

AGROЦЕНТР News

The corporate journal
of AgroCentre



Destination — Hannover



Massey Ferguson 8690: proven by Siberia



Trouble-free precision farming



Hot topics:

- ✓ One never stops learning. AgroCentre holds trainings.....p. 3
- ✓ Service non-stop.....p. 5
- ✓ Pavel Kharchenko: 'Farming is a family business'.....p. 9
- ✓ Dreams coming true — season 2017.....p. 11

Same place, same time



In the week of 12-18 November, Hannover hosted Agritechnica 2017, a traditional convention of farmers from all corners of the world.

Apart from enjoying reliable machinery and top-notch services, AgroCentre's customers are lucky to take part in various trade fairs. It goes without saying that AgroCentre could not ignore and skip Agritechnica 2017. The team together with a group of clients set off for Hannover to spend some exciting informative time there.

A group of 50 clients attended the booths of such giants as AGCO (Fendt, Massey Ferguson, Valtra), JCB, Kverneland, Annaburger, Zaffrani, Einboeck, Schulte and other foreign manufacturers represented by AgroCentre.

'Challenger and Kverneland machines are awesome', shares Oleg Timokhin, Manager of Krasnaya Zvezda (Oryol oblast). 'Thanks to AgroCentre, this reliable and time proven machinery is available in the Russian market. AgroCentre

has never let us down. Today, there's no lack of machinery dealers, but a provider of high-quality service and maintenance is worth a lot.' The business part of the trade

AGCO, world-famous manufacturer of farm machinery, won various accolades at Agritechnica 2017 including 17 key awards. The Fendt 211 V Vario became the key innovation of the trade fair and received the prestigious Tractor of the Year award in Best Specialised category. The Fendt IDEAL combine, AGCO's major development and one of the biggest design projects, was awarded a silver medal.

Valtra products earned accolades in several categories: Valtra T254 Versu tractor, the latest T Series model, received Tractor of the Year 2018 and the Best Design 2018; and the Valtra A114 of the new A series ended up among 5 finalists in Best Utility category.

fair included conferences, forums and workshops for discussion of farming development prospects, during which major market players exchanged successful farming experience, explored new business opportunities and networked.

'The exhibition scale is incredible', observes Pavel Kharchenko, Supply and Purchase Department Manager of Kozinskoye Farm (Belgorod oblast). 'I would never imagine that there are so many brands and such a variety of machinery manufactured all over the globe. For sure, this grand

'The company has invested in the factory heavily to improve the product quality and working environment, therefore it is a state-of-the-art manufacturing facility now', says Sergey Lomantsov, Executive Director of AgroCentreLiski. 'During the tour, our clients observed the operation of metalworking, tempering, assembly and hydraulic unit testing lines, so they saw with their own eyes how their favourite machines are assembled.'

'Agritechnica is always an outstanding event, after which you brim over with emotion', confirms Elena Ivanishcheva, Manager of AgroCentre-Holding Marketing Department. 'It is not the first time our company has taken part in the exhibition, and, every year, the level of organisation and management is absolutely fantastic. The trade fair is important for both AgroCentre and our clients, as it is one of the most powerful marketing tools for our product promotion.'

By Viktor BARGOTIN





Always on the move!

Novosibirsk has handed the 'trade fair baton' to Krasnoyarsk, which has hosted the annual Agricultural Forum of Siberia 2017 gathering the largest farming enterprises of Siberia at the fairgrounds.

It is the third time AgroCentre has taken part in a farming industry event. At the trade fair, the company has demonstrated the new medium horsepower tractor, Massey Ferguson 6713, and the JCB 531-70 telehandler. 'The Massey Ferguson 6713 is second to none in terms of price to quality ratio', shares Mikhail Kovalenko, Manager of Krasnoyarsk branch of AgroCentreZakharovo. 'The machine has a huge potential, and it is not only the opinion of our potential customers — I have heard our competitors say so as well. The more

so that the first machines have already demonstrated excellent performance in Siberian fields.' The region's current priorities are the development of crop and livestock production, technical and technological modernisation, providing support to small family farms and training qualified staff. 'It is one of the few events, allowing farmers, technical experts and machine operators to take a break from their work and share experience with colleagues, test the latest developments in the world's

farm machinery building, ask questions on machine operation and learn about favourable leasing financing programmes', continues Mikhail Kovalenko.

Visitors of AgroCentre booth were brimming over with excitement. 'Our partners have always spoken well about AgroCentre', says Konstantin Zapolskiy, Manager of Zelyoniy Mir farming enterprise. 'Therefore, we could not miss the Agricultural Forum of Siberia. We have come to the company's booth to learn more about the Massey Ferguson 6713 tractor, the purchase of which we have been considering for a long time. It would be great to start our cooperation with AgroCentre with the purchase of this reliable machine.'

By Viktor BARGOTIN



One never stops learning

The training, which combined theory and practice, took place in Lipetsk, at Kverneland production facilities and AgroCentre service centre in Khlevnoye village, Lipetsk oblast. In the course of the three-day seminar, the employees of AgroCentre had an overview of Kverneland sowing and tillage machines and learned about their competitive advantages. 'We hold such trainings for our employees several times per year', observes Sergey Dorofeyev, Sales Manager of AgroCentreLiski. 'They are very important since the machines

This phrase has become the motto of AgroCentre. At the beginning of October, the company arranged a three-day training on Kverneland machinery for its employees.



we supply become more and more sophisticated every year, and our technicians must know these machines inside-out.' Besides, Kverneland specialists demonstrated plows in action and gave detailed information on the machine settings to the sales managers of AgroCentre. 'Kverneland machinery is in high demand in the Russian farm machinery market', continues Sergey Dorofeyev. 'Monopill drills and RN Series plows are especially popular with Russian farmers due to their reliability and impressive efficiency.'

By Viktor BARGOTIN



A lucky buy

Sergey Pecherin, a farmer, became the owner of the first Fendt 936 tractor in Kemerovo oblast after the demo show held on his farm (Leninsk, Kuznetsk district).

The farm needed a reliable machine for load hauling and field works requiring pulled implements. On the area of 6 thousand hectares, Sergey Pecherin grows winter and spring wheat, peas, barley, rapeseed, buckwheat and oat.

The 360 hp tractor has an independent wheel suspension on front axle with locking function, which ensures perfect

ground contouring and allows driving at the speed of up to 60 km/h. The continuously variable Vario transmission maximises transmission performance.

'The operator does not even have to make decisions: the machine determines which gear to use and at which speed to drive depending on the terrain and implement dimensions', explains Maksim Gruzin, Sales Manager

of Novosibirsk branch office.

'Moreover, Vario transmission and the integrated satellite navigation allow the tractor to consume at least twice less fuel than Russian analogs. For example, after the operator has driven around the field, the cab computer saves the route in the memory and repeats it with not more than 5mm to 15 mm deviation.'

The farmer opted for the model

with coupled rear wheels which ensure excellent ground contact and reduce slippage leading to reduced fuel consumption and increased efficiency.

'Coupled wheels allow any machine to make the most of its horsepower units', comments Maksim Gruzin.

Employees of the farm were also happy with the operator comfort. The wide display, panoramic view and pneumatic cab suspension ensure easy and comfortable operation.

The newly purchased Fendt 936 has managed to demonstrate its talents at the new workplace already: it has been used for sowing 800 ha of winter wheat.

'I visited Fendt factory in Germany with AgroCentre', says Sergey Pecherin. 'I had an opportunity to see the German attention to detail with my own eyes. I thought: "Why don't I buy one of the best tractors for my farm?" So I purchased the Fendt 936 in leasing and even got a discount as the first buyer of this model in the region. I also received a five-year warranty and a rear coupling as a bonus.'

By Tatiana SIMONENKOVA

Focus on precision farming

Representatives of Trimble have held a masterclass on innovative navigation equipment for farm machines.

The Trimble TMX-2050 is the latest innovative product in the line of cutting-edge navigation displays. It allows agricultural producers to control the work of machine operators and implement intelligent farming with unsurpassed precision. Specialists of AgroCentre have attended the masterclass and tested the navigator.

'The Trimble TMX-2050 provides an entirely new level of self-propelled machine navigation', shares Viktor Ovchinnikov, Manager of Yaroslavl branch of AgroCentreZakharovo. 'It facilitates the work of the operator by directing the farm machine along the most

efficient route.'

Specialists consider that the new system will bring about a revolution in the current soil tillage concept. The Trimble

TMX-2050 will minimise operator effort and ensure considerable reduction of soil tillage time, fertiliser use and fuel consumption.

'Our goal is to demonstrate the unique properties of the innovative Trimble TMX2050', concludes Viktor Ovchinnikov,

'and explain to farmers how much they will benefit from it.'

The new GPS navigators will simplify farm work significantly. Agricultural producers choosing precision farming technologies are on the right path. Read more about precision farming at page 8.

By Darya DENISOVA





Heavy Artillery

Kursk branch of AgroCentreLiski has had a series of demo shows on the premises of KshenAgro, a subsidiary of RusAgro Agroholding (Kshenskiy, Sovetskiy district, Kursk oblast).

There is a demand for trailed tillage equipment and machinery fleet expansion in the company. The Challenger MT865E tracked tractor in combination with the Challenger CH2530-23 chisel plough was tested on the farm twice. A field with abundant residue was picked as the testing ground. The plot was pre-tilled to the depth of 10 cm with a Russian disc header.

The Challenger tracked tractor

with the capacity of 519 hp driven by a 12-cylinder AGCO Power engine is suitable for all kinds of farming operations, yet tillage and sowing are the priority ones. Its undeniable strength is minimal soil pressure: which enables the tractor to come into the fields earlier in spring.

'The tractor was conceptually developed as a tracked one and was subsequently upgraded

with the best suspension available', says Aleksandr Logvinov, Director of Kursk branch of AgroCentreLiski. 'It follows ground contours closely, thus demonstrating better grip as compared to counterparts.'

The output of the machines during the demo show amounted to 7 and 15 ha/h at 25 cm (20 cm between the chisels) and 15 cm operating depth, respectively. The fuel

consumption was 11-13 l/ha. The same Challenger chisel plow underwent another testing coupled to the Fendt 1050 wheeled tractor. The 517 hp machine is designed as a versatile compact tractor. The independent front axle suspension and air cab suspension guarantee operator comfort.

'Tractors of this class usually feature an articulated frame', says Aleksandr Logvinov. 'Models of the class are typically less versatile when it comes to field works, besides their large dimensions cause inconveniences during transportation. The Fendt tractor is more manoeuvrable due to the independent front axle and the new Vario Drive transmission ensuring maximum grip.'

At a working depth of 25 cm, the tractor output reached 7 ha/h at 13 l/ha fuel consumption.

By Tatiana SIMONENKOVA

Service non-stop

Around 200 applications are processed daily, which means that the technicians have to work very hard to provide high-quality services to clients.

AgroCentre distributes its resources well in advance of the cold season! Service specialists offer an integrated service package including placement of machinery for winter storage, its complete diagnostics and defect identification. Special offers are available for early, pre-season spare part orders. The customers who plan to repair their machinery at the territory of the service centre are eligible for a 20% discount.

'We are committed to responding to all service applications promptly. Our primary goal is to ensure maximum availability of our service to customers', says Aleksandr Neklyudov, Director of AgroCentreHolding. 'We encourage our partners to refer to the specialists of our service and spare parts departments in a timely manner

AgroCentre receives calls 24/7. Despite the festive mood, the AgroCentre team has no time for rest. Service centres in 16 branches all over Russia continue working non-stop.

so as to prevent more serious breakdowns. Our experts will come for machinery inspection and planning of further work within the shortest possible time.'

Currently, AgroCentreLiski services over 1,800 units of AGCO and JCB machinery. AgroCentreZakharovo carries out maintenance of another 1,000 pieces of equipment. Professionalism of the AgroCentre team is supported by powerful facilities and resources and years of experience. The

service centres are equipped with world-class equipment, and own spare parts warehouses; the company staff regularly undergoes training at machinery manufacturers' facilities, which makes quality and prompt repair works of any degree of complexity possible. 'AgroCentre must maintain its reputation', says Aleksandr Neklyudov, 'that is

why we invest largely in each employee. Our technicians continuously improve their skills through attending dedicated workshops, seminars, and hands-on training.'

AgroCentre continues strengthening a trusting partnership with established customers and offers long-term cooperation to new ones. According to Aleksandr Neklyudov, winter period is very busy. A lot of work needs to be done before the arrival of spring!

By Darya DENISOVA





Efficient power

The MF 8690 tractor proves that it is number one for heavy draft work, demonstrating its benefits in the fields of Altai and Siberia.

Honest victory

Not even a demo show, but rather a true race took place on the premises of Ust-Sertinskoye farming enterprise, a subsidiary of Siberian Business Union (Kemerovo oblast).

Farmers compared the functionality of the Massey Ferguson 8690 which can develop 340 hp with that of the 420 hp Kirovets available in their machinery fleet. The machines carried out tillage and ploughing operations in parallel. A field straight after harvesting was chosen as the testing ground. Of primary interest to farmers were two characteristics - output and fuel consumption.

Both tractors were coupled to a 9-metre-wide cultivator whose specification called for towing with tractors of 400 hp and more. It was adjusted to work at the depth of 17 cm out of the maximum 30 cm.

'Our tractor got ahead of the

rival by a body and a half', says Maxim Gruzin, Manager of Sales Department of Novosibirsk branch of AgroCentreZakharovo. 'And that at half the diesel consumption (fuel consumption of Kirovets amounted to 10 l/ha, whereas that of MF 8690 was 4.8 l/ha). It was just one pass, had the tractors covered the entire field, the leader would have pulled still further away.'

MF 8690 comes short of the counterpart in horse power, but it gets a 'second breath' from the high-tech 6-cylinder AGCO Power 4 Generation 8,4 l diesel engine. The maximum torque of 1540 Nm is reached already at 1,400-1,600 rpm. Diesel consumption is less due to the well-coordinated work of the engine and the DYNA VT transmission which automatically dictates the most efficient engine rpm required to go at a desired speed.

'If we draw an analogy to

imported passenger vehicles, another benefit of MF 8690 is that you know what to expect from it', says Maksim Gruzin. 'The tractor has a fairly simple design, it is undemanding in terms of maintenance: all that is necessary in the first years of operation is routine maintenance and consumables. Operating costs of the Russian counterpart will be higher starting from the very first year of service.'

Powerful performance

Another demo show of the Massey Ferguson 8690 tractor took place at Anatoliy Cherepanov's farming enterprise (Altai area).

The machine chisel tilled a fall-plowed field. The tractor was coupled to a subsurface cultivator of domestic production.

'The trailed implement is designed to be towed by a powerful self-propelled machine', says Evgeniy Akulov, Manager of Sales Department of Barnaul branch of

AgroCentreZakharovo. 'It worked in stubble, cutting roots to the depth of 20 cm and loosened the soil. The farmer was considering an alternative to Kirovets with the capacity of up to 400 hp. Our MF 8690 handled the load well: it towed the cultivator at the desired speed hassle-free, and saved half the fuel. According to the farmer, going by his farmland, the MF 8690 would enable him to save up to a million rubles per year on fuel alone!'

The powerful, yet cost-saving AGCO Power 8,4 l engine ensuring high torque combined with the highly efficient continuously variable Dyna VT transmission provides a high towing capacity.

'The MF 8690 model features an infinitely variable transmission, which, along with the rear axle design, is the same as that of Fendt 936', clarifies Evgeniy Akulov. 'In the current modification, the MF8690 is equipped with DTM (Dynamic Tractor Management) simultaneously coordinating the engine and the gearbox. All the operator has to do is choose the desired speed and set the required engine rpm using the display.'

The tractor showed itself to advantage in terms of comfort and user-friendliness. The operator controlled the implements without leaving the cab. The control centre with a wide range of functions minimised his physical effort.

The MF 8690 tractor has been available on the Russian market for several years now. The optimum price-quality ratio of the machine has been proved by time and its track record. The farmers have ascertained the reliability of all assemblies and components, as well as low maintenance costs.

By Tatiana SIMONENKOVA



AGROCENTRE RECOMMENDS

Survival in harsh conditions



AgroCentreZakharovo has held a demo show of the new Massey Ferguson 6713 tractor in Tyumen oblast. AGCO markets the model as a machine suitable for work in all climatic zones of Russia.

Massey Ferguson 6713 is a tractor of the mid-range segment with a capacity of up to 130 hp. The machine has medium dimensions: its body length is 4.3 m, its wheelbase — 2.5 m. Maximum steering angle of the front wheels is 55 degrees. The tractor has a good manoeuvrability and a tight turning radius. The road clearance of 40 cm ensures consistent stability and ease of steering. 'The machine is designed

to handle a complete range of farm tasks', says Evgeniy Alikulov, Manager of Sales Department of AgroCentreZakharovo, 'but it is also indispensable in the communal service sector. The weight of the tractor is variable from 4.2 tonnes up to 5.3 tonnes, which facilitates setting the machine for the type of work on hand. Maximum tractor speed is 40 km/h. The speed range

important for field works is from 4 to 12 km/h and includes 6 gears thus making it possible to pull away with a loaded trailer. 'At the demo show, the tractor was hitched to a Mix Max 14 mixer wagon and performed the task of mixing and distributing feed', continues Evgeniy Alikulov. 'The tractor coped with the task excellently demonstrating the rated power as well as efficient fuel consumption.

Buyers of MF 6713 will enjoy the benefits of the AGCO Power™ 4.4L 4-cylinder engine, its unique cooling system and the most spacious cab developed in France.

'The tractor is perfect for our farming enterprise', shares his impressions Victor Mikrukh, Chief Engineer of Yasen-Agro, 'the machine is suitable both for field operations such as sowing and tillage and for fodder distribution.'

Compact, manoeuvrable, perfectly suited for severe Russian climate conditions, the MF 6713 tractors whose development involved the best engineers of Massey Ferguson are now assembled at AGCO-RM factory in Golitsyno near Moscow. Thus, the end price of the farming machine is fixed making it more affordable for Russians.

By Darya DENISOVA

Tractors of the future

Kuzbass Field Day has been held in Kemerovo, with the major events of the trade fair taking place at Tanay airbase and Vaganovo village, Promyshlennovskiy district. AgroCentre displayed two tractors: the Fendt 1046 and the Massey Ferguson 6713.

The Massey Ferguson 6713 tractor is a compact model capable of developing 132 hp. It will be fully manufactured in Russia. The Fendt 1000 Series is a wheeled tractor of conventional configuration with the engine power of 450 hp. The machine of German assembly was unveiled only last year and it has been released on the Russian market this season. 'The machines are globally recognized as the most innovative ones', says Denis Tyurin, Director of AgroCentreZakharovo for Siberia. 'Farmers of Kemerovo oblast are fully aware of the fact that these are machines of the future and they are eager

to buy them. Maybe they are more expensive than other imported counterparts, but they are worth it.'

This year, AgroCentre has already supplied two Fendt tractors into Kemerovo oblast: to Movsesyan Sole Entrepreneur and to Pecherina Farming Enterprise. 'Currently, farming is the driving force behind the country's economy', says Denis Tyurin. 'Around \$17 billion worth of Russian farm products was exported last year. This is even more than our export of military

equipment. Most urban citizens simply have no idea what modern Russian agriculture is like. For example, all our tractors are equipped with satellite navigation, they can steer themselves! I believe our importing of the most advanced machinery into the country has contributed to the transition of the agricultural sector to the new level that we are witnessing today.'

By Tatiana SIMONENKOVA





Trouble-free precision farming

Operators of modern farm machines remind of pilots. Entering a tractor cab, you feel as if you were entering a cockpit, which is not surprising because large farm machines are equipped with not only a powerful engine and heavy-duty implements but also a sophisticated control system, multi-functional displays, various buttons and levers, each of which has its own role.

Trimble TMX-2050 is one of the most powerful tools in the cab. It is a cutting-edge device with a multisensory screen controlled by Android. Due to the user-friendly interface, it is equally easy to use for both experienced and new drivers. The TMX-2050 display provides an opportunity to take operational decisions without leaving the tractor cab. 'Trimble has developed a unique display for precision farming', says Igor Bulgakov, Manager of Precision Farming Department of AgroCentrliski, 'The auto-turn option, variable rate application, section control, active and passive tracking, camera on function and precision level of 2.5 cm are just a few of its functions'.

The TMX-2050 display is designed to work with custom-tailored applications. Android ensures uninterrupted operation

of the applications like in any mobile device. The operator obtains access to a large variety of applications developed by specialised companies. However, the key advantage of the device is the opportunity to control implements via ISOBUS protocol or CAN bus, or by establishing a direct connection with the implement and collecting the information on its operation. The data is then transferred to the farm manager's computer via

Trimble software.

Immediate access to Connected Farm package allows the TMX-2050 to display all necessary information and the current field operations. Wireless data exchange between the machines working in the fields and the office enables the operators to receive up-to-date accurate information on farm work, including application maps, driving route and implement data.

Besides, Trimble software processes the data developing variable rate fertiliser application maps on the basis of yield monitoring and soil analysis.

'The wide variety of high-quality correction services allows the operator to work in any environment with any field of any shape and soil composition', continues Igor Bulgakov. 'Trimble CenterPoint RTX and RangePoint RTX correction services enhance the efficiency of displays and heading references, which will increase field work precision and, correspondingly, the farmer's profit. The TMX-2050 display from Trimble is absolutely indispensable for farm work!'

By Viktor BARGOTIN



Pavel Kharchenko: ‘Farming is a family business’

In the early 2000's, with a new management team appointed, Kozinskoye farming enterprise, Belgorod oblast, was revived and started taking off leaving the hard nineties behind.

‘After the local authorities had appointed my father Leonid Kharchenko the manager of the farm’, recalls Pavel Kharchenko, Supply and Purchase Department Manager of Kozinskoye Farm, ‘gradually, step by step, the situation of the farm improved. Today, we own 2,700 ha of land, grow wheat, barley, sunflower, soybean, maize and other crops, and milk 250 cows.’

The Kharchenkos are a farming dynasty, so Pavel's career was predestined for him from the early years, however, at first, he resisted following this path. After he had received his degree in economics and worked as an economist for some time, he realised that it was not his thing and went back to his homeland.

‘In my childhood, my father was a role model for me, as he is now, of course; I was really interested in his job, but, after school, I decided to leave for a big city and pursue

a different career’, continues Pavel. ‘It was a mistake. Having returned home, I started helping my father with the farm. In 2013, I was placed in charge of the Supply and Purchase Department of the farm. To gain a more detailed insight into the subject, I am taking a degree in Agronomy at Belgorod State University. Actually, farming as a family profession has become a common trend lately. Nowadays, students are not eager to live and work in the rural area, so increasingly more families work on farms together. Thus, Kozinskoye enterprise employs several “dynasties” of farmers.’

At Kozinskoye, every minute counts, work is always in full swing, and the machines have no downtime.

‘AgroCentre helps us to deal with all issues related to the machines’, explains Pavel. ‘Our old machines, at one point, failed to meet the requirements of our business.

After exploring the offers in the market, we opted for the Challenger 765 tractor and the JCB 531-70 telehandler in 2011. It never hurts to have more good machinery, and some years later, we acquired one more Challenger tractor and JCB telehandler of the same model as well as a Challenger windrower. All machines exceed any expectations, and their efficiency will astonish the most skeptical customers.’

AgroCentre adopts a custom-tailored approach and offers affordable machinery purchase conditions. One can buy machinery on credit, transfer the down payment in installments and calculate the interest rate, which gives AgroCentre as a dealer an indisputable competitive edge.

‘AgroCentre's policy does enhance the sales rates’, shares Pavel. ‘The company representatives always provide the customers with special

attention, respond to any questions, advise on machinery choice to meet the needs of an individual farm and arrange demo shows, which is really important. The service centre and spare parts department in Belgorod renders topnotch services. The technicians are in touch 24/7, ready to arrive at the first call and solve virtually any problem.’

Kozinskoye priority plans include replacement of several tractor units, and the purchase of a high-power machine. The farmers are also considering seeding combinations and another JCB front loader to deal with the increasing herd number. ‘Looking back, I can claim that we have never regretted our partnership with such a reliable dealer as AgroCentre’, concludes Pavel. ‘Currently, the farm machinery market is full of offers and brands to say nothing of dealers. However, we are happy with the choice we have made.’

By Viktor BARGOTIN





Highly efficient little worker

The mention of a modern farming enterprise is sure to evoke an image of a big, robust, high-power machinery fleet in our mind. However, compact machines should also be credited, as they handle a number of essential tasks in the production process. The JCB 155 radial lift skid steer is one of such indispensable multitaskers with numerous 'competencies'.

This machine optimises farm work considerably, tackling jobs that otherwise are often done manually. For example, the JCB 155 is of great help on the feed bunk, pushing up the feed promptly and in a timely manner.

'It saves 12% of high-cost feed as a result of the cattle eating and digesting it more effectively', comments Aleksey Grigoryev, Executive Director of AgroCentreZakharovo. 'Besides, a silage defacer ensures 15% less spoilage due to maintaining a smooth compacted bunker face.'

The manoeuvrable and quick-moving JCB 155 loader with zero turning radius and unique Smooth Ride System removes manure from alleys and stalls, pushes the feed out and cleans the farm premises thoroughly and quickly, which improves the overall hygiene and cow health on the farm.'

The skid steer's compact dimensions make it perfect for loading works in tight and

confined areas.

'A wide range of attachments compatible with the loader and enabling it to perform a variety of works is another advantage', adds Aleksey Grigoryev. 'It includes a sweeper, a muck fork & grab, a silage shear, a multi shovel, a landscape shovel, a power grab, a bale spike, etc.'

This list would not be complete without a pallet fork, a big bag shovel, a 6-in-1 shovel, a scrap grapple, a brush grapple, a snow blade, a snow blower, a driller, a stump grinder and many other attachments.

Which is more, whatever the unit is engaged in, you can

monitor it remotely with the use of the JCB LiveLink Light.

For JCB designers, operator comfort and safety are of paramount importance, therefore, opposite to the competitors' equivalent models, the JCB 155 driver enters and exits the loader through a side door without climbing in and out over dirty attachments through the front window.

'We have been using JCB machinery, the 260 Series models, in particular, for four years already, and, a month ago, we purchased a JCB 155 skid steer', says Andrey Solomonov, Servicing Technician of Rusmolko (Penza oblast). 'It pushes up forage, works almost 24 hours nonstop and has already run 450 engine hours. To put it briefly, it's an excellent helper.'

It should also be mentioned that the JCB 155 is now available as a track model, and, starting from 2018, the unique TELESKID model, a skid steer with a telescopic boom, will be introduced into our market.

By Aleksandr KUTISHCHEV





Dreams coming true

This season has been successful for farmers and today we can go over its highlights.

Yevgeniy Nasekin, Chief Engineer of Terra De Luxe LLC (Aleksandrovka village, Tambov oblast):

'This year, we have purchased an Umega SPC-30 semi-trailer with the maximum load of up to 40 tonnes. It's a robust piece of equipment with an expertly designed frame, perfectly balanced three-axle system and powerful cylinder with special coating, which contributes to its comprehensive industrial design. A machine like that is indispensable on our farm, thanks to it, we don't have transportation problems any longer.'

Pyotr Visloguzov, Manager of Progress LLC, (Alekseyevka village, Altai area):

'Installment payment offered by AgroCentre was one of the strongest arguments in favour of the Zaffrani header. We appreciate the way AgroCentre takes care of its clients and provides all possible assistance in machine acquisition. As

for the header, it has already amazed our farm's specialists by excellent performance.



Vladimir Zakablukov, Chief Engineer of KZK enterprise (Krasnaya Yaruga, Belgorod oblast):

'AgroCentre does find a way to accommodate requests of its customers. It allowed us to

take the JCB 426 front loader for a test drive on the farm for several months before the purchase. A week later, however, there weren't any doubts left — it was the machine the farm required. The

JCB 426 completes twice as much work as our old loaders, consuming less fuel at the same time. What is equally important, AgroCentre provided a good discount for this little

black-and-yellow toiler.'

Aleksandr Cherepkov, Chief Engineer of Iskra farming enterprise (Kucheryayevka village, Oryol oblast):

'I first got acquainted with AgroCentre at a farming trade fair in Oryol oblast several years ago. Our farm's machinery fleet has considerably expanded since then and currently counts over 10 new units, including two Fendt 933 Series tractors. It's sheer pleasure to operate such machines, as they are highly productive and fuel-efficient. Indisputably, a machine like that is a cherished dream for any farmer, and AgroCentre makes the dream come true.'

Anatoliy Medvedev, Chief Engineer of Goodwill Farming Enterprise (Sovetskoye village, Altai area):

'For several years, AgroCentre has been helping us to upgrade our fleet with new high-output machines. Our farm has purchased a JCB 531-70 Agri telehandler recently. The unit is worth every penny: it gets to grips with any handling, lifting or hauling job on farm. I think that any farm requires such a versatile machine.'

By Viktor BARGOTIN



Over time, any machine can become less efficient. Preventive maintenance is essential to protect your investment and the use of your machinery to its full potential. You invest into your machinery in order to be able to do more at less cost. That is why it is so important to maximize your machinery output by the beginning of the busy season.

Now is the time for professional diagnostics of your machinery at dealership centre. Call us and sign up for diagnostic and defect identification works at your convenience.

Our skilled mechanics know how to inspect and prepare your machines and how to ensure their top performance, power and return on investment.

Out-of-season machinery servicing programme

FIND TIME NOW IN ORDER TO SAVE IT LATER

WE OFFER:

- Visual inspections, integrated maintenance and diagnostics;
- Complete report of machine faults and condition;
- Detailed control sheets of defect identification of all assemblies and components;
- Advice and guidelines for further work;
- Detailed breakdown of costs for purchase of spare parts, lubricants, tyres and wheels, accessories;
- Estimation of supply time frames for the required goods and dates of repair works

AND SUPPORT WITH:

- Granting of maximum possible seasonal discounts and special offers
- Convenient payment terms and financing
- Consulting by specialists of the service department and spare parts department

CALL US TODAY TO SCHEDULE DIAGNOSTICS AND AGREE UPON THE PRICE OF PERSONAL SERVICE PACKAGE FOR YOUR MACHINERY!



Offer valid from 01.12.17 until 15.02.18

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

20-22 December

'MF 7600/7700 wheeled tractors' training for engineers
Venue: Moscow

Late January — early February

AGCO machinery training for managers of Sales Department of AgroCentreLiski
GolAZ, Moscow oblast

12+

AGROЦЕНТР

Publisher: AgroCentre Group of Companies

Editor-in-Chief: Ms. Svetlana Ivanovna Weber

Address of the editorial office:
79A Radishchev Street, 305004, Kursk,
tel. +7 (4712) 39-26-60
news@agrocentr.ru

Signed for printing on 22.12.2017
Distributed free of charge
Translated by the International Projects Department of EkoNiva-APK Holding, LLC
Printed by VIP Publishing House LLC, 5, 1st Mokovskoy lane, Kursk, 305007. The circulation of the issue: 110 copies. Order № _____