

AGROЦЕНТР News

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Working nonstop! The machines of farmers' choice

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Friendship with Massey Ferguson

Stock breeding farm Druzhba (a Russian word for friendship) and Krasnodar branch of AgroCentreLiski are engaged in active cooperation. The farm grows wheat, sunflower and corn on an area of 4,000 ha. This spring, a MF 7724 S tractor has been supplied to the farm for intensive sowing works. 'During the field trials, the 240 hp Massey Ferguson 7724 S worked the field together with a 6-furrow reversible plough', explains Sergey Lushnikov,

Head of Krasnodar branch of AgroCentreLiski. 'The tilling depth was 35 cm. The tractor speed reached 10 km/h and the wheel slip was 2% — all of this indicates the correct weight distribution. The engine load was 85%, which is an excellent result.' The agricultural machine in a special configuration comes with a front PTO and a front-mounted implement with a lifting capacity of 4 tonnes. The creeper with the minimum

AgroCentre keeps on working nonstop. The seeding campaign is in full swing — every hour counts. Machinery must operate seamlessly, so Massey Ferguson tractors confidently get down to business!

operating speed of 0.3 km/h makes it possible to work with forestry mulchers. Besides, the tractor is fitted with a pneumatic brake, which allows the owner to use it during hauling operations. 'On our breeding farm, the Massey Ferguson 7724 S will serve a number of functions: disk harrowing, sowing and inter-row cultivation', says Roman Skornyakov, Chief Engineer of Druzhba. 'When harvesting crops, we are planning to couple the tractor with a 9-metre mounted mower and a baler.' In Voronezh oblast, specialists of Maslovskoye farming enterprise have decided on the Massey Ferguson 8737 S with the 370 hp engine in

a special configuration. 'We were attracted by the Massey Ferguson 8737 S cab with numerous comfort features', shares Roman Maslov, Engineer of Maslovskoye farm. 'All the main controls are at the operator's fingertips for maximum convenience.' The Massey Ferguson 8737 S tractor hit the market in 2020 and has already sparked a flurry of interest among many farmers. 'The uniqueness of the machine's design lies in the suspended front axle and the suspended cab', emphasises Maksim Sidelnikov, Head of Voronezh branch of AgroCentreLiski. 'Thanks to the cab suspension system, the tractor runs smoothly, the level of traction goes up and the towing force increases.' The Massey Ferguson 8737 S is equipped with the modern AdBlue exhaust gas treatment system and the upgraded LED headlights which enable the operators to work steadily even at night. Maslovskoye farms 700 ha of land growing potatoes and grain crops. The employees of the enterprise believe that during the global coronavirus outbreak, well-coordinated teamwork is of paramount importance. Every day, observing all the requisite precautions, they take to the fields to carry out the sowing campaign on time.

By Darya DENISOVA

Farmers opt for Horsch!

On the first days of April, while most Russians had to stay at home in self-isolation, field works were in full swing all over the country. Taking every precaution necessary in this hard time, both large and small companies started their seeding campaigns. The country obviously needs grain, meat and milk. So today, on numerous farms, engines of powerful machines are roaring their tune and fleets are being enlarged with new models — AgroCentre is a great help here.

For instance, the field season in Penza oblast started with important acquisitions. In the first weeks of spring, the regional branch of AgroCentreZakharovo supplied more than ten Horsch seed drills to various farming enterprises. 'I can say without any exaggeration, that our farmers opt for Horsch', shares Ali Umarov, Head of Penza branch



of AgroCentreZakharovo. 'Studyonovskoye LLC has acquired a Horsch Pronto 12NT seed drill and a Horsch Maestro 24SW planter. Earlier, there were no Maestro planters in the region, but over the last month, two of them have been purchased by Penza farmers.' Among the newcomers to the fields of Penza oblast also were the Horsch Pronto 9NT and Pronto 8DC planters and the Horsch Maestro 8DV seed drill. AgroCentre specialists assist in prompt and high-quality machine assembly and start-up. Very soon, the farmers will enjoy precision planting, a bumper crop and a new level of farming.

By Aleksandr KUTISHCHEV



A visit to the heart of Horsch

A group of clients and employees of AgroCentre have visited the city of Schwandorf in Germany, home to Horsch manufacturing plant, where the machinery units are assembled.

Horsch specialists highlighted the most significant milestones in the history of the company. The farmers learned that it all started with a foil maize seed drill, which was Michael Horsch's first development. Interestingly, manual labour still prevails at the Horsch plant. 'Every piece of equipment is assembled under strict human control', says

Aleksandr Logvinov, Executive Director of Kursk branch of AgroCentreLiski. 'The specialists also told us about the holy of holies of the enterprise – R&D department where the prototypes of new products are developed.' The visitors were impressed by the fully automated spare parts 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. The next point on the group's agenda was the visit to the Horsch test farm in the Czech Republic, where the equipment trials take place. According to Vyacheslav Motin, Head of Motina farming enterprise (Shchigry district,

Kursk oblast), the trip to Horsch plant was highly successful. 'I particularly liked the well-run workflow management', shares Vyacheslav Motin. 'There is a very good phrase: "simplicity is the ultimate sophistication"'. This is absolutely true for Horsch machines. We had not used this make at the enterprise before. Just after the trip, we purchased a universal Pronto seed drill. A good addition to our machinery fleet – just what I wanted to sow various crops. I have a good feeling about this year's yield!' The visit to the Horsch facilities was pleasant as well as informative. A sightseeing tour, during which the group had a chance to look at the local landmarks, was the icing on the cake.

By Anna BORDUNOVA

The Maestro – a master of seed singulation

Sales representatives of AgroCentre have attended a workshop on Horsch machinery.

Aleksandr Shevtsov, Horsch brand manager for Kursk and Belgorod oblasts, gave an overview of the machinery units. 'The Horsch Maestro row-crop planters are designed for all types of single grain crops, such as sugar beets, soybeans, maize and sunflower', says Aleksandr Shevtsov. 'A consistent seeding depth is reached via the automatic coulter pressure control system. A grain sensor is integrated into the fall tube to guarantee optimum seeding performance monitoring.' According to Aleksandr Shevtsov, the measuring technology of the sensor is able

to count the kernels, determine the spacings between them and thus transmit the information to the driver with regard to skips and doubles. 'The Maestro SW seed drill is equipped with the unique AirVac single grain metering unit', comments Sergey Dorofeyev, Sales Representative of Kursk branch of AgroCentreLiski, 'at the heart of which is a metering disc of a new type featuring open grooves on the outside, which – combined with the special shape of the scraper – enables the farmer to achieve exceptional seed metering accuracy. Optimum



travel speed for precise seed placement is 8-12 km/h.' This year, Maestro 16 SW seed drills are going to show the precision they are capable of

at Sosolopov and Rus farming enterprises in Kursk oblast.

By Anna BORDUNOVA

Is the use of liquid fertilisers an efficient instrument or merely a passing fad? This question has been discussed at a seminar in Kemerovo. The event was organised by AgroCentreZakharovo jointly with Horsch and Advanced Crop Farming Centre.

Diet for crops



Increasing mineral fertiliser efficiency is one of the crucial tasks for agricultural producers. Granular phosphorus fertilisers contain mostly insoluble phosphates, which means that the use of such formulations is not very productive. Up to 60% of yield increase is achieved through the application of soluble forms of phosphates. According to experts, liquid fertilisers can be one of the solutions to this problem. 'We use soluble formulations on our farm', says Artyom Yavrumyan, Chief Agronomist of Belostok farming enterprise (Tomsk oblast, Krivosheino

district). 'They get to the plant roots quicker and ensure almost full nutrient uptake. Liquid fertilisers increase yields and improve crop quality, which is very important to us.' Belostok operates on the territory of 15,000 ha in the northernmost part of the oblast. It is engaged in crop and dairy farming and stock breeding. The climatic conditions are harsh, and every single thing matters. The machines showcased at the event left a lasting impression on the representatives of the farm. 'I'm quite certain that our next investment will be in Horsch

machines', continues Artyom Yavrumyan. 'Horsch is the only company in the world which produces trailed sprayers with a working height of no more than 35 cm. It is very impressive!' Horsch Leeb AX is a medium-class trailed sprayer. It features a Boom Control stabilising system which ensures the operation at the lowest possible working height. The sophisticated Leeb AX control centre is equipped with two multi-way valves, which control the suction and the pressure. The high induction output makes for quick and thorough dissolution of

powders and granular material. For the specialists of Roshchupkin farming enterprise (Kemerovo oblast, Leninsk-Kuznetskiy district), liquid fertilisers are also the first option. 'From our experience of using liquid fertilisers on the farm, we know that their application increases the total yield per hectare by five percent', emphasises Ivan Roshchupkin. 'With solid fertilisers, there is no yield growth. We are convinced that the Horsch Sprinter 15NT seed drill will help us to get even higher yields!' The Horsch Sprinter 15NT is designed for direct seeding in continental climate conditions. The model can boast an innovative seed coulter shape, which ensures precise control of the depth of seed and fertiliser placement. The machine enables the operator to do the job quicker. It helps to achieve regular emergence and a higher shoot survival rate. 'The determining factor in our choice was the fact that the hopper of the implement has got an in-built tank for liquid fertilisers', continues Ivan Roshchupkin. Summing up the results of the seminar, its participants unanimously decided that modern trends in farming technology can boost efficiency if you choose the right one and opt for reliable machinery.

By Tatyana IGNATENKO



GUEST OF THE ISSUE

In the mid-70s, Volovskiy farming enterprise was facing a crisis – the milk output was decreasing, while the yields were hardly reaching 1.2 tonnes per hectare. The business was in need of fundamental changes when Yuriy Somov took command of it. A few years later, the production performance improved, and the farm became one of the leading ones in Volovskiy district, Lipetsk oblast.

Today, Volovskiy occupies 6,000 ha. The enterprise is engaged in crop and livestock farming. Its herd size amounts to 700 head. Having run the business for 40 years, Yuriy Somov entrusted his lifetime project to his son Aleksandr in 2017. The young and ambitious manager worked out a new development strategy. One of its main objectives was to upgrade the machinery fleet. 'I had never thought that I would throw in my lot with agriculture', says Aleksandr Somov. 'I have a history teacher degree. After I graduated from the university, I set up a retail business and ran it for quite a long time. In 2016, I took on a new challenge and came to work for Volovskiy farming enterprise in the position of Deputy Director. Just 1 year later, I got promoted to Head of Production. Managing an enterprise is a job of an entirely different scale. The decisions I made as an individual entrepreneur had an effect only on me. Here, I'm responsible for the entire team.' The wind of change started blowing after Aleksandr's encounter with AgroCentre. The manager realised the need



Until recently, farmers from Volovskiy farming enterprise (Lipetsk oblast) preferred domestic brands of agricultural machines. However, their encounter with AgroCentre has changed their minds.

Aleksandr Somov:

AgroCentre promotes technical innovations

for a new telehandler for the farm. Several options were considered, but the JCB 535-95 became the number one choice. 'AgroCentre held a demo-show of the telehandler on our premises', continues Aleksandr. 'The operator enjoyed cab comfort a lot and we were happy with the performance of the machine. The JCB 535-953 has done 2,500 motor hours during the past two years. It loads grain and feed, gets its fair share of sowing and construction works and helps the electrician to replace light bulbs in the warehouses (smiles).' The positive experience with the machine inspired Aleksandr to take the next step – last year,

just one week before the start of the autumn sowing campaign, AgroCentre delivered a Horsch Pronto 12 NT seed drill to the farm. 'The Horsch Pronto 12 NT worked a double shift during that autumn campaign and planted crops on the area of 2,600 ha', recalls Aleksandr Somov. 'The Trimble system enables us to monitor the number of seeds and the amount of fertiliser placed as well as the acreage the operator covers in a shift. The main advantage of this model is that the seed placement quality is not affected by speed. The machine was engaged in the spring sowing campaign too and planted 1,000 ha with barley within just six days.' In the nearest future,

AgroCentre is planning to hold a demo-show of Horsch Maestro row crop planter at Aleksandr's enterprise. If the test is passed with passed without a hitch, the farm will acquire another indispensable unit. 'Thanks to AgroCentre, we have caught up with the latest technical innovations', concludes Aleksandr Somov. 'Today, we are full steam ahead with renewing our fleet. We need a new powerful tractor, a loader and tillage machinery. We have a lot of work to do together with AgroCentre and we are happy to work with such a reliable dealer.'

By Viktor BARGOTIN





All of this is about Pronto seed drills manufactured by Horsch. Even emergence without skips and doubles is a hallmark of the series. No wonder the machines have become true favourites among Russian farmers.

The Pronto seed drills can be compared to real snipers. These models sow seeds with military precision. Cutting disks make furrows removing harvest residues and hard clods. 'Four rubber shock absorbers built in each coulter enable a high pressure of up to 120 kg per coulter and make for an exceptionally smooth

ride at high speed', explains Sergey Dorofeyev, Sales Representative of Kursk branch of AgroCentreLiski. 'The press wheel at the coulter end allows the coulter to work at a more consistent sowing depth and ensures good seed-to-soil contact. It is directly linked to the proven design of the TurboDisc coulters boasting precise contour

following as they can move freely within 15 cm.' Pronto works at a speed of 10-20 km/h. High manoeuvrability is achieved due to the compact configuration. 'Thanks to the large-capacity seed and fertiliser hoppers, the machine makes minimum stops for loading', says Sergey Dorofeyev.

It is a pleasure to operate this seed drill. Fast coupling with a tractor and simple settings for the seed rate, drilling depth and coulter pressure ensure fast switching to another crop. Minimum maintenance time is another indisputable advantage. 'Farmers value the Pronto seed drills for their robustness', continues Sergey Dorofeyev. 'The TurboDisc double-disc coulters make for consistently high-quality seed placement even at the highest working speed.'

By Anna BORDUNOVA



Excellence at affordable price

AgroCentre started selling the sprayer in 2019. By upgrading the previous model, AGCO specialists created a unique operator-friendly machine. 'The Massey Ferguson 9335 sprayer comes with the AGCO Power 66CW3 6.6-litre engine that delivers 200 hp', says Ivan Potanin, Head of Tyumen branch of AgroCentreZakharovo. 'When torque is high at low revs, the machine operates at an optimum speed with less than 2,000 rpm. This rates it as one of the most cost-efficient models in the segment. The four-wheel drive system with two pumps which provide power to opposing wheel motors ensures full torque capability.' The frame of the sprayer, which consists of two C-channels joined by bolted connections, is not welded at any point, which gives it more flexibility and guarantees full contact of the wheels with the ground. The pneumatic suspension of the axles with stabiliser bars allows the machine to avoid a bumpy ride over rough terrain. The high clearance of 1.65 m and the variable hydraulic track width adjustment within the range between 2.8 m and 3.2 m make it possible to use the sprayer almost in any area of crop farming. The centre frame of the boom with pendulum suspension of the rollers – the design has been patented by AGCO Corporation – ensures smoothness of ride causing less wear on the components. Another unique feature of the machine is the ability of the boom arm ends to tilt in different directions in order to avoid obstacles. The option allows the boom to return to its working position without the risk of damage. 'The Massey Ferguson self-propelled sprayer of the 9335 Series offers state-of-the-art solutions', continues Ivan Potanin. 'The operator controls the spraying process by means of the C3000 terminal with



Boom width — 30 m
High clearance — 1.65 m
Track width within 2.8-3.2 m
Tank capacity — 3,500 l

The Massey Ferguson 9335 self-propelled sprayer — a new model of AGCO corporation — has just recently been introduced to the Russian farm machinery market.

the inbuilt AutoGuide 3000 steering system, which automatically adjusts the boom height and ensures utmost spraying precision. On top of that, the Agcommand telemetry technology provides real-time

data on performance parameters.' The standard equipment of the Massey Ferguson 9335 includes the sensors which automatically switch on/off each individual section. In conjunction with the navigation

option, they help to save on the formulation when the operator manages the headland and make sure the application is conducted only once on each area of the land. Thanks to the efficient patented technologies, the new sprayer has successfully operated for over 10,000 hours in the fields and proved its reliability in various conditions. 'AgroCentre has high hopes for the Massey Ferguson 9335 self-propelled sprayer', comments Nikolay Kunitsyn, Sales Director of AgroCentreLiski. 'The machine can boast some characteristics of the top-class models having a middle-segment price. In April, we are planning to hold a number of demo-shows on our clients' farms. At the Field Day festivals in summer, the Massey Ferguson 9335 is going to be displayed as the AgroCentre's flagship product.'



By Viktor BARGOTIN



Get straight to the root

The sales representatives of AgroCentre and its clients have visited Deula-Nienburg agricultural educational centre in Germany to gain some useful knowledge. The facility was chosen as the venue for CULTAN fertilisation training organised by Guestrower. Doctor Martin Kuecke (PhD in Agronomy) made a presentation to the Russian guests. Our team came back home with a broadened experience of the topic and was ready to share it.

CULTAN technology stands for the controlled uptake long-term ammonium nutrition. For a few years now, it has successfully been used by the western farmers. This application method is implemented with the use of innovative Guestrower GFI injection machines ensuring more consistent and slower release of nutrients throughout the plant growth period.

However, the progressive practice common in Europe is still to be implemented in Russian fields.

‘Every specialist knows that nitrogen is the key nutrient that plants need during their vegetation period’, says Vladimir Polozkov, Head of Lipetsk branch of AgroCentreLiski. ‘Inorganic fertilisers contain nitrogen in the nitrate, amidic and ammoniacal forms. It is worth mentioning that lower temperatures are preferable for ammoniacal nitrogen uptake. For this reason, fertilisers can be placed in the soil at an earlier stage. Besides, the Guestrower GFI injection machine allows application of liquid fertilisers to the roots of plants.’

A liquid fertiliser is injected

into the ground under the pressure of up to 8 bars to a depth of 6 cm by means of hard-alloy spokes located on every injector wheel of the machine. The distance between the injection points is 13 cm, while the distance between the rows of wheels can be adjusted independently, which is the distinguishing feature of the Guestrower GFI. The working width of the injectors is between 3 and 27 metres. The unit is equipped with a speed sensor which ensures even fertiliser application when the speed changes.

‘The concentration of the

active ingredient in a liquid fertiliser is higher than in its granular counterpart’, continues Vladimir Polozkov. ‘CULTAN technology treatment implies that a depot – a place for an injection – is made underground. The fertiliser is stored in it throughout the entire vegetation period, which allows longer and more homogenous plant nutrition. Morning dew is enough to dilute the necessary dose of fertiliser in a certain period in accordance with the plant growth requirements.’

If you have a Guestrower, you can go out in the field

only once in a season, while granular fertilisers require triple application. The specialists of Glava KFKh Vasiliev farming enterprise (Penza oblast, Belinskiy district) are well aware of the outstanding performance of this machine. AgroCentre delivered it to the farm last year.

‘Like many other farmers, we used to go for surface application of mineral fertilisers’, says Kamil Bareyev, Head of the farming enterprise. ‘Losses were considerable because the material got washed away and evaporated. Guestrower helps to avoid it. Last season, we used CULTAN technology to treat a part of our spring wheat. As a result, the average yield per hectare increased by 1 tonne.’

In the coming season, the plan is to utilise Guestrower in all the fields of the farm and the expectations are high. According to the western experts, the injector helps to considerably increase yields and reduce fertilisation costs. ‘We are going to sell about 10 Guestrower GFI machines to our clients in the short term’, says Vladimir Polozkov, Head of Lipetsk branch of AgroCentreLiski. ‘The contracts have already been signed and the farmers are looking forward to the delivery. CULTAN technology will help to increase production and enhance the efficient use of resources.’

By Tatyana IGNATENKO



AGROCENTRE RECOMMENDS

Proper machinery maintenance is one of the key success factors in agriculture. It influences the fleet upgrading investment efficiency, cost management, successful execution of every task in the production process, and, ultimately, the product quality and market position of the company. That is why maintaining powerful machines is as important as possessing them. It is short-sighted to buy expensive cutting-edge machinery and not to use it to the full because of sheer negligence.



A machine tolerates no nonsense. It takes skill and intellect to operate it.

Andrey Platonov

Spick and span: key pillars of flawless service

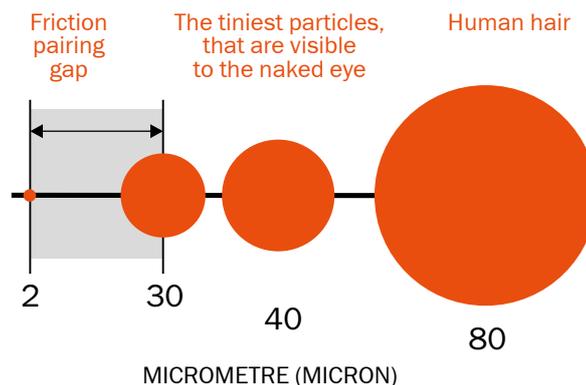
That is the reason why we place such strong focus on proper service, which largely depends on the professional qualification of specialists, client requests and operations record system, strict monitoring of machine maintenance schedule and usage intensity. Comprehensive online diagnostics allows us to maximise the efficiency of both scheduled and emergency repairs. In this article, we would like to touch upon one aspect which, though not always duly appreciated, is essential for high-quality service. This frequently underestimated aspect is hygiene. A modern farm machine is a complex mechanism with thousands of structural components. In terms of sophistication, it resembles a human body. Quite often, we can hear machine operators and technicians say, 'My machine is like a living being'. In the same way as a responsible person takes care of his body, our technicians look after agricultural machines with meticulous attention to detail. Hygiene is the cornerstone of machine servicing. Removal of old grease and dirt improves diagnostics accuracy and allows precise estimation of

machine wear and tear and detection of hidden defects and cracks. That is why AgroCentre service department uses advanced cleaning technologies. Cleaning and preparation of surfaces can take up to 10% of the total repair time. It is important to remember that the service life of components directly depends on their cleanness. For example, if the dirt is not removed properly during a diesel engine reassembly, its service life can decrease by 30%. The same is true for the hydraulic system. According to experts, 75-85% of breakdowns result from working liquid

contamination rather than low durability of the parts. It must be remembered that such contamination is frequently invisible to the naked eye. It is caused by the leftover liquids, low-quality consumables used and particles falling from wiper seals or ventilation openings. Lack of due care leads to the reduction of service life of the parts and assemblies, machine failure and downtime. If machines suffer from dirt, business suffers losses. Our service centres have everything necessary to prevent this problem. We keep our repair shops in good order and maintain high standards

of hygiene. Our technicians use original consumables and ensure safe transportation and proper storage of spare parts. We observe high standards of service in strict compliance with the manufacturer's requirements and hold regular training for the company management and specialists. Industrial vacuum cleaners, modern washing systems and high-quality cleaning agents allow us to guarantee the highest level of service. All parts are stored in original packaging protecting them from dust. The packaging is removed right before the installation. During the repair works, the body of the machine is usually covered with plastic film, and special pipe plugs are used to prevent dust accumulation. AgroCentre does its utmost to ensure a long service life of the machines entrusted to it and help its clients to achieve outstanding results!

Even tiny particles, that are invisible to the naked eye, can cause harm!



By Aleksandr Neklyudov
Technical Director
of AgroCentre-Holding

JCB runs rings around other machines

The JCB 434S is rapidly gaining popularity in different regions of Russia, including Tyumen oblast. Five JCB 434 loaders are already operating in the locality, and a few farms are planning to purchase this particular model.



'The JCB 434S wheel loader is built to prepare succulent fodder', says Ivan Potanin, Head of Tyumen branch of AgroCentreZakharovo. 'Thanks to the unique design features — automatic transmission, cross-axle differential locks, low centre of gravity, powerful engine, high-performance hydraulic system and well-balanced axle load sharing — the machine can easily lift, evenly distribute and compact the mown green mass. On top of that, the all-rounder handles 80 tonnes of material per hour just at the touch of a button.'

The grating configuration of the grass forks and first-class visibility enable the operator to control the loading process, which ensures the greatest uniformity of the silage, distribution and loading. Besides, the option allowing to fold the forks makes it possible to properly tamp down the edges of pits and clamps, which in turn minimises farmers' losses on the spoilage of feed during storage and removal. The JCB 434S is a quintessential wheel loader. It is indispensable for any task on a farm, at a threshing barn and even on a construction site. JCB offers an extensive range of optional attachments — grain, high-tip

and GP shovels, manure and silage forks, silage grabs, industrial and pallet forks — in other words, everything to meet any customer needs. In order to change an attachment, the operator does not have to leave the cab as the loader comes equipped as standard with an automatic hydraulic lock. Moreover, the operator won't even feel like getting out of the cab as it can boast a low-noise environment, seat-mounted controls with the seat suspension, an adjustable steering column, air conditioning, automatic climate control and many other options.

The JCB 434 always gets a big tick for everything. Uspenskoye farming enterprise located in Tyumen oblast has tested the machine, so to say, to the hilt. 'For a long while, we had been looking for a powerful wheel loader for forage harvesting', says Valeriy Zakharenko, Deputy Director of the farm. 'We gave a try to several models, but I wish their operation hadn't been so slow and low-quality. AgroCentreZakharovo suggested putting the JCB 434 to demonstration tests. At first, we were sceptical about this proposal, but later we agreed and never regretted it.

From the outset, it became obvious that the specified characteristics do line up with reality. Earlier, we used to employ two or three Kirovets loaders to pile material, however, the JCB wheelie managed the task under its own steam. When the amount of the supplied green mass increased, two Kirovets joined in the activity. However, even watching from the sidelines, we understood that the lion's share of work was still done by the JCB 434. When the clamp was full, we calculated the loaded material. The result amazed us — earlier, our machinery used to put about 5,500 tonnes of material, while the loader under test managed to do 8,000 tonnes. Well, as you can guess, it cleared up all our doubts. Now, I must say that the quality of feed has improved significantly. Apart from this, we've cut losses — we save money just by not throwing away the prepared feed as there is practically no mold and thus less losses on fodder at the clamp edges. We are also no longer concerned about the protein and acidity. All the quality requirements for feed are met.'

The controls are ergonomically designed for comfortable and

intuitive operation. All switches and control systems are laid out within arm's reach. The major hydraulics are operated with precision by a servo single-lever joystick. Setting height limitations for lifting the boom and the bucket enables the operator to programme the height of unloading and return to digging at full speed. The JCB electronic control system facilitates work by clearly showing the operator important information about the machine on the display. In addition, JCB equips all its machines with the JCB LiveLink advanced monitoring system, which allows managers, engineers and service departments to remotely keep track of numerous performance parameters for five years! After this period, subscriptions are renewed without a hitch. Finally, it is worth mentioning that there is a possibility of acquiring JCB machines through the JCB Finance concessional leasing programme. This is a unique tool that offers the lowest appreciation rates.

By Anna BORDUNOVA



Years of trouble-free operation with JCB

One of the most prominent representatives of the yellow-and-black family range worldwide is the JCB 531-70 telescopic handler. Since 2008, one of these machines has been operating at Verbilovskoye farming enterprise (Lipetsk oblast) never failing to amaze its owners with its performance.



For twelve years, the JCB 531-70 Loadall unit has been one of the first to start its working day in the early morning at Verbilovskoye dairy. Whatever the weather outside, the machine efficiently fulfills all the assigned tasks on time. 'At our farming enterprise, every minute is worth a litre of delicious and natural milk', says Aleksandr Yurin, Chief Engineer of Verbilovskoye dairy. 'That is why we opt for cutting-edge imported agricultural machinery. The purchase of the JCB 531-70 telehandler was the milestone which has enabled us to forget about downtime, financial losses and other headaches.'

The machine's scope of duties includes handling and distribution of feed at the dairy, sowing and construction works. Over the years, the JCB 531-70 has done 20,000 engine hours, which proves its high operating rate. 'Production of assembly units and parts at the in-house facilities is one of JCB's basic principles', continues Aleksandr Yurin. 'In case of a breakdown there is no need to refer to

different part suppliers — as is the case with JCB's competitors — since all the components and spare parts are available in one place, so JCB is beyond comparison.' The JCB 531-70 is equipped with a side-mounted JCB Dieselmex engine which combined with JCB axles and transmission ensures a reliable drivetrain performance from well-proven components. The unit's gross power varies

within the range of 100-130 hp. With power and torque at low engine speeds, the JCB Dieselmex engine offers high responsiveness and fuel efficiency.

'Thanks to the timely and high-quality maintenance carried out by AgroCentre service team, the unit is just in the spring of its years', shares Aleksandr Yurin. 'JCB telescopic loaders can run without a major repair for up to 35,000 engine hours. Isn't it just a fantastic

performance indicator?'

Two years ago, AgroCentre delivered a new JCB 531-70 to Verbilovskoye enterprise. Currently, the management of the company is planning to acquire one more machine of this particular series. 'Purchase of JCB 531-70 telehandlers is a cost-effective solution for our facility', sums up Aleksandr Yurin. 'Together with JCB, AgroCentre offers leasing and trade-in programmes. The dealer's service department works promptly and efficiently. Once we have sent in an application, we can rest assured that tomorrow our loaders will get serviced and ready for work. With a partner like AgroCentre, we can say without a shadow of a doubt that the machines will serve us well for many a decade.'

By Viktor BARGOTIN



Maximum lift capacity – 3,100 kg
 Maximum engine power – 63 kW
 Maximum lift height – 7 m

Generous offer by JCB



10% off on JCB attachments

Special offer for the proposed list of multi-purpose buckets and shear grabs – **an additional 10% discount** on fixed prices is valid until April 30.

For the list of items, contact your AgroCentre dealership.

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

May

20th Agricultural trade fair Zolotaya Niva
(Ust-Labinsk district, Krasnodar area)

June

Oryol Field Day
(Krasnaya Zarya district, Oryol oblast)

June

Voronezh Field Day
(Liski district, Voronezh oblast)

12+

AGROЦЕНТР

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