



Best machinery for Siberian fields

**AgroCentreZakharovo
at AgroSib 2018**



Guest of the Issue

**Aleksandr
Stebnyuk:**

**The farm must feel
like home**



From field to bakery

**Massey Ferguson
helps to produce
tasty bread**



Hot topics:

- ✓ Massey Ferguson 6713 receives Tractor of the Year 2019 award.....p. 3
- ✓ Horsch: work together, party together.....p. 5
- ✓ Developing professional expertise. Service technicians of AgroCentre have completed FENDT tractor training course.....p. 8
- ✓ Fast hassle-free fodder distribution. AgroCentre becomes a dealer of Strautmann machinery.....p. 10

AgroCentre meets Governor

On 6 December, Igor Artamonov, Acting Governor of Lipetsk oblast, visited the local branch of AgroCentreLiski.

Head of the region met the company management as part of his working visit to Khlevnoye district, the service centre being the first waypoint.

Sergey Lomantsov, Executive Director of AgroCentreLiski, told Igor Artamonov about the daily

operation of the centre and showed him the advanced farm machinery and state-of-the-art equipment in stock pointing out their popularity with the farmers of Lipetsk oblast.

'As for the consumer needs, I would like to underline that we

supply the equipment which is in high demand', says Sergey Lomantsov. 'Currently, farmers from Lipetsk oblast and other areas of our region are interested in buying reliable JCB loaders, Massey Ferguson and Fendt tractors and the latest high-tech products from Horsch and Kverneland. Our goal is to stay ahead of the demand, so we are stocking the warehouses to be ready for the spring field work.'

During his visit to the dealership facility, Igor Artamonov had a discussion with the students of Kon-Kolodez agricultural college, who were having a hands-on training in precision farming that day.

'We must change the approach to vocational education and help to overcome the shortage of skilled workers in Lipetsk oblast and in the neighbouring regions', says Igor Artamonov. 'We are planning to estimate the current and future demand for agricultural specialists and develop a long-term training programme, which will allow us to solve the problem of understaffing.'

AgroCentreLiski has all the necessary resources to make a contribution to this ambitious project, including qualified specialists who can pass on their experience and help in raising the next generation of farmers.

By Viktor BARGOTIN

Siberia's choice: best machinery for best results

The company impressed the attendees of the event with the demonstration of the Massey Ferguson 6713 tractor in combination with the MF front loader.

'It is the first time we have demonstrated this version of the model', says Mikhail Kovalenko, Manager of Krasnoyarsk branch of AgroCentreZakharovo. 'It has been generating a keen interest throughout the event. This

From 14 to 16 November, AgroCentre took part in the agricultural forum held in Siberia business centre. The event was arranged on the occasion of Agricultural Worker's Day.

reliable and versatile machine has already become very popular with the farmers. This 132-hp tractor can be used at both small-scale family operations and large enterprises.'

'We have recently purchased

this very tractor', says Leonid Kraskovich, Head of Kraskovich farm.

'One of the key advantages of the machine is the possibility of track-adjustment. The tractor allows 8 adjustment options.

AgroCentre was the only company that could offer us such a machine.'

Another vehicle showcased by AgroCentre was JCB 531-70 AGRI Telescopic Handler.

'It has become an indispensable assistant on many farms of our country', says Mikhail Kovalenko. 'One of its best features is the JCB Smooth Ride System (SRS) which enhances the smoothness of boom lift, and manoeuvrability on uneven terrain.'

The SRS system improves load retention and stability during the operation, and reduces shock to the operator and the machine. All of that gives the operator great comfort and extends the vehicle's life.

This is exactly what AgroCentre aims at: by supplying the best machinery, the company helps farmers to achieve the best results.

By Aleksandr KUTISHCHEV

Massey Ferguson – Tractor of the Year

Massey Ferguson, an international brand of AGCO Corporation, has won the Tractor of the Year 2019 award for the Massey Ferguson 6713 model, which has become the best in the EIMA final in the category Tractors for utility services.

At the international exhibition of machinery for agriculture and horticulture held in Italy, the versatile mid-power Massey Ferguson 6713 tractor won a prestigious award for

high-quality performance in the utility segment.

'We are proud that the Massey Ferguson 6713 was nominated for this award by a professional jury representing

25 leading European trade and industry magazines', observed Francesco Quaranta, Massey Ferguson Vice President for Sales, Marketing and Product Management, Europe and the Middle East. 'Receiving the award after a similar victory of the Massey Ferguson 5713 SL in the contest held in 2016 attests to the fact that the Massey Ferguson brand continues setting standards in

such an important segment. These state-of-the-art machines are absolutely reliable and meet the needs of our customers. In addition, they are distinguished by cost efficiency: the best possible tractor at an affordable price.'

The Massey Ferguson 6713 model embodies the most cutting-edge design and technical solutions, which makes it the most desirable machine for any farmer.

In the Russian market, this tractor is represented by the model which has a 2.5-metre wheelbase and a 5.2-tonne lift capacity. The new comfortable air-conditioned cab is at the operator's disposal. The spacious workplace offers the highest level of comfort and tractor control during the operations. The model can be coupled to all types of trailed and mounted implements. Optionally, the machine can be equipped with a pump with the capacity of 98 l/min, which increases its overall performance.

Massey Ferguson 6713: a new upgrade

AGCO-RM announces the unveiling of the Massey Ferguson 6713 tractor with extra features. The machine is already available for order from the authorised dealers throughout Russia.

The new package includes an air conditioner, front weights, supplementary lighting, a height-adjustable drawbar and a rear fender expander, as well as the upgraded fuel-efficient Common Rail engine.

The improved design will speed up the work in the field and in the utility sector. Prompt coupling to pulled implements saves time during implement change.

Thanks to the close cooperation with AGCO Power, Massey Ferguson engineers managed to bring the fuel injection system in the Common Rail engine to a new level of efficiency, in accordance with market requirements. On a regular

basis, this system calculates the exact amount of fuel to be fed to the engine at any given point in time, thus contributing to fuel saving. As a result, optimal combustion in the cylinders is maintained, the engine capacity and reliability are increased, and the harmful impact on the environment is reduced.

The new tractor is now available for order from authorised dealers throughout Russia according to the strategy of distribution channel separation.

'We are happy to unveil an advanced version of the popular Massey Ferguson 6713 tractor, the first

representative of the world-renowned brand in Russia', says Mikhail Bazan, Product Manager of the Massey Ferguson

brand. 'While working on the machine, the manufacturers took into account the basic needs of farmers. The upgrade of the standard package ensures comfortable working conditions for the operator and the versatility of the machine even in the most challenging environment.'



Entering the New Year with new knowledge!

The employees of AgroCentre completed a training course dedicated to Kverneland forage harvesters. The training was held at Kverneland factory in Ravenna, Italy, one of the most cutting-edge manufacturing enterprises in Europe.

The production area of the factory occupies 30 thousand sq. m. Kverneland Group develops comprehensive solutions for tillage, seeding, forage harvesting, spraying and fertiliser application as well as electronic control systems for tractors and agricultural machines.

'The company offers a wide range of products', says Dmitry Semyonov, Sales Representative of Barnaul branch of AgroCentreZakharovo. 'We have learnt about the S and SF Series front-mounted disk mowers with the working width of 2.8-3.16 metres designed for harvesting forage, cereal and leguminous crops.'

Besides, the specialists saw the Kverneland 5087 M and 5095 M butterfly combinations with the working width of 1.66-9.5 metres.

'Complete with a full set of functions, these machines are designed specifically for working in large fields', continues Dmitry Semyonov. 'The mowing sections with a central suspension

in combination with the state-of-the-art cutterbar and circular disks provide unsurpassed performance.'

During the course, the attendees also received detailed information on the Kverneland 2828 F and 2832 F front-mounted disk mowers. Outstanding ground following, excellent performance, ease of operation and low weight are the key characteristics of these machines.

The fodder harvesting technology took a massive leap forward with the unveiling of FastBale. This Kverneland machine is a revolutionary baler-wrapper combination.

'The two bale chambers make the machine absolutely unique', says Dmitry Semyonov. 'In the pre-chamber, the bale is formed with a pre-set density, then the bale is diverted into the main chamber to complete its formation and wrapping. FastBale has received multiple awards throughout Europe.'

The Kverneland 95110 C twin rotor rake with the 10.6-metre working width is another

top-performer supplied by the manufacturer. The specialists of AgroCentre were greatly impressed with its functions.

'The 95110 C model combines ease of operation, excellent manoeuvrability and advanced design', says Ivan Kryuk, Manager of Omsk branch of AgroCentreZakharovo. 'Despite the 11-metre working width, the rake is still very compact.'

The course included a detailed study of the Kverneland 8583 T and 85111 tedders, designed for farmers who need machines

with a large working width to work in combination with low-power tractors. Both machines are low-maintenance and specially constructed for low-power tractors.

'The unique design of the tedders minimises compaction and reduces operating costs', continues Ivan Kryuk, 'and this is a great advantage for farmers in times of escalating fuel prices.'

The specialists of AgroCentre upgrade their skills on a regular basis. To be conversant with the technical characteristics and functions of the machine is half the battle — it is important to know it inside-out because, when it comes to agriculture, every detail is important.

By Darya DENISOVA



NEWS

Such events have already become a good tradition for the customers, dealers and representatives of the manufacturer.

‘The main goal of these events is to communicate with the customers in a relaxed atmosphere’, says Sergey Lomantsov, Executive Director of AgroCentreLiski. ‘Besides, with the spring field works approaching, it is important to draw their attention to the new releases and the time-proven machines.’

For three days, Horsch had been welcoming guests at the manufacturing facility of the company located in Chaplygin district, Lipetsk oblast. More than 60 people visited the operation within three customer groups.

‘We invited Josef Stangel, an agricultural expert from Germany, to share his experience and provide professional advice to our customers’, says Ivan Bobrovskiy, Marketing Manager of Horsch. ‘The main topic of his lecture was how to cultivate the soil properly in order to get the best yields.’

German experts insist that the problem of soil overcompaction should not be disregarded. In our country, 80% of soils are overcompacted, which leads to the loss of more than 30% of the yield and, consequently, the farmers’ income.

‘Overcompaction of soil affects plant growth and soil fertility’, continues Ivan Bobrovskiy. ‘To solve the problem, Horsch suggests using machines of the same size and applying a controlled traffic system which allows minimising compaction through the use of the same tramline for all machines.’

In practice, this means that the same tramline is used for tillage, planting, spraying and harvesting.

Any farmer aspires to receive good yields. Andrey Tabachkov is no exception. His relatively small but up-and-coming farming enterprise is situated in Znamenskoye district of Oryol oblast. The farmer grows

sunflower, wheat, perennial grasses, rapeseed and peas on 1,500 hectares.

‘Reliable and high-performance machinery is one of the main components in crop production’, believes Andrey Tabachkov. ‘We are looking closely at Horsch machines at the moment. The visit to the

manufacturing site in Lipetsk oblast has shown us once again that high yields become reality with these machines.’

For Andrey Palachev, Manager of Muchkap Niva farming enterprise (Lipetsk oblast, Muchkap district), the world-renowned German quality became the key argument for making the choice in favour

of Horsch machinery. The farmer has 15 thousand hectares on which he grows sunflower, corn, peas, wheat and barley.

‘Some time ago, we visited the Horsch plant in Germany; now we have seen the company’s facility in Lipetsk oblast’, continues Andrey Palachev. ‘We have made up our mind — we need the Joker 12 RT multi-purpose trailed disk harrow. We have already ordered it and are looking forward to the shipment.’

In the first place, this machine will be used for stubble disking immediately after the harvesting of grain crops, sunflower and corn. The Joker harrow with the working width of 12 metres shows excellent performance due to the high speed — up to 20 km/h. Rapidly rotating paired disks ensure excellent soil breakage and manoeuvrability of the disk harrow.

On the threshold of the seeding time, farmers make plans and set tasks. It is the right time to determine the goals and means of their achievement. As it is commonly known, reliable machinery is the best means to reach the most ambitious goals in agriculture.

By Tatyana IGNATENKO



Horsch: work together, party together

The employees of AgroCentreLiski and Horsch representatives held a bright event for its customers. The guests enjoyed the holiday spirit and learned about the most advanced agricultural practices.





Time for Upgrades!

The days before the New Year are usually spent in pre-holiday rush: people hurry to finish all important tasks at work and spend countless hours shopping for gifts. Having completed the farming season and prepared the presents for their friends and family, the customers of AgroCentre set off for the United Kingdom to visit the JCB manufacturing facility and look for some yellow-and-black gifts for themselves.

JCB is one of the world's leaders in farm machinery manufacturing. Hundreds of thousands, not to say millions, of farmers around the world choose the yellow-and-black machinery for its reliability and outstanding performance. This is precisely why so many guests from different countries visit the manufacturing facilities of the company. As one of JCB's largest dealers in Russia,

AgroCentre brings its customers to visit the manufacturing facility several times a year.

'Trips to the JCB plant in the United Kingdom are a special treat for the customers of AgroCentre', says Yevgeny Momot, Manager of Altai branch of AgroCentreZakharovo. 'We arrange these trips to keep our customers on top of the latest trends and the most cutting-edge achievements in

farm machinery building. Quite often, such trips help farmers to make the right choice.'

JCB employees welcomed the guests at their enterprise and started the tour with the most interesting part: they demonstrated the operation of the spare parts storage facility, its logistics and online services for monitoring JCB machines around the globe. Of particular interest for the farmers were front-end and telescopic wheel loader production lines. The company's latest innovation — the JCB 541-70 Agri Pro — was a real hit with the farmers.

The JCB 541-70 Agri Pro is the world's first telescopic

wheel loader with the DualTech VT hybrid transmission combining the advantages of hydromechanical and hydrostatic transmissions. The machine is designed to perform a variety of different farming operations. The hydrostatic drive provides outstanding rates of manoeuvrability within the low speed range, and the PowerShift drive guarantees high efficiency and towing capability at high speeds.

The JCB EcoMax Engine with the capacity of 145 hp is characterised by increased torque at low speed, which is good for transmission resource and cost efficiency. The maximum lift capacity of the loader is 4,100 kg, the lifting height is 7 m, and the boom reach is 3.7 m.

'This is our third trip to the manufacturing facilities with AgroCentre', says Viktor Gross, Deputy Manager of Stepnoye farm (Altai area). 'We have learned about new machines and seen JCB's unique production process. The scale of the operation and the professional competence of the employees produce a powerful impression, and the state-of-the-art machines simply dazzle you! We are currently considering purchasing a JCB 541-70 Agri Pro telescopic wheel loader and I am sure AgroCentre will arrange the purchase process in the best way.'

By Viktor BARGOTIN



Perfect machinery for Siberian farms

The exhibition centre of Novosibirsk housed AgroSib 2018 international agricultural exhibition. This year, 250 farm machinery manufacturers from several countries of the world and 35 regions of Russia took part in the event. The booth of AgroCentreZakharovo as usual became the centrepiece of the trade show.

AgroSib 2018 offered a particularly intense business programme. One of the highlights of the event was the plenary session 'Agenda 2030: Agriculture Development Programme for Siberia' opened by the Deputy Minister of Agriculture of the Russian Federation Dzhambulat Khatuov. 'We should increase the agricultural output in order to saturate the domestic market and expand globally', said Khatuov. 'Over the next five years, our machinery and tractor fleet ought to be enlarged by 50%. It will allow us to improve our performance and avoid losses.'

One of the key factors affecting profitability in agriculture is the choice of machinery. It must be efficient, reliable and cost-effective. Massey Ferguson machinery meets all these requirements.

'This year we are demonstrating one of the most popular models in Siberia', says Anton Bliznyuk, Manager of Novosibirsk branch of AgroCentreZakharovo. 'The Massey Ferguson 6713 tractor has already won the love and respect of the agricultural producers of our region. It is versatile, efficient, reliable and at the same time easy to operate and maintain.'

Massey Ferguson 6 Series tractors have been working in the Siberian fields for many years enjoying invariable popularity with farmers. The model is in demand at both small and large-scale farming enterprises. The main advantages of the MF tractors are robust design, panoramic cabs ensuring maximum visibility, efficient power transmission and operator comfort.

'The Horsch Joker 8RT disc harrow has received a lot of attention at the show', continues Anton Bliznyuk. 'The manufacturer offers its product to the customers only after testing it in its own field and eliminating all the drawbacks identified during the test. This policy allows the company to boost consumer confidence.'

The Horsch Joker 8RT has wear-resistant implements and demonstrates excellent performance at a high speed. Paired disc elements

ensure increased clearance and better manoeuvrability. The harrow has good penetration into the soil with aggressive, serrated discs and maximum machine weight ensuring excellent tillage.

'AgroCenter always provides its customers with top-quality machinery', says Ivan Roshchupkin, Manager of Roshchupkin agricultural cooperative (Kemerovo oblast, Leninsk-Kuznetsky district). 'We have been working closely for about five years. Our first purchase was a Challenger MT 685 wheeled tractor. It has worked for four agricultural seasons infallibly demonstrating exemplary performance.'

Ivan Roshchupkin came to AgroSib to share his experience with other farmers, hold several business meetings, conclude agreements and, of course, have a look at the cutting-edge equipment. Autumn and winter are the right seasons to select new agricultural machinery. This time, the Fendt 1046 tractor is at the top of the farmer's personal list.

'The most important argument for buying the tractor is its versatility', continues Ivan Roshchupkin. 'And, of course, we are going to buy it from AgroCentre. They are absolutely reliable and provide excellent service and maintenance, which we have learned to value. The service technicians can come even at night and fix a problem in the shortest time possible. It is especially important in the midst of the harvesting season!'

By Tatyana IGNATENKO

They know it all!

The service engineers of AgroCentre completed a training course dedicated to FENDT tractors held in the village of Bolshaya Trosna (Tula oblast).

Hundreds of AgroCentre's customers throughout Russia praise the work of the dealer's service technicians, giving them special credit for their promptness, competence and around-the-clock availability in the height of the season. The thing is that AgroCentre does not just sell machinery, it also

ensures its sound operation during the entire useful life of the machine. The service engineers help their clients all year round, rain or shine, repairing and maintaining the machinery to avoid downtime and save the client's time and money.

Five employees of AgroCentre successfully completed another

training course dedicated to the 700/800/900/1000 series FENDT tractors. In the course of the training, the service engineers learnt about the AGCO-RM company and its history. After that the teachers provided detailed information on the FENDT tractors: from the simplest parts to engines and navigation systems.

'Before starting the training, all engineers took an entrance test', says Aleksey Chenskiy, Technical Support Specialist of AGCO-RM for FENDT tractors. 'The results of the initial tests were not perfect, but the end-of-course quiz showed that all the participants had considerably upgraded their skills. The specialists who achieved the highest scores received memorable souvenirs. Such trainings are essential, as they allow service technicians, sales staff and customers to speak the same language.'

It will be some time before the new farming season begins but AgroCentre is already preparing for it by means of gaining new professional knowledge and improving the staff qualification, which has always distinguished the company from other dealers.

By Viktor BARGOTIN

Fuse precision farming solution: five years of success and innovations

In the summer 2013, AGCO Corporation launched the Fuse precision agriculture strategy and technology platform for managing a large machinery fleet.

The Fuse precision farming strategy offers an innovative approach, allowing to develop sophisticated solutions for farming enterprises all over the world and making AGCO one of the leaders in smart farming. Fuse is also an open platform integrating all the innovations of the agricultural technology market which are intended to ensure customers' success. For example, automated steering systems for the Fendt 200 compact tractors have been developed in partnership with Reichardt GmbH.

The company's acquisition of the Precision Planting system, which is familiar to many Russian farmers participating in the Crop Tour project, has made cutting-edge precision farming technologies accessible for agricultural producers.

Fuse solutions received international recognition — the Valtra SmartTouch terminal and armrest developed by the team in cooperation with farming enterprises won the RedDot 2017 and the iF Design 2018 awards.

By the end of 2018, the world sales volumes of Fuse increased

to 120 million dollars, exceeding the figures of three years ago by almost 2.5 times. The brand plans to launch an all-new Connect telemetry system onto the market and develop targeted smart farming solutions based on expert knowledge in the field of agronomy. Specialists expect that these solutions will help to reduce the waste and increase the yields of farming enterprises.

Since 2018, integrated precision farming systems have been available on the upgraded S Series Massey Ferguson and fourth-generation Valtra tractors and RoGator sprayers. In addition, Russian farmers can obtain the Varioguide navigation system for automated steering, designed specially for the Fendt machinery.





Indeed, the first thing that catches the eye on the way to Stebnyuk farming enterprise (Voronezh oblast) is a couple of new brick houses, comfortable and fully adapted for living. Right behind them, there is a state-of-the-art grain handling and storage facility, wintering grounds for farm machinery and picturesque fields...

Aleksandr Stebnyuk: the farm must feel like home

'In summer, I work almost around the clock', says Aleksandr Stebnyuk, Manager of Stebnyuk farming enterprise. 'There is so much work in peak season that I sometimes have to spend the night on the farm, therefore everything here must feel like home.'

Aleksandr Stebnyuk is a real workaholic, he devotes himself to work almost all year round. However, in winter he always finds an opportunity to spend quality time with his family travelling all over the world. There was a time when he could only dream about it...

More than twenty years ago, Aleksandr Stebnyuk, a mechanic by profession, and his wife moved to Voronezh oblast and decided to dedicate themselves to farming.

'In the mid-1990s, I bought a small plot of land, approximately 160 hectares, and established this farm', says Aleksandr Stebnyuk. 'Today I farm 2,500 hectares, growing barley, peas, wheat, corn and other crops for sale. The farming sector is developing rapidly: machinery and equipment manufacturers launch new high-tech devices and systems every year. For example, now we can use

tractor navigation systems which facilitate the work of operators and improve machine performance. Our colleagues abroad are already testing unmanned tractors. Some people might think that unmanned machines will make it possible to downsize the stuff. However, it's not quite true: even fully autonomous machines cannot repair, fuel or maintain themselves on their own. There will anyway be an operator even though working remotely because any machine will get out of order one day. Therefore, there is no eliminating human labour, and people will be in demand in the industry.'

Aleksandr Stebnyuk believes that one cannot be conservative in the farming business. He considers himself an innovator, keeping up with the times and constantly upgrading his machinery fleet.

'I am happy to operate state-of-the-art reliable machinery on my farm', he says. 'We have been cooperating with AgroCentre for about ten years. Previously, we used the dealer's services only to maintain our large tractor. Last year we purchased the first machine from them — a Massey Ferguson 7724

tractor — and just recently we bought a Massey Ferguson 6713. We have lived to see the day when our purchasing decisions are based not only on technical specifications, but also on the exterior characteristics of the machine. I believe nothing can beat Massey Ferguson in this class of machines in terms of both quality and design.'

The Massey Ferguson 7724 tractor already has his first jobs scheduled: as soon as the snow melts, it will start harrowing, cultivating and fertilising the fields, while its fellow-worker — the Massey Ferguson 6713 — will handle the work on the farm.

'One evening, right at the height of the harvesting season, our large tractor went out of order

due to a serious breakdown', recalls Aleksandr Stebnyuk. 'We contacted AgroCentre immediately, and the service technician got down to work early in the morning. In the course of the day, all the necessary spare parts were delivered from the neighbouring branches, and the next day, the machine was working in the field as if it had never broken! It is the situations like this that strengthen the dealer-customer relationship and inspire confidence in AgroCentre. Apart from work, we spend a lot of time together, taking part in various events and agricultural trade shows. I hope that our friendship will remain strong, and partnership relations — reliable and long-lasting like the machinery supplied by AgroCentre.'

By Viktor BARGOTIN





Strautmann: dinner is served!

Fodder distribution wagons must run like clockwork as they perform one of the most essential functions at any livestock farming enterprise. Machinery failures and downtime have a direct impact on animal health and welfare. At the end of the day, the profitability of an enterprise greatly depends on proper operation of these machines.

Nowadays, a fodder distribution wagon is used at a dairy 365 days a year. The modern agricultural market drives livestock farmers to choose the most efficient equipment and technologies with a view to cutting the costs and improving the production efficiency.

'We have partnered with Strautmann, a German manufacturer', says Nikolay Kunitsyn, Sales Director of AgroCentreLiski. 'Over the 80 years of its operation, the company has established an impressive track record, having created a wide range of equipment fully meeting the needs of dairy farming enterprises.'

AgroCentre's specialists have already undergone training on the service and operation of Strautmann equipment, so they have the required expertise to share with customers and partners.

'Strautmann equipment offers

outstanding reliability and high performance', continues Nikolay Kunitsyn. 'This fodder distribution wagon is an indispensable machinery unit at any farming enterprise. As the fodder is thoroughly mixed in the wagon, cows can no longer sort the fodder components and every time receive the same feed, which ensures optimal consistent feeding for the whole herd.'

Strautmann offers farming enterprises an impressive range of equipment from small trailed wagons to

self-propelled ones depending on the farmer's taste and budget and the scale of the dairy farm.

Strautmann fodder distribution wagons ensure efficient day-to-day feeding management for years to come.

'The machine has an edge over counterparts available in the market', shares Nikolay Kunitsyn. 'First of all, it features a sturdy feed mixing hopper, which is resistant to corrosion and external influences.

The machine is equipped

with the augers that easily cut long-fiber forages to meet specific requirements.

Other key advantages include uniform feed distribution, easy coupling with other machinery units and an independent hydraulics system, which ensures maximum reliability of all the hydraulically driven components.

With Strautmann's commitment to ensure ease of operation, minimum downtime and spare parts availability and AgroCentre's extensive expertise, enabling it to not only repair the machinery in a timely manner, but also prevent breakdowns, the partnership promises to be fruitful and deliver great customer service.

By Tatyana IGNATENKO

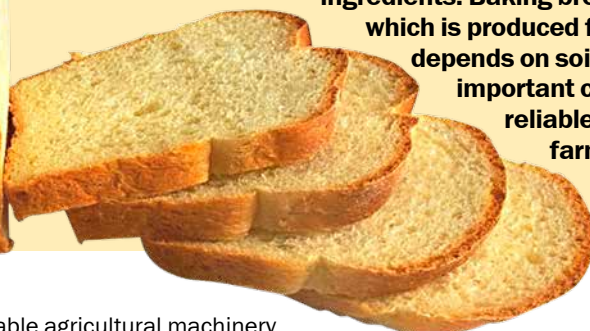


[FEEDBACK]

From field to bakery



Nice and fresh, full-flavoured, tasty and healthy bread begins with quality ingredients. Baking bread is impossible without flour, which is produced from cereal crops, and crop quality depends on soil tillage and harvesting — critically important crop growing stages. Powerful and reliable Massey Ferguson machinery helps farmers to reap the crop quickly and thoroughly and deliver it to the mill.



Bread is the staff of life! This proverb is the motto of the employees of Fermer-Plodorodye (Serdobsk, Penza oblast). For several years, they have been baking a wide range of pastries and the best bread in the town.

Every month, the mini-bakery produces over eight thousand loaves of brown bread alone.

‘We are a vertically integrated company, which means we control the quality all the way from field to bakery’, says Sergey Novichkov, General Manager of the company. ‘We use only high-quality reliable products to bake our bread. We have our own mills and an oil mill. We make flour from our own cereals. The enterprise has 3,500 hectares for crop-farming. We grow wheat, sunflower, corn, rye, peas, barley and mustard.

Reliable agricultural machinery is indispensable for performing field works efficiently and in due time. Two years ago, we decided to opt for Massey Ferguson tractors, and it proved to be a good choice.’

The first Massey Ferguson 8690 tractor appeared at the enterprise after long consideration and careful analysis of the farm machinery market. This versatile high-tech tractor has already worked on the farm for four field seasons. The farmers have already experienced all the benefits of the machine. The tractor allows carrying out numerous tasks: harrowing, ridging, cultivation, ploughing, seedbed preparation, virgin soil tillage. It can also substitute a bulldozer and other heavy machinery. Moreover, the tractor can simultaneously perform a range of agricultural

tasks using several mounted implements at the same time.

‘We bought a Kverneland seed drill to couple to our Massey Ferguson 8690 tractor’, continues Sergey Novichkov. ‘They turned out to be a perfect match, and we are already enjoying the benefits of this combination. There is only one drawback, though: our tractor operators don’t want to drive anything but Massey Ferguson now. The cab is exceptionally comfortable, the Auto-Guide 3000 hands-free steering system offers additional operator convenience. We bought the second Massey Ferguson 8690 in autumn 2018. For the time being, it is waiting in the wings. The tractor operators are looking forward to the sowing season’.

Unlike its powerful colleague,

the JCB 531-70 AGRI Telescopic Handler works all year round. This machine always has a lot of tasks to perform, including loading and unloading operations, handling grain at the storage facilities and even removing snow during the winter. The JCB 531-70 AGRI is the smallest full-sized machine offered by JCB. The telehandler is distinguished by its productivity, excellent load-bearing capacity, and stability on uneven terrain. ‘Even the most heavy-duty machines require maintenance’, says Sergey Novichkov. ‘Timely service and regular maintenance are very important to me. AgroCentreZakharovo is our reliable partner. We can always count on their help and support!’

By Tatyana IGNATENKO

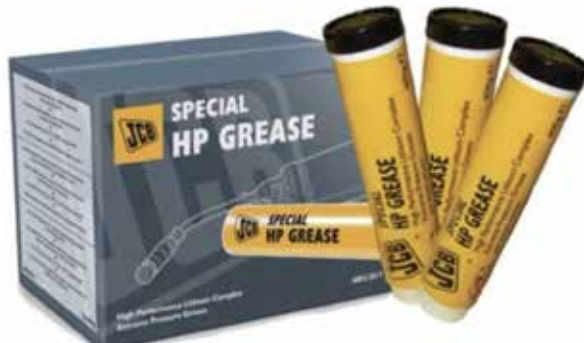


BOOM IN DISCOUNTS



AgroCentre Group is running a promotional campaign for genuine lubricants, wear-resistant plates and pins for repair and maintenance of the JCB 531-70 telehandler boom.

From 21 January to 28 February 2019, you will have an opportunity to purchase genuine wear-resistant plates and knuckle joint pins for the JCB telehandler boom at an attractive price.



When buying a box of genuine JCB Special HP Grease (24 cartridges x 400g), you will be entitled to a **25% DISCOUNT** on knuckle joint pins.



When buying a box (6 cartridges x 400g) or 2 jerrycans of JCB WAXOYL boom grease, you will be entitled to a **25% DISCOUNT** on wear-resistant boom guide plates.

At all AgroCentre dealerships, our managers will help you to get into specifics about the available promotional products.

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

Scan QR code to get to the Promotions page



Announcements

21 February — 1 March

SIMA, Paris International Agribusiness Show (Paris, France)

4-6 April

Tyumen Agro 2019 trade fair (Vinzili village, Tyumen 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 25.02.2019
Distributed free of charge
Translated by the International Projects Department
of EkoNiva-APK Holding, LLC
Printed by VIP Publishing House LLC, 5, 1st Mokovsky
lane, Kursk, 305007. The circulation of the
issue: 130 copies. Order № _____