farm and its income depend on modern machines. Last year, the region allocated around three billion rubles for the upgrading of farm machinery fleet.

By Olga ATANOVA

Merger of Challenger and Fendt brands

AGCO Corporation has announced the merger of Challenger and Fendt brands. The Challenger track tractors and sprayers will be integrated into the Fendt AGCO brand.

The project involves relocation of the production of Challenger products from AGCO in Grubbenvorst, Netherlands, to the Hohenmoelsen AGCO production site, at which the trailed sprayers and Fendt Katana forage harvester models are produced. Research and development as well as other key functions will continue to be performed in the Netherlands.

The integration represents another step in the corporate strategy to offer customers and dealers the best comprehensive package for

all agricultural enterprises, operating strategies, and agricultural applications.

Fendt dealers in Western and Central Europe will be able to offer and sell the Fendt track tractors and sprayers following Agritechnica 2017. In Russia,

this change will take place one year later, at Agrosalon 2018.

'The integration of the Challenger products into the Fendt product programme in Europe is another important step forward, and is in keeping with the Fendt full line strategy',

says Peter-Josef Paffen, AGCO/Fendt CEO. 'The broad product portfolio is designed to offer our customers and dealers a virtually complete and complementary range of machines, for, nowadays, professional agricultural enterprises and contractors demand a wide range of high-quality, high-performance products. This is because machines today are increasingly complex, and will be able to communicate even more closely with each other in future through networking.'

By Tatiana SIMONENKOVA



NEWS



The representative office of Kverneland Group in Russia has reduced parts delivery time to one week.

This has become possible due to the collection of spare parts from the main storage facility in France. The new delivery system enables the Russian office of Kverneland to appoint the shipment date and choose the type of transport, to deliver the parts straight to the storage

facility in Lipetsk without reloading at the customs control point which saves time and money.

Spare parts are shipped from Europe every 1-1.5 weeks. Specialists of Kverneland observe that express delivery to Lipetsk by plane, including

customs clearance, used to take approximately five days, and the dealer had to carry extra costs for transportation. Currently, the shipment by air is no longer necessary, which reduces the cost of spare parts.

The storage facility in Lipetsk always has enough parts and consumables to ensure uninterrupted operation of farm machines during the season. Every week, specialists monitor the range of spare parts at the

storage facility and order new items if necessary.

'The new logistics strategy has been in use for only a few months', says Sergey Tikhomirov, Head of Spare Parts Department of AgroCentre, 'but our clients have already had a chance to feel the difference. Kverneland delivers original parts twice as quickly as the majority of other manufacturers of imported farm machinery.'

By Olga ATANOVA

Fast payback machines

BELGORODAGRO 2017 interregional trade show gathered specialists of the farming industry from 17 central and southern regions of Russia. Over 150 manufacturers from Russia, Belarus and Germany offered their products to farmers. Belgorod branch of AgroCentreLiski was one of the distinguished exhibitors of the event.



Taking into account the specialisation of the region, poultry farming, AgroCentre showcased the JCB 527-58 Chicken Master telehandler — a very popular machine in the industry. The loader is specially designed for poultry farms. Its compact size enables it to work in narrow facilities, and the two-metre fork is ideal for loading cages with broiler chickens.

'The blue lights of the loader calm the chickens down, unlike regular white lights', says Denis Tarasenko, Manager of Belgorod Branch of AgroCentreLiski. 'If the chickens get scared, they lose weight,

and the farmer loses money. For the operator's convenience, the side mirrors of the loader are heated. Thus, they do not steam up when the loader drives out of the moist chicken barn in winter.'

Along with the specialised loader, AgroCentre displayed the premium class 360 hp Fendt 936 tractor.

'Currently, when the euro to dollar exchange rate difference is minimum, it is especially profitable to purchase the tractor', comments Denis Tarasenko. 'Today, not only large agricultural holdings but also profitable

farms can afford to buy the machine. It is indispensable for tillage, sowing and hauling.'

The machine was displayed with the maximum range of functions, including the innovative Vario transmission and the integrated navigation system. These options facilitate the operation significantly.

'The tractor "remembers" the first line along which the operator drives', explains Denis Tarasenko, 'and makes all other passes parallel to the first line. All the operator has to do is just to make the turn at the end of the pass.'

By Tatiana SIMONENKOVA

Wide is my country!

AgroCentre has taken part in numerous field days held across the country, from the Black Soil region to Siberia.

For Massey Ferguson fans

AgroCentre introduced the new flagship MF 6713 tractor with a 132 hp engine to the Siberians.

‘The design is brand new, yet fairly straightforward’, says Anton Bliznyuk, Head of Novosibirsk Branch of AgroCentre. ‘The components of the tractor are manufactured at the most advanced factories all over the world. An efficient powertrain and a high level of comfort make the MF 6713 a true “workhorse” at any farming operation.’

The Massey Ferguson 6713 comes complete with the well proven AGCO Power 4.4-litre 4-cylinder engine. The machine is equipped with a mechanical Bosch fuel injection system. The unique cooling system prevents the tractor from overheating. The transmission is fully synchronised, which provides a total of twelve forward and twelve reverse speeds courtesy

of two ranges, which can be manually switched. The tractor is good both for agriculture and community sector.

Aleksey Selivanov, Head of UST-IZESSKOYE enterprise, can be rightfully considered a Massey Ferguson machinery buff. Besides the MF 6713 tractor, he got interested in the Massey Ferguson WR 9800 self-propelled windrower suitable for harvesting both cereals and forage crops with different headers.

‘The Massey Ferguson WR 9800 self-propelled windrower is available with auger and disc headers’, says Anton Bliznyuk, ‘they are equipped with a conditioner which ensures perfect crushing via the special roller profile and hydraulic pressure application.’

Auger headers feature a dual cutterbar drive and a two-auger conditioner feeding system. The disc header of the windrowers

ensures high working speeds. Dual hydraulic motors drive the cutterbar from each end to provide even torque load across the entire width of the cutterbar, and a dedicated roller reduces material turbulence as it approaches the conditioner.

‘We are going to grow maize’, says Aleksey Selivanov, ‘so we have come to the trade show to have a look at maize plots and, while we’re at it, we thought we might as well find out more about the ins and outs of the windrower from the AgroCentre team.’

JCB: breaking-in in the Urals region

At the Field Day in Chelyabinsk oblast, AgroCentre impressed the guests with the top-selling machines, among them the JCB 531-70 Agri telescopic handler.

‘The loader has become part and parcel of our display at any trade fair’, says Sergey Chichay, Manager of Chelyabinsk Branch of AgroCentre, ‘even more so at a modern farming enterprise.’

Compact dimensions and high manoeuvrability enable the JCB 531-70 Agri to tackle the most challenging tasks, where other loaders render themselves powerless. The total weight of the JCB 531-70 Agri is 6,900 kg, the lift capacity is 3,100 kg. The maximum travel speed is 32 km/h, the maximum discharge height is 7 m, and the turning radius is 3.7 m. The average fuel consumption is 6.4 l/hour. The capacity of the fuel tank is 148 l, which ensures prolonged work periods without refilling.

The telehandler is protected with a special cover instead of thin sheet metal to minimise body damage. An extensive range of attachments makes the machine suitable for various applications.

The management team of Preduralye (Verkhneuralsk district) is fully aware of these advantages, so they purchased one loader straight after the trade fair and decided to lease another one. The need for a handler arose long ago. Although the enterprise owns two lifting cranes, the workload is still too big. Preduralye is engaged in dairy and beef farming as well as crop production. Besides, the enterprise is a breeding reproducer for Bashkir horses.

‘We had a choice of several loader models from several manufacturers’, says Marat Ahmetgaleyev, Director of the enterprise, ‘and decided in favour of JCB thanks to a positive review from the neighbouring Khlebinka enterprise. They have been working with the JCB machinery for a long time and are quite content with both the loader and the quality of after-sales service provided by AgroCentre. This time, they are using the trade-in option. They are selling the old loader at a good price and buying a new one for themselves.’

Front-runners from AGCO

AgroCentre’s display was among the largest at the Krasnoyarsk Field Day.

‘In our arsenal, we always have machines to surprise farmers



with', says Mikhail Kovalenko, Head of Krasnoyarsk Branch Office of AgroCentreZakharovo. 'I am talking about the Fendt 1046 tractor, the flagship of the global farming machinery industry, of course, and about the MF-6713 tractor, a versatile machine with one of the best quality to price ratios to date.'

AgroCentre also showcased time-proven machinery: the JCB 531-70 telescopic loader and the reliable MF-8690 tractor powered by a cost-effective engine and featuring a continuously variable transmission.

'Self-propelled machines from AGCO and telescopic handlers from JCB are the most popular machines with the local farmers', says Mikhail Kovalenko. 'Around a hundred machines operate at farming enterprises of this area and the Republic of Khakassia.'

AgroCentre provides the machinery with top-notch after-sales servicing and timely spare parts supply.

'We've been cooperating with AgroCentre for a year now', says Valeriy Nesin, Head of Moguchiy farming enterprise. 'The relationship started from the purchase of a JCB 531-70 telescopic loader, which, by the way, has demonstrated superior performance. The machine is versatile, which is indispensable at a large-scale enterprise. We are planning to buy trailed implements next season, now we know who to turn to.'

Solutions for potato growing

Bryansk Field Day has broken its own attendance record. Over 10 thousand people took interest in the trade fair. AgroCentre Branch found itself in the thick of things.

The local branch of the company took into account the specific nature of agriculture in Bryansk: the region is extensively engaged in potato growing. The 132 hp MF 6713 tractor, a new arrival, is more than fit for growing the second most important staple. It has a built-in track width of 70 to 90 cm, which is optimum for the crop. The standard 540/1,000-rpm PTO ensures optimum



implement performance.

'The machine is compatible with a harvester due to its hydraulics', says Evgeniy Lazutin, Manager of Sales Department of Bryansk Branch of AgroCentreLiski.

The Fendt 1050 tractor, another novelty from AGCO, is designed for large-scale farming. According to specialists, it requires expense to show what it is worth. Due to its power of 517 hp, it can be coupled to wide attachments to perform a large amount of work over a short period of time.

'One of the innovative solutions of the Fendt 1050 is Variotronic™ headland management system', says Evgeniy Lazutin. 'It is engaged at the push of a button, so the operator simply makes one turn of the steering wheel instead of the customary three, and the wheels make a full turn. Overall, the operator enjoys comfortable working conditions: the cab suspension and the spring-loaded front axle effectively absorb shocks ensuring a smooth ride even over rough terrain.'

With plenty of pulling power and capacity to travel at 60 km/h along general use

roads, the machine is good for heavy haulage.

The JCB 526-56 AGRI telescopic loader, showcased at AgroCentre's display has a 5.6-metre lift height. It has recently become popular to utilise the loader as a crane for elevated jobs. Customers buy the man basket attachment additionally for this purpose. A 2,500-litre potato bucket, another essential piece of kit, was also made available at Field Day. It has a grid instead of a solid sheet of metal at its bottom to let earth through.

Multitaskers

AgroCentre presented machinery catering to the needs of both private growers and large-scale holdings at Oryol Field Day.

The Massey Ferguson 6713 tractor is a sought-after machine. Farmers formed a queue to get behind the wheel. According to industry experts, the machine is a worthy alternative to Belarus tractors in the medium-power tractor range, having an edge due to the low total cost of ownership, i.e. operating costs after purchase.

'The tractor is outfitted with high-end technology, yet requires lower investment when it comes to servicing and spare parts as compared to the competitors', says Sergey Shcherbatov, Manager of Sales Department of Oryol Branch of AgroCentreLiski.

The Fendt 1000 Series is an intelligent machine not afraid to get dirty. No rival can boast of similar features.

'The transmission features two valves, on the front and rear axle each, which can be prioritised for the dual-circuit high-capacity hydraulics, thus eliminating slippage', says Sergey Shcherbatov. 'The tractor determines which axle has no grip and automatically shifts torque to the other axle. And that is standard equipment. The cab with triple air cushioning and an independent front axle suspension enables the operator to have a comfortable ride even at high speeds.'

The Kverneland baler is a true find for livestock specialists. It delivers uniform density across the entire bale thus preventing moisture from getting in and resulting in better-quality forage.

'Counterparts with fixed chambers make a bale with a looser middle, where more bacteria develop, so the hay is of inferior quality', says Sergey Shcherbatov.

By Olga ATANOVA,
Viktor BARGOTIN,
Tatiana SIMONENKOVA





Without a hitch

Molochnoye enterprise (Bryansk oblast) has hosted a demo show of the trailed Sunflower 1435-30 Challenger disc harrow.

The implement has long been available in the Russian farming market, it is proven over many years and tested by the most arduous tasks on long-fallow land. The machine is well suited to primary tillage of the land that has not been used for years and also cuts through

the toughest crop residues right after the harvesting with ease. The working width of the implement is 9.1 metres. High pulling power is not required: the harrow matches tractor horsepower ranging from 450 hp and higher.

‘The design features two rows

of disc blades turning hard-packed soil’, describes Yevgeniy Lazutin, Sales Department Specialist of Bryansk Branch Office, ‘followed by three-rows of harrow tines breaking soil lumps, making the soil quality more consistent, removing the residues, chopping and mixing them with the soil, which enriches the top soil layer.’

The Sunflower 1435-30 Challenger disc harrow follows the ground contour with high precision. Widely positioned wheels provide superb flotation in the field and stability in transport. The technical parameters of the tool were highly admired at the field demo show, and the harrow was purchased soon after the event.

By Tatiana SIMONENKOVA

Massey Ferguson machinery impressed Southern Ural region farmers



Chelyabinsk Branch Office of AgroCentreZakharovo has participated in the 24th Principal Farming Exhibition AGRO 2017 accommodated at the Tractor Ice Arena. Over 150 farming industry colleagues from Perm area, Kurgan, Yekaterinburg, Orenburg oblasts, Republic of Bashkortostan and other regions of Russia arrived at the event.

The guests examined the booths representing different farming districts of Southern Ural, farming products and modern machinery. The event’s agenda also featured a business forum devoted to the

prospects and problems of the farming industry. The participant list included the governor of Chelyabinsk oblast, the regional minister of agriculture, heads of regions, enterprise managers and academicians.

‘We showcased two tractors: Massey Ferguson 8690 and Massey Ferguson 6713’, says Aleksandr Grosul, Sales Specialist of Chelyabinsk Branch Office of AgroCentreZakharovo. ‘The exhibition visitors admired

these models. JCB loaders were another spotlight of the booth arousing lots of interest. Quite successfully, several agreements for delivery of this brand’s telehandlers have been reached.’

By Olga ATANOVA



Moving forward

Service technicians of Kursk Branch of AgroCentreLiski have undergone a comprehensive training on diagnostics and repair of Challenger RoGator self-propelled sprayers.

The representatives of AGCO Corporation and the joint Russian venture AGCO-RM held a four-day training at the Dealership Centre.

The main focus of the training was on the Challenger Rogator 1100 and 1300 sprayers, which are very popular with Russian farmers.

The topics discussed in the course of the training included

the machine settings, the chassis and frame calibration and the hydraulic system, which was studied in detail. After the theoretical part, the trainees had an opportunity to put the newly-acquired knowledge into practice by eliminating a number of technical issues in a post-warranty sprayer at the enterprise of an AGCO client. AgroCentre dealership centres

provide comprehensive servicing, including start-up and adjustment, warranty and post-warranty service and repair following the application of the clients.

'When our clients buy a machine, we provide them with an operation manual, which contains a maintenance schedule', says Sergey Sopov, Technician of the Engineering Department of Kursk Branch of AgroCentreLiski. 'The manufacturer sets the recommended timeframe and provides a list of genuine filters, consumables and

lubricants necessary to maintain the operational properties of the machine.'

In the course of the training, the manufacturers offered recommendations specially for the technicians, not for the owners of the machines. 'We know a lot about the engine since it is similar to the engine of Challenger tractors, but everything else is new to us. We have received valuable knowledge, which will help us in our work. For our clients, it means that technical problems will be solved more promptly.'

By Tatiana SIMONENKOVA



Small size – great efficiency!

These words are more than true for one of the most efficient loaders in the world - the JCB 225 skid steer loader.

The JCB 225 was demonstrated in action at Agrofirma Trio (Dubovets village, Lipetsk oblast), where it coped with all farm tasks

with impressive efficiency. 'All JCB loaders are reliable, including this model', says

Maksim Bolkhovskikh, Sales Specialist of AgroCentreLiski. 'The distinguishing feature of the model is the single boom, which allows the operator to enter the cab through the side door instead of climbing through the front window.'

The loader is also equipped with a unique scraper blade. Its pushing component is rubberised and does not contain any metal elements, which is very important for farm work. The scraper blade was first tested at Agrofirma Trio and became a hit with farmers.

The JCB 225 model features the powerful 55.2 kW JCB Dieselmix engine designed for safe, cost-effective and efficient operation and a long service life. The PowerBoom is equipped with the standard electric quick hitch, which means the operator can change attachments without leaving the cab. Besides, the loader has solid

tyres, which can be used for over 2,000 engine hours — this is four times longer than regular pneumatic tyres.

Another advantage of the model, as compared to its counterparts, is a large cab. The model range of the skid steer loaders was developed to deliver enhanced serviceability and reduce downtime. The unique engine position allows accessing the engine and all daily checkpoints without any difficulty. The loader has fewer grease points than its twin-arm competitors.

'The JCB 225 skid steer loader demonstrated excellent results', observed Aleksandr Polekhin, Engineer of Agrofirma Trio. 'It has completed all the tasks on time and delivered high-quality performance. Trio Group has four front-end loaders, four 531-70AG telehandlers and four 260T track loaders.'

By Viktor BARGOTIN

Your loader, sir!

A group of AgroCentre employees and customers has visited England, where they could see with their own eyes the level of precision with which JCB machinery is manufactured.

'Jamais content'

The motto of Joseph Cyril Bamford, the founder, describes the company's development strategy like nothing else. Since 1945, JCB has evolved from a small company building agricultural tipping trailers to the global force in manufacturing it has become today.

On arrival to the company's headquarters in Roster (Staffordshire, UK), the AgroCentre team headed for the JCB museum of history and innovation first. The tour continued onto the assembly lines of the world famous telehandlers and front loaders. That was followed by a presentation of the classical concept of the JCB 541-70 Agri, as well as a novel telehandler-based excavator.

'I've visited a lot of factories both abroad and in Russia, but the JCB works is unlike anything I've ever seen', says Ivan Yashnov, Director of Biyskoye Regional State Enterprise (Pervomayskoye, Biysk district, Altai Area). 'The trip with AgroCentre has dispelled any doubts I had. I'd heard positive feedback about the machinery from colleagues, I'd compared offers available

in the market in terms of price and features. Now that I've seen the manufacturing process I am firmly convinced that JCB is number 1. We are going to buy the loader this autumn!'

so they control the situation all over the world. There is a dedicated group, which keeps track of machinery movement, and a display showing which machinery is in operation



Self-sufficient company

The customers did justice to the self-sufficient nature of loader manufacturing: all the components of JCB machinery are made in-house.

'The manufacturing process is set up at a very high level at JCB', says Vladimir Mishin, Director General of Kurakinskoye, CJSC (Kurakinskiy, Sverdlovskiy district, Oryol oblast). 'I was astonished to learn that they can monitor operation of every single loader ever sold,

and which is idle at any given moment. Such degree of commitment cannot but win you over. That is exactly why we are planning to purchase our third loader.'

Farmers were impressed with the scale and degree of automation of manufacturing processes as well as superior work ethics. JCB enterprises employ around 12,000 people in the UK alone.

'It's not my first overseas trip with AgroCentre', says

Dmitriy Tashlanov, Deputy Marketing Director of Mayak farming enterprise (Ognevo, Kazanskoye district Tyumen oblast). 'The organisation is as immaculate as ever! The trip turned out to be educational and entertaining at the same time. We have been operating JCB machinery for a long time ourselves, we understand the ins and outs of how it works, and could give a lecture on its use ourselves, but factory workflows were definitely worth seeing.'

Top-notch logistics

The guests also saw the world-renowned JCB World Part Centre. 'The sheer size of the warehouse rendered us speechless', shares Aleksandr Yashchenko, Sales Specialist of Altai Branch of AgroCentreZakharovo. 'Around 6 million pounds was poured into the logistics centre. Orders for spare parts from local dealers are fulfilled within a day and delivered to the dealer's storages at any time of day and night. Everything is working as a whole, one doesn't have to worry about accuracy and delivery times of extensive orders.'

Traditionally, a comprehensive entertainment programme awaited AgroCentre's partners. Besides a sightseeing tour of London, they witnessed the Changing the Guard ceremony at Buckingham Palace, visited the Doveridge Shoot pistol club and Wootton Farm and enjoyed a cruise on the river Thames.

By Tatiana SIMONENKOVA



Representatives of farming enterprises from several regions of Russia paid a working visit to Germany. One of the key items on the agenda was the tour of Fendt factory, a world-renowned farm machinery manufacturer.

'All in all, we spent over four hours at the factory', says Nikolay Kunitsyn, Sales Director of AgroCentreLiski. 'After the official part and the presentation, we were taken on a factory tour. We walked about three kilometers along the great territory of the works!'

In the new machinery showroom, the guests had an opportunity to see the Fendt track tractors and self-propelled sprayers which would be unveiled to the rest of the world only at Agritechnica in Hannover in November. This time, a test-drive was arranged for all comers.

The key feature of Fendt production sites is the concentration of all available expertise. This means, all corporate areas work together towards a common goal. Thus, Development and Production are tightly connected and work in constant coordination to position themselves for the future trends of the agricultural industry. All Fendt tractors are designed, produced and marketed in Marktoberdorf.

'Besides the tour of the impressive manufacturing facilities, we visited a farming enterprise and saw the tractors



Three kilometers of innovations



in action during hay preparation', adds Nikolay Kunitsyn.

By the way, Berghof in Wald is famous for its cheese, which the guests were invited to taste.

'Fendt is truly excellent machinery', comments Evgeniy Voishchev, Director of Yubileynoye JSC (Voronezh). 'We are considering buying

some machines to upgrade our machinery fleet.'

Some of the visitors had already been to Bavaria.

'We utilise Fendt machines extensively at our enterprise', says Vladimir Golikov, Director General of Rus farming enterprise (Lipetsk), 'this is the third time I have taken part

in a tour of Fendt production facilities to keep up with the latest trends. As always, the visit has been arranged at top level.'

This was no ordinary introduction tour, but rather an opportunity for direct dialogue between the manufacturer and the consumer.

'A special thanks to Nikolay Ivanishchev, Director General of AgroCentre-Holding, for arranging the trip and inviting us to take part in it', says Aleksandr Nechayev, Technical Director of Russkiy Yachmen (Kursk). 'Besides learning about the new models, I also used this opportunity to share with the representatives of the manufacturer what further improvements I would like to see as a practicing farmer.'

The tour of the factory was definitely one of the highlights of the trip, but it would not have been well-rounded without a well thought-out entertainment programme. The guests from Russia had a tour of the famous Neuschwanstein castle, once a residence of King Ludwig II, and, probably, the most popular tourist attraction in the South of Germany. On 27 September, having completed the business part of the visit, the group came to Oktoberfest festival, the closing event on the agenda following a day full of impressions.

By Aleksandr KUTISHCHEV



Kverneland in action



In early September, Penza Branch of AgroCentreZakharovo arranged a series of demos at regional enterprises to introduce the local farmers to the scope of operations that the latest machinery models can perform.

The Kverneland ploughs were tested in action. One of them underwent a trial in Romashka farming enterprise (Kulikovka, Penza oblast).

'We tested an 8-body plough coupled to our tractor', says Vladimir Makushkin, Head of the enterprise, 'and we were quite happy with the result. For comparison, we'd also like to try out a 7-body model of the same brand soon – it might be a better fit for our machine.'

It is noteworthy that one of Kverneland's know-hows is its

unique steel production and heat treatment technology which lends the equipment unsurpassed wear resistance. The centre-mounted wheel facilitates ploughing along fences, and the unique headstock ensures minimum turning circle. These and many other design features of Kverneland ploughs not only enhance their performance, but also make them handy due to excellent compatibility with various tractors.

By Aleksandr KUTISHCHEV

The miracle worker

For a day, the Zelenovkyh farming enterprise in Svishchevka, Tambov oblast, became a test site where the universal Massey Ferguson 6713 tractor demonstrated its power and fuel-efficiency to local farmers.

The Massey Ferguson 6713 is a purpose-built up-to-date solution for efficient operation in present-day operating conditions. The model demonstrates performance unparalleled in the 70-130 hp range at minimum fuel consumption.

'The combination of straightforward design and rugged construction is a distinctive feature of the Massey Ferguson 6713', says Ali Umarov, Sales Department Specialist of AgroCentreLiski. 'The machine is suitable both for large- and small-scale enterprises, and its range of features, efficient fuel consumption and affordable price give it an edge over the counterparts.'

The tractor is equipped with the AGCO Power™ 4.4-litre 4-cylinder engine whose

power enables it to accomplish all sorts of farm tasks. The transmission offering 12 forward x 12 reverse gears featuring pressure gearbox lubrication, which reduces drag and friction, deserves special mention.

One of the principal factors for choosing a reliable and durable tractor is its compatibility with modern attachments for unlocking their potential in different applications.

'The Massey Ferguson 6713 tractor couples to virtually any implements', says Yakov Zelenov, Head of Zelenovkyh farming enterprise. 'The machine has long established itself in the farm machinery market and is very popular with the growers of Tambov oblast. For this reason, we have decided to see it in action.'

Comfortable working conditions are essential for every operator, due to the hard nature of field work. Operator comfort during prolonged work is ensured by the ergonomically crafted right-side console, smartly positioned gear and range levers, functional dashboard, air conditioning, heating and ventilation providing optimum air distribution inside the cab.

'We place big hopes on the tractor', says Ali Umarov. 'If a farmer needs to upgrade his machinery fleet, the Massey Ferguson 6713 tractor is a perfect choice.'

By Viktor BARGOTIN



AGROCENTRE RECOMMENDS

Unrivalled comfort

Demo shows of the JCB 531-70 Agri SRS, the smallest model in the range of full-sized JCB telescopic handlers took place at Priozernoye and Petelino farming enterprises, Tyumen oblast.



One of the advantages of the model, which makes it so popular with Russian farmers, is its small size. The JCB 531-70 Agri SRS is famous for its lifting capacity and unsurpassed stability even on unstable ground.

The JCB 531-70 Agri SRS is fitted with a powerful engine with the capacity of 100 to 130 hp. The engine provides incredible power at low RPMs thus reducing fuel consumption and exhaust emissions while supplying enough torque for the toughest jobs. The unique TorqueLock system ensures high efficiency at high speeds.

'Reliability, versatility, easy maintenance and comfort

are the key characteristics of the JCB 531-70 Agri SRS loader', shares Evgeniy Alikulov, Sales Manager of AgroCentreZakharovo. 'The machine can be used for a wide range of applications, therefore, it will come in handy on any farm.'

The telescopic handler allows quick selection of a steering mode. The single-lever powershift and a small turning radius guarantee excellent manoeuvrability, which is further enhanced by the four-wheel operating mode, and a high road clearance and allow the loader to deliver efficient performance in any conditions and on any ground.

'In the course of the demo show, the loader performed exceptionally well', says Viktor Nikolenko, Chief Engineer of Petelino farming enterprise. 'We have heard a lot of good accounts about the JCB 531-70 Agri SRS from our colleagues, so we decided to see with our own eyes what it can do. Now we are considering adding the loader to our machinery fleet.'

The JCB 531-70 Agri SRS telescopic handler was designed to deliver maximum performance and uninterrupted operation, therefore all the components of the machine have a long service life, and they are easily accessible for servicing and scheduled replacement.

'One of the main advantages of the loader is comfort and user-friendliness', comments Stanislav Kharkevich, Chief Engineer of Priozernoye farming enterprise. 'The operator does not have to waste time getting used to the loader, which increases efficiency and provides higher profit to the farmer.'

A telescopic loader must be absolutely comfortable for the operator: from the automatically adjusted seats to ergonomic controls on the front panel. JCB strives to provide a high level of operator comfort, which leads to enhanced performance and better results.

By Viktor BARGOTIN



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563767D1	36" Agriculture General track for Challenger MT800 tractors
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9-14 November

Clients' trip to Agritechnica 2017 (Hannover, Germany)

15-17 November

Agricultural Forum of Siberia 2017 (Krasnoyarsk)

24-25 November

South Siberian Agricultural Forum (Abakan, Republic of Khakassia)

12+

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

news@agrocentr.ru

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