



## Field marathon. Summer is the best time!



## World technologies at the Countrywide Field Day



## Michael Horsch: land is a living organism!



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# World technologies at the Countrywide Field Day

**Over 3,000 participants and 300 agricultural enterprises from 70 regions of Russia took part in the Countrywide Field Day 2018 (Lipetsk oblast) to introduce their latest developments and share firsthand experience with other guests.**

The event was dedicated to high technologies, equipment and machinery.

'Today, Russia's agricultural sector is one of the most innovative and high-tech', says Oleg Korolev, Governor of Lipetsk oblast. 'Life quality improvement largely depends on agriculture.'

AgroCentre's booth displayed a wide range of equipment, spare parts and intellectual developments of the world-renowned brands: Challenger, Fendt, Massey Ferguson and JCB.

'Our dealer centres operate in 19 regions of Russia. AgroCentre's mission is not just to supply our clients with advanced machines, but to provide them with full technical support', says Sergey Lomantsov, Executive Director of AgroCentreLiski. 'We are constantly striving to promote the latest developments, so that the farmers could achieve impressive results.'

AgroCentre's partners and clients had a tour of the company's booth, discussed the latest developments with the specialists and outlined new prospects of cooperation.

'Today, the customers can buy any machine, however, they cannot use it efficiently if they are not provided with comprehensive after-sales support', emphasises

Vladimir Stebakov, self-employed entrepreneur, Head of Stebakov agricultural enterprise (Oryol oblast). 'AgroCentre offers us complete technical support and always helps us out.'

The Fendt 1050 tractor, which was demonstrated both at the booth and in the field, attracted special attention of the visitors. The Fendt 1050 and 936 tractors took part in the machinery parade, so the guests could properly assess their manoeuvrability in action.

'The Fendt 936 tractor is the best-selling model in Russia', shares Sergey Lomantsov. 'The machine is equipped with the stepless Vario transmission and the cost-effective six-cylinder Deutz engine, featuring a

7.8-litre cubic capacity.'

The primary innovation is the combination of new engine technologies with the optimised continuously variable Vario transmission – here the best of the best come together.

The Massey Ferguson 6713 tractor remains deservedly popular among the farmers. The model is fitted with the four-cylinder 132 hp AGCO Power engine with a turbocharger, which features a 4.4-litre cubic capacity. The engine performance ensures increased torque at low revs, thus improving fuel efficiency and making the machine more cost-effective. Moreover, it reduces parts wear and provides for a pleasantly low noise level, which makes the operator's work very comfortable.

Demonstration of the JCB 531-70 Agri telescopic loader with the Auto Smooth Ride System (SRS) was the highlight of the event. The

machine is equipped with the 100 hp JCB DieselMax. The maximum lift height is 7 m, the maximum lift capacity is 3,100 kg and 1,250 kg at the maximum lift height.

'JCB 531-70 Agri with the SRS accounts for 90% of all JCB machinery sold in Russia', shares Nikolay Kunitsyn, Head of Sales Department of AgroCentreLiski. 'I would like to draw your attention to the JCB's SRS, which reduces spillage of loose goods when moving on uneven surfaces and increases the service life of the JCB boom components. Besides, the boom of the telehandler is supplied with the lighting system, which allows you to work in an enclosed space.'

The telehandler is fitted with an engine heater unit, which is absolutely essential for work during the winter time. The engine section is located to the right so as to provide the operator with excellent visibility from the cab.

*By Aleksandr KUTISHCHEV*





**Ural Region Field Day 2018 brought together the representatives of agricultural enterprises from all over the region. The state-of-the-art machinery lined up before the visitors shining in the sun.**



## Ural embraces cutting-age solutions!

AgroCentreZakharovo displayed highly efficient versatile machinery developed in accordance with the latest engineering achievements for risky farming areas. The Fendt 1050 occupied a rightful place among these machines.

'The tractor embodies the cherished dream of the modern forward looking farmers', says Sergei Chichay, Head of Chelyabinsk branch of AgroCentreZakharovo. 'It is well-suited for work in harsh climatic conditions due to

its hybrid lubricating system and adjustable turbocharge efficiency.'

The tractor featuring the traditional frame and engine design is equipped with an intelligent tyre pressure adjustment and ballasting system and a unique four-wheel drive, which ensures high manoeuvrability and excellent towing capacity. With independent front suspension, road speed of up to 50 km/h, pneumatic cab suspension and LED lighting of over 45.000 lm,

it can work all year round!

Hundreds of enterprises in Russia are familiar with the JCB 531-70 Agri telehandler, which continued winning the hearts of the farmers at the event. Vladimir Klimentyev, Manager of AGRO-Vvek farming enterprise, buys machinery from AgroCentreZakharovo on a regular basis.

'We have been business partners since 2013', says Vladimir Klimentyev. – I can say for sure that the JCB 531-70 is just indispensable on the farm!

AgroCentreZakharovo always provides professional advice to our enterprise helping us to choose the best solutions for our company.'

The cooperation with AgroCentre has resulted in an efficient upgrade of the machinery fleet. Currently, the enterprise has several Challenger wheeled and track tractors, a Massey Ferguson disk harrow, a self-propelled Challenger mower and many other modern machines supplied by the reliable dealer.

*By Aleksandr KUTISHCHEV*

## 360 Degrees: detailed, in-depth, practical knowledge

**AgroCentreLiski office in Khlevnoye (Lipetsk oblast) has hosted a training session entitled 360 Degrees for the representatives of AGCO-RM dealership centres. During the five-day session, AgroCentre specialists had discussions with experts, explored the latest technological solutions, tried out machinery in action.**

The first day was dedicated to straw walkers. Special emphasis was made on Massey Ferguson Beta 7347. It is a durable and fuel-efficient machine with a 6-cylinder AGCO Power engine. The Power Boost function enables the combine to increase the capacity at peak loads automatically for short periods of time. Massey Ferguson tractors were also an important topic of the session.

The Fendt 700, 900 and 1000 Series tractors and Trimble, NovAtel and Topcon navigation systems made up a valuable part of the training programme.

Another outstanding feature of the training was the presentation of precision planting technologies from Monsanto Company (USA), officially represented in Russia by AGCO-RM.

'We learnt about the operational characteristics of Challenger and Massey Ferguson precision seed drills', says Mikhail Basan, AGCO-RM Product Manager for Tillage and Planting Machinery. 'A special focus was made on the vSet seed meter and Delta Force automatic down force control system, which were used

to demonstrate high speed planting in action. Besides, we made a detailed study of the features and characteristics of the Challenger Sunflower 1435 Disk harrow.'

'On the final day of the training, we put our knowledge into practice', shares Aleksey Grigoryev, Executive Director of AgroCentreZakharovo. 'Each of us was assigned a particular

task: for instance to start a machine, describe the principle of its operation, drive along a pre-set route or use the tractor as a towing vehicle.'

An important part of the training was dedicated to comparison of AGCO-RM machinery with its competitors to provide the participants with first-hand knowledge about the competitive advantages of the machines.

*By Aleksandr KUTISHCHEV*





# Field day marathon

**AgroCentre team has been very busy this summer. Over 2 months, the company participated in almost 20 field days. Read our field report to discover more details.**

## Bryansk

AgroCentre showcased the Pronto sowing combination

The machine efficiently tackles all the tasks involving residue management: stimulation of



and the Joker 8 RT disc harrow produced by Horsh, its new supplier. The piece of equipment found a new owner and went straight to Platon farming enterprise after the field days. The enterprise is engaged in cattle finishing and production of cereals, rapeseed, soybeans and maize. 'It's time to change our approach to sowing', says Yuriy Lobyntsev, Director General of Platon farming enterprise. 'We need advanced seed drills and disc harrows. That is why we have chosen the Horsch Joker 8 RT.'

volunteer seed germination, capillarity interruption, harvest residue incorporation and shallow seedbed preparation. The Joker 8 RT prepares a fine and consolidated seed bed with good conditions for germination, even in heavy crop residue.

## Kurgan

A lot of attendees of the trade show took advantage of the demo show to see the JCB 535-95 Loadall in action. It is a full-size piece of equipment that is perfectly suited for loading, unloading and handling of heavy and bulky cargoes.

The rugged chassis is designed for load-bearing and stability. Four-wheel drive, compact wheelbase, large steering lock angles and excellent cab visibility make the machine extremely manoeuvrable. One of the key benefits of the model is a 9.5-metre reach.

Sergey Suslov, director of the farming enterprise which hosted the field day, has been the lucky owner of a JCB 535-95 telehandler for two years now.

'I take great pride and joy in the fact that the loader operates at our enterprise', says Sergey Suslov. 'I have come to understand that the machine is worth its weight in gold. It is a true multitasker: whenever it comes to such operations as loading, lifting and handling, it makes the job hassle-free.'

## Voronezh

The high-horsepower Fendt 1050 VARIO tractor presented at the

Field Day is an advantageous model. It delivers the maximum torque of 2,400 Nm and the power of 517 hp already at 1,100 – 1,700 rpm, i.e. in the range corresponding to optimum fuel consumption, thus ensuring unrivalled fuel economy at the maximum output. Besides, the standard features and the stepless Vario Drive transmission automatically transferring power and controlling torque distribution between the axles offer superior versatility.

'We have been cooperating with AgroCentre for a long time', says Evgeniy Golshev, Director General of Yubileynoye farming enterprise. 'The company supplies high-quality machinery and provides professional service, that is what won us over. Our enterprise has a large machinery fleet, where Fendt 1050 and Massey Ferguson 6713 tractors are the front-runners. I call them that for a reason.'

One more piece of machinery received positive feedback. 'When





NEWS



we bought a Massey Ferguson 7624 tractor three years ago, we couldn't really grasp its full potential', recalls Ivan Semyonov, Director of Semyonov farming enterprise. 'One machine does what several tractors used to do carrying out the majority of work. That's why I highly recommend AgroCentre as a proven supplier of quality machinery to my business partners.'

**Omsk**

Purchased tractors and trailed implements alone cannot ensure a bumper crop without a precision farming system.

'Our tractors have been equipped with the Trimble system for a number of years now', says

production in this region', says Denis Tyurin, Director Executive of AgroCentreZakharovo for Siberian region. 'A lot of farming enterprises start growing maize for grain. We offer Italian Zaffrani

'We have brought in over a hundred units of machinery, among them — sunflower headers and a few mobile dryers. We are very pleased that Zaffrani has won acclaim in the



maize and sunflower headers as an efficient solution. Since the equipment is in great demand, we sell over 20 units every year.'

The Zaffrani header was also displayed at the Field Day,

region. The headers have shown excellent performance, they are well-known by farmers.'

**Penza**

The novelties of JCB invariably become a hit.

'Due to its versatility, the JCB 541-70 Agri telescopic handler has gained popularity with farming businesses all over the country', says Svetlana Petrova, Deputy Director General of JCB RUSSIA. 'It is compatible with a wide range of attachments from buckets and spikes to lifting equipment. In addition, it offers cost-efficiency,

manoeuvrability, low noise level, high torque and output.'

The maximum lifting capacity of the loader is 4,100 kg, turning radius is 3.7 m. Definitely, it is one of the most outstanding solutions among counterparts.

**Kuzbas**

The Field Day was hosted by the farming enterprise owned by Artur Movsesyan, a leading producer in the region.

'One of the key factors in our success is introduction of the most advanced machinery and technologies', says Artur Movsesyan. 'At the Field day, we



have demonstrated the Fendt 936 tractor and the Challenger MT855 tracked tractor, which are our indispensable assistants. It is this machinery that has enabled us to adopt and practice smart farming. Next year, we are planning to introduce variable rate fertiliser application. As part of the preparation, we are analysing the soil with the use of drones and space imagery, calculating the NDVI and doing mapping.'

By Darya DENISOVA,  
Tatyana IGNATENKO,  
Viktor BARGOTIN,  
Aleksandr KUTISHCHEV



Maksim Levshunov, Deputy Director of Triticum enterprise. 'We cannot imagine our field work today without the system, for which we are really grateful to AgroCentre.'

**Altai**

'The weather conditions are favourable for sunflower

the plan is to have a series of demo shows to showcase its performance during maize harvesting.

'We have been selling the equipment in the Siberian region for over five years', says Vladislav Tkhor, representative of Zaffrani.





# Horsch: proven first-hand

**Soil is a living organism. At Horsch, they know, revere and practice this postulate. This year, AgroCentre has become an authorised dealer of Horsch machinery, and it has already arranged two client trips to the manufacturer's facility in Germany.**

The members of the group from the Urals and Siberia became familiar with the tillage and plant protection equipment assembly process. They also had an opportunity to see the demo shows of the most outstanding machines. Upon arrival, the guests from Russia were warmly welcomed by Michael Horsch, founder of the company, who gave a presentation on the company's activities. The communication continued with insightful lectures covering various agricultural topics and a discussion of global agricultural trends.

'We were quite impressed with the field demonstrations', says Dmitry Gerasimenko, Head of Kurgan branch office of AgroCentreZakharovo. 'We were shown practically the entire line-up, which is produced at the factory: from tillage equipment to major sowing units.'

The Horsch Maestro single grain seed drill was a magnet for the clients. It facilitates seed placement at a uniform distance, and fertiliser application close to the roots of the crops. A dedicated sensor and a radar ensure precision, slowing down the speed if necessary. The Horsch machinery is fully computerised, thus enabling online operation

monitoring with any gadget and from any place.

'We were dazzled with the Germans' love of order and meticulousness, which certainly appealed to us', says Oleg Kulikov, Director of AgroStimul (Kurgan oblast). 'We have been fruitfully cooperating with AgroCentre for a long time, and Horsch has already caught our eye. We will definitely buy a Horsch Pronto 12 MT sowing unit. We expect that the machine will help us to improve our output and tillage quality.'

Horsch has a singular approach to work. Rather than churning out machinery copying design of the counterparts or following the latest trends, they go by their own know-how acquired through research and

development.

'Michael Horsch is a farmer himself', says Denis Tyurin, Executive Director of AgroCentreZakharovo for Siberian Region. 'All the products are built on the basis of in-house developments. Product marketing starts only after the machinery passes rigorous testing on their own farms.'

The guests also visited fully automated warehouse. It is operated by a robotic stapler based on commands from dedicated software that is capable of finding any required part within a couple of minutes.

'However at the Horsch factory, manual labour plays the central role', says Dmitry Gerasimenko, Head of Kurgan branch office of

AgroCentreZakharovo. 'The entire workflow is precise and aligned: manufacturing painting, and assembly of components, assessment by the quality control department. They take full responsibility for the quality of the machinery, which attests to its robustness and reliability.'

Besides, the group of clients visited another Horsch factory, specialising in the assembly of trailed and self-propelled sprayers. A true discovery for the guests was the so called 'sprayer of the future' featuring an auto steering system. Currently, the unique model is under development, but the Horsch experts expect it to take the farming world by storm soon.

*By Tatyana IGNATENKO*



## AROUND THE WORLD WITH AGROCENTRE



# With British accuracy

**A group of AgroCentre's clients and employees had a tour of the JCB production facilities used for the manufacturing of telehandlers in the village of Rocester, Staffordshire, England. The hosts welcomed the party of Russian visitors with an intensive business and cultural programme.**

Today, JCB has 22 plants on four continents – 11 factories in the UK and manufacturing plants in India, Brazil, China, Germany and the USA. The primary goal of the visit was to gain an insight into the hi-tech assembly process and the latest innovations.

'The programme of the trip was very intensive. It allowed our clients to take in the incredible scale of JCB production', says Evgeniy Akulov, Sales Manager of AgroCentreZakharovo. 'The sheer magnitude, British accuracy and historical continuity left them speechless.'

The tour started with the visit to the famous JCB Story Museum, which made a special impression on the members of the group. The Museum offers its visitors a fascinating journey through time. It takes you back to 1945, to the very garage where the success story of the world-renowned machine manufacturer Joseph Cyril Bamford starts. The idea of establishing his own business occurred to the 29-year-old Bamford in a period of despair, when he had lost his job. He bought a welding machine for 1 pound and, with its help, made his first invention — a backhoe loader.

'The entire workflow is precise

and aligned, which is one of the secrets of JCB's popularity,' says Sergey Dorofeyev, Sales Manager of AgroCentreLiski. 'Due to the complete production cycle, the quality control department is capable of detecting any malfunction. JCB takes full responsibility for the quality of the machinery produced.'

JCB is also famous for its excellent quality service and after-sales customer support. AgroCentre's clients were captivated by the World Parts Centre.

'The World Parts Centre with the automated control system is a model of efficiency', shares Vladimir Popov, Director of Znamya Rodiny agricultural enterprise (Altai krai). 'They have achieved a high level of 'off-the-shelf' parts availability and the

ability to despatch non-stock parts from the JCB World Parts Centre overnight, ensuring prompt processing of a dealer's application and delivery of the required spare part, even if the model is no longer in production.'

JCB is continuously improving its automated system of after-sales management, maintenance and control to keep up with the customers' needs. Vladimir Solovyov, Director of 'Vozrozhdeniye' agricultural enterprise (Kursk oblast), is also quite satisfied with this solution.

'Following the sale, the manufacturer controls the condition and performance of the equipment online. This is a new trend, which definitely gives the clients a considerable advantage.'

JCB has been installing the special system, fully monitoring the location and the parameters of the machines, on all the models of telehandlers for five years now. It sends instant notifications when service is

due and critical alerts in case of serious mechanical or electrical issues directly to the factory in the UK. Thus, the experts at the JCB head quarters can promptly sort the issue out and provide the guidelines to the dealer to ensure the machine is fully operational as soon as possible.

The tour included a demo show of the JCB machinery, which dispelled any doubts as to its exceptional performance and innovative design.

'We saw the JCB 531-70 Agri Pro and JCB 541-70 Agri Pro telehandlers featuring a new transmission in operation', says Sergey Lomantsov, Executive Director of AgroCentreLiski.

'JCB has launched a dual-mode gearbox that effectively combines the best aspects of the hydrostatic transmission and the powershift technology. The machines with the DualTech VT variable transmission has fast response and fine speed adjustment at lower travel speeds. They are superior to other models in manoeuvrability and versatility.'

Another novelty is the JCB front-end loader with the articulated frame and telescopic boom which make it highly manoeuvrable and suitable for virtually any farming tasks.

Besides the tour of the JCB factory, the clients had a unique opportunity to visit an organic farm, where the descendants of Joseph Cyril Bamford practice organic livestock farming.

By Tatyana IGNATENKO







# Massive saving

**The specialists of Tyumen branch office of AgroCentreZakharovo know full well that demo shows provide the clients with the unique opportunity to gain insight into the workings of farming machinery, evaluate its performance in the field, and get their questions answered by the service engineers.**

The Fendt 1050 Vario tractor is revolutionary: it combines high power with record-breakingly efficient fuel consumption. The demo show of the global novelty took place on the premises of Yasen-Agro farming enterprise (Pokrovskoye village, Yarkovo district, Tyumen oblast).

'The Fendt 1050 Vario is the first machine of classic design — with an adjustable front axle and different-size wheels — that has a power output of 400 hp. For high-horsepower tractors, in particular, the design benefits of a standard tractor really count', says Ivan Potanin, Head of Tyumen branch office of AgroCentreZakharovo. 'Generally, the engine power varies from 398 to 517 hp across the model range.'

All components, from the engine to the stepless transmission, were designed specifically for dependable power during demanding operations and coordinated for high-power transmission with the lowest consumption.

The model features the unique Concentric Air System (CAS) which is based on the innovative Voith fan reducing fuel consumption of the cooling system. The Voith fan is decoupled from the engine

speed by its own hydraulic motor and thus always provides the cooling capacity required. Besides, the tractor is equipped with the Fendt Vario Drive transmission, which ensures stepless, dynamic driving with plenty of pulling power for speeds from 0.02 to 55 km/h. The gearbox drives the front axle independently, eliminating drag losses in the drive train, improving traction, extending the service life of the tyres, and minimising the wear of transmission parts.

'During turns at the speed of up to 25 km/h, the drive train delivers extra power to the front axle, which actively pulls the tractor into the curve and reduces the turning radius', says Ivan Potanin. 'The Fendt 1050 is therefore highly agile.'

The Horsch Tiger 4 MT cultivator

was also showcased during the demo show. The farmers could see for themselves what an excellent job of harvest residue cutting the serrated discs did simultaneously with primary tillage.

'The benefits of the Horsch Tiger 4 MT cultivator include a simple design and a heavy-duty frame', says Ivan Potanin. 'The heavy, two-row DiscSystem with a disc diameter of 68 cm ensures reliable cutting and incorporation of stubble, deep loosening of soil up to 35 cm working depth, and uniform consolidation with tyre packer — all in a single pass.'

The fuel consumption of the Fendt 1050 Vario tractor in combination with the Horsch Tiger 4 MT cultivator when working the soil to the maximum depth in the most adverse conditions is a mere

18 litres/hectare. Besides, the Horsch Tiger 4 MT cultivator produces a perfect seed bed in both wet conditions, thanks to independent disc mounting on different shanks, and dry conditions — due to the mechanic overload protection device. The Fendt machinery has been used at Yasen-Agro farming enterprise for quite a while now, and the owners are satisfied with its performance. 'Our fleet includes both a Fendt 933 Vario and a Fendt 936 Vario machines', says Victor Mikrukh, Chief Engineer of Yasen-Agro. 'The tractors are very powerful and reliable. We use them virtually year-round. Also, we have a Horsch Sprinter 6 ST sowing combination. It is suitable for sowing operations in all major crops, which is a big advantage.'

*By Tatyana IGNATENKO*





## AGROCENTRE RECOMMENDS



**The 18<sup>th</sup> Kursk Korenskaya trade fair has become a summer highlight for large-scale agricultural producers. For many years, this historically significant exhibition has been uniting the spiritual, cultural and economic life of Russia.**

## Connect with the history and machinery

AgroCentre displayed the most powerful agricultural machinery at the fair. It included two machines produced by American corporation AGCO: the new Massey Ferguson 6713 wheeled tractor, and the powerful, economical and reliable tractor Fendt 1050, to which the visitors seemed to be magnetically drawn.

We have presented an extensive range of machinery', says Aleksandr Logvinov, Director of Kursk branch office of AgroCentreLiski. 'Of particular interest was the new MF 6713 tractor with the power output of 130 hp. A lot of farmers find it indispensable, whether

at a dairy, at a grain storage system, in the field, or in a silage pit. The favourable financing terms AGCO Finance are there to help the farmers willing to buy the machine to fulfill their wish.'

The display featured the new round baler Kverneland 6250 with a fixed chamber, designed for maximum flexibility in all crop conditions. The new Italian brand with exotic name Zaffrani was also showcased at the trade fair in Kursk oblast with the Zaffrani 940N sunflower and maize header. German manufacturer Horsch introduced universal seeding combinations for any conditions through the unique Horsch

Pronto 8 DC seeding machine.

'Horsch Pronto is a very good seeding machine, which ensures high precision seeding in different conditions: both after plough and in mini- and no-till', says Aleksandr Logvinov.

The legendary telescopic loader JCB 531-70, which has long become an ultimate showpiece at every trade show, was a favourite with many agricultural producers.

'The telescopic loader JCB 531-70 is amazing', says Aleksandr Logvinov.

'The presented machine is equipped with the SRS boom suspension system, which improves load retention by

counteracting variations in road and site surfaces, and reduces the dynamic load on the components of the boom.'

This year's trade fair has shown that both large-scale holdings and small farming enterprises, established clients and young agricultural specialists alike, are keen on getting to know more about AgroCentre's novelties. Farmer Aleksey Stroyev brought along his eight-year-old son to help him make the right choice.

'I work on a family farm. Our farm specialises in growing cereals and leguminous crops. We cultivate 500 hectares of land. The Massey Ferguson 6713 tractor caught my fancy with its power, reliability, and comfort. I'm seriously considering buying it.'

At AgroCentre booth, the attendees were welcomed with warmth and hospitality. Kursk Korenskaya trade fair turned out to be an excellent platform for social and professional networking, which attests to the fact that Russian agriculture is gaining pace, and the manufacturers strive to meet the farmers' growing expectations by offering top-notch machinery.



By Darya DENISOVA



# Sergey Karavayev:

**Twenty years ago, Sergey Karavayev, a young graduate of Voronezh State Institute of Technology, could hardly imagine that he would find his calling in agriculture and become a manager of a successful farming enterprise.**

## AgroCentre opens up new horizons!

After graduation, a young chemical technician Sergey Karavayev found a job of a sales manager at a furniture company. As an active person, Sergey launched his own environment-friendly waste processing project. However, due to insufficient investment, the project was closed.

‘That was the time when I got interested in various business projects, many of which were on the verge of bankruptcy’, shares Sergey Karavayev. ‘At the end of 2010, I was offered a job at Don farming enterprise. I accepted the proposal and soon was appointed manager of the dairy, which was part of the farming enterprise.’

Due to the effective management, the dairy with the capacity of 1,000 head soon generated a substantial profit. Besides, the daily milk yield per cow increased to 30 litres. The management of Don farming enterprise acknowledged Sergey’s impressive accomplishment, so in 2012, he was appointed Director of Don farming enterprise.

‘The technological upgrading of the enterprise was an issue of overriding importance’, continues Sergey. ‘Our machinery fleet had not been renewed for a long time, although modern equipment was essential for successful management of a dairy unit and cultivation of 5,500 hectares of land.

In 2014, we started cooperating with AgroCentre. The first machine

we purchased was a Massey Ferguson 470, which immediately earned our complete trust. Initially, the tractor worked at the dairy only. However, the agronomists also noticed its efficiency. Some time later, our enterprise was used as a demo show site for the Massey Ferguson 8690 coupled to a trailed sprayer. The agronomists were more than satisfied with the performance of the tractor, and soon the enterprise acquired the machine.’

Thus, the equipment revolution commenced at Don farming enterprise: new agricultural machinery – the Massey Ferguson 8690 and 8737 tractors and the Massey Ferguson 7370 harvester — expanded the fleet of the company.

‘In soil tillage, we give preference to high-performance Challenger equipment’, says Sergey Karavayev. ‘A Challenger Single Disc drill was the first purchase. In spite of the harsh conditions, the machine showed spectacular results during the demo show. We were quite happy with the performance of the sowing combination during the sowing campaign. The machinery has

been successfully accomplishing the tasks for three seasons already. We have not been able to find anything better since then, so we intend to purchase one more machine.’

Today, Don farming enterprise uses almost the entire line of Challenger trailed equipment: two Challenger CH 1435-29 disc harrows, a Challenger 313 TR-RC trailed mower and a Challenger 1603 windrower.

‘Any piece of equipment will wear out over time when used in harsh conditions’, shares Sergey Karavayev. ‘Thus, the questions of service efficiency, the degree of dealership network development and spare parts storage facility availability come to the fore. In this regard, AgroCentre occupies the leading position. Even though our farming enterprise is not

a large-scale holding, we can contact the managers of the company at our convenience and consult them about any question we might have. The clients are given special attention, which of course, wins us over.’

Don farming enterprise continues the planned renewal of the machinery fleet. In the near future, a Massey Ferguson 6713 tractor, which is a novelty in the market, will also be added to the enterprise’s agricultural machinery fleet.

‘AgroCentre provides us with support, which drives us and gives us the opportunity to be more courageous in decision-making’, sums up Sergey Karavayev. ‘Besides, AgroCentre as a leader in its area of activity opens up new horizons for us. Since we also strive for leadership in the agricultural sector, our strategy is in line with theirs.’

By Viktor BARGOTIN







## Tight grip guaranteed!

**Bale spikes and grain pushers usable across the telescopic loader range are currently available at 15 % discount.**

Mounted attachments reduce loading/unloading times on any farm and improve the performance and cost-efficiency of the telescopic loader.

'Since hay baling season has already begun in a lot of regions', says Roman Vityazev, Business Development Manager JCB Attachments, 'we would like to provide farmers with an opportunity to purchase reliable and quality attachments to enable them to maximise their returns from agricultural production.'

JCB offers a wide range of attachments:

- bale grab and spike;
- wrapped bale handler;
- high back bale spike;
- twin or single bale spike;
- skid steer single spike.

The wrapped bale handler ensures stability of both wrapped and unwrapped round bales. Similar to the fork attachment, the twin or single bale spike offers safe and effective pickup and transporting of just one or two round bales at once. The frame features six replaceable KV tines, thus providing an opportunity to position the tines in different variations depending on the task at hand. The high back bale spike, which is used for effective handling and stacking of 3 standard-sized square bales or two large square bales,

significantly improves the output.

'Moreover, it increases the stacking height', says Roman Vityazev, 'thus optimising the use of storage space.'

The universal JCB bale grab and spike is designed for lifting, transporting and stacking of one or two wrapped or unwrapped round bales.

'The same piece of equipment can be fitted onto different kinds of machinery', says Roman Vityazev, 'which eases the farmers' job and reduces material costs. JCB offers various options of grab and spike mounting,

including special brackets.'

Another JCB attachment, which enjoys great popularity with farmers, is grain pusher for grain piling.

'The pusher, featuring a 2,286 mm wide blade and either a 3,050 mm or a 3,800 mm extendable tubular frame, has been designed for efficient work', says Roman Vityazev. 'It is compatible with the majority of JCB telehandlers. The attachment ensures optimum use of grain storage capacity'.

The JCB attachments are built with the same type of steel, offering ultimate strength and

minimum weight, improving quality and extending service life, that is used in industrial machinery production.

'The JCB attachments are highly sought-after', says Roman Vityazev. 'Before including a new product into the line-up, we carry out an in-depth market demand analysis to find out what exactly the farmers need. A piece of equipment goes into production only after passing rigorous testing in both laboratory and field conditions. That is the way JCB comes up with original solutions.'

*By Darya DENISOVA*

**The offer is valid until September 30<sup>th</sup>, 2018. The entire attachment range is covered by the manufacturer's warranty.**





# Hot season with JCB!

JCB remains committed to its clients and offers new finance options through JCB Finance. The best machinery from the manufacturer's extensive product range will be available for purchase on special terms in the coming months.

## Irresistible offer!

As many as three offers (for the world-renowned telescopic handlers from JCB) will be available throughout Q3 2018:

1. SEASONAL PAYMENT PLAN
2. MINIMUM MONTHLY PAYMENT
3. MINIMUM APPRECIATION RATE

For non-subsidised purchases, JCB Finance offers finance options with an appreciation rate of **5.4%** per year, a down payment of **49%** and a payback period of **36 months**.



### Mini loader – Mini down payment – Mini interest rate

Another special offer from the list of the win-win solutions from JCB applies to mini skid steer loaders. The payment term is **15 months** against a **15%** down payment. The value appreciation is **0%**.



### You can afford the best

A financing programme, designed for those who are planning to purchase a JCB front end loader. The value appreciation rate is **3.33%** per year for the leasing period of **30 months**. The down payment is **30%**.

**Take advantage of the special offers, which are available in all AgroCentre dealerships until 30 September, 2018**

For more details please visit AgroCentre dealership nearest to you or our website [www.agrocentr.ru](http://www.agrocentr.ru) in **Promotions**

Scan QR code to get to the **Promotions** page



## Announcements

### 5-7 September

Belgorod-Agro 2018

23<sup>rd</sup> Interregional Specialised Trade Show

**Venue:** Exhibition and Convention Centre Belexpocentre, Belgorod

**Organisers:** Department of Agriculture of Belgorod region; Ministry of Agriculture of the Russian Federation

### 9-12 October

7<sup>th</sup> Specialised Exhibition of Agricultural Machinery and Equipment AGROSALON 2018

**Venue:** Crocus Expo International Exhibition Centre, Moscow

**Organisers:** Russian association of manufacturers of purpose-built machinery and equipment Rosspetsmash, German Mechanical Engineering Industry Association VDMA

### 7-9 November

International trade fair of agricultural machinery, equipment and materials for manufacturing and processing of agricultural products

**Venue:** Novosibirsk Expocentre International Exhibition Centre, Novosibirsk

**Organisers:** ITE Siberia

### 14-16 November

Siberian Agricultural Forum 2018

**Venue:** Siberia International Exhibition and Business Centre, Krasnoyarsk

**Organisers:** Krasnoyarsk Fair Exhibition Company

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