

# AGROЦЕНТР News

07/2020 | The corporate journal of AgroCentre | N<sup>o</sup>45

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## Expanding into new regions

### Two new branches of AgroCentreZakharovo – in Kemerovo oblast and Altai area – have opened their doors for the first customers.

Kemerovo branch office is a close-knit team of two — Aleksandr Radushko, Technician, and Maksim Gruzin, Branch Manager. For over three years, Maksim has been working for AgroCentre as a sales rep.

‘Previously, technicians from our branch in Novosibirsk had to travel all the way here to help the customers’, says Maksim Gruzin. ‘Two hundred and sixty kilometres

is a considerable distance, and if our service was needed at 5 a.m., it was quite challenging to get to the site on time’

Now Aleksandr Radushko is ready to set-up or repair the customers’ machines both in the field and on the farm any time.

‘Customers are always welcome at our new office’, says Maksim Gruzin. ‘We are currently stocking our spare parts

storage facility to make all the consumables and most needed parts available to our clients. Our branch office offers machinery produced by well-known and trusted manufacturers, such as Massey Ferguson, Kverneland, Fendt, Valtra, Degelman, Einboeck, Annaburger, Zaffrani, Valley, Horsch.’

The branch office of AgroCentreZakharovo in Kulunda village, Altai area, is managed by a woman of strong Siberian character. Irina Snegireva runs the facility with a firm but caring hand.

‘Modern farmers want their

machines to operate nonstop’, states Irina, ‘that is why our primary goals are to help our clients to choose the best technological solutions and provide high-quality service.’

Irina manages three people: two technicians and a spare parts sales representative. The entire team is very enthusiastic about its work. The area of responsibility of Kulunda branch office includes 13 districts spanning over 200 km.

JCB telehandlers as well as Massey Ferguson 6, 7 and 8 Series tractors are sought-after in our region. Zaffrani harvesters are also in high demand: Kulunda district is located in steppe area where farmers grow a lot of sunflowers. Our customers are very happy with the machines we supply’.

### We look forward to seeing you in our offices:

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By Darya DENISOVA

## A powerful trio



### Lipetsk branch of AgroCentreLiski has supplied three JCB 541-70 AGRI plus telescopic handlers to Ranenburg farming enterprise.

Ranenburg farms over 100,000 hectares of land in Ryazan, Tambov and Lipetsk oblasts. The enterprise grows cereals and legumes. For the past few years, the JCB telehandlers provided by AgroCentre have become indispensable farmhands for Ranenburg.

‘We are more than satisfied with the quality and performance of JCB machinery’, says Sergey Beda, Chief Engineer of Ranenburg farm.

‘It is also very important to us that we can always count on high-quality maintenance and repair at AgroCentre’s service centre conveniently located in the vicinity of the farm and prompt spare parts delivery from the dealer’s in-house storage facility.’

The JCB 541-70 AGRI plus sits on a chassis designed for load bearing and stability.

Equipped with a four-wheel drive, the machine delivers better performance under challenging road conditions. The maximum power of the unit is 130 hp, the lift capacity is 4,100 kg and the lift height is 7 m.

‘The telehandlers are intended for grain loading and unloading at Ranenburg storage facility’, comments Vladimir Polozkov, Head of Lipetsk branch of AgroCentreLiski. ‘These powerful loaders with a 10-foot JCB grain pusher or a 2.5-cubic metre grain shovel attached can help the operator to cope with the most complicated tasks. The hydraulically controlled JCB Q-Fit carriage allows the operator to customise any telehandler for a wide variety of applications with an extensive range of JCB mounted attachments without even leaving the cab.’

By Darya DENISOVA





## Newcomers to Mokroye farm

**Lipetsk branch of AgroCentreLiski has held a demonstration of the Kverneland 6250 fixed chamber baler and the Massey Ferguson 6713 tractor, which operate perfectly well in tandem.**

The demo show took place in the fields of Mokroye farming enterprise located in Lebedyan district, Lipetsk oblast. Its herd amounts to 8,000 head. On 22,000 hectares of arable land, the agricultural producer grows forage for its own cows.

The farm's fleet comprises over 300 advanced machines.

'We've been collaborating with Mokroye farm for quite a while', says Vladimir Polozkov, Head of Lipetsk branch of AgroCentreLiski. 'Here, they always give priority to quality

and opt for the best machinery, which becomes a time- and cost-effective investment in their business. During the showcase, which lasted two days, the Kverneland 6250 baler and the Massey Ferguson 6713 tractor focused on hay preparation. The results were impressive: 74 bales on the first day and over 100 bales — on the second one!'

The Kverneland 6250 formed a bale within an average of 45-50 seconds,

which is an excellent result! The operating speed of the MF 6713 tractor with a 132 hp engine was 7-10 km/h. The employees of the enterprise noticed a substantial reduction in fuel consumption: up to 35% compared to other machines of the same class.

'This powerful tandem has delivered superb performance', shares Viktor Svetenkov, Chief Engineer of the enterprise. 'It is important that the Kverneland 6250 has two bale wrapping systems: twine and net. This ensures crop preservation, moisture conservation and transportation ease. The bale is formed in a wink — there is no downtime at all. And what matters most of all in our business? Of course, speed, quality and results.'

Without a shadow of a doubt, the Kverneland 6250 baler and the Massey Ferguson 6713 tractor are just what a modern farmer needs. Right after the demo show, the machines were purchased by Mokroye dairy operation and today they keep on delivering outstanding performance in the farm's sunny fields.

By Darya DENISOVA

## Expanding the fleet with Massey Ferguson

**Azot-Agro farming enterprise located in Kemerovo oblast utilises advanced tillage, sowing and harvesting implements, which need powerful traction machinery. AgroCentreZakharovo has supplied six Massey Ferguson 7724S and 8737S tractors to the enterprise.**

The new machines are planned to perform all farm works at Azot-Agro: harrowing, disking, soil packing, sowing, spraying and transportation of various loads, including seed material and harvested grain.

The Massey Ferguson 7724S is equipped with the second-generation AGCO Power 7.4 litres engine featuring

electronic engine management. Besides, the model offers the latest auto steering and telemetry solutions ensuring fuel economy, reduced wear on parts and lower seed and fertiliser consumption.

The Massey Ferguson 8737S heavy duty tractor fitted with a continuously variable transmission is a true

all-rounder in precision farming. The AGCO Power engine with the capacity of up to 370 litres delivers unrivaled traction while boasting a best-in-class power-to-mass ratio. This machine combines exceptional performance with a simple and reliable design, which makes it an indispensable helper on big and small farms alike.

'We provide comprehensive consulting services to help our clients to develop an economically feasible cropping plan', says Ramil Muzhatullin, Director General of Azot-Agro. 'Our specialists follow the best global and domestic soil management, crop growing and crop care practices helping farmers to increase yields and improve soil quality. For us, it is very important to use advanced machinery allowing to maximise the soil potential. This was the major reason why we have chosen such a reliable partner as AgroCentreZakharovo and opted for Massey Ferguson machines.'

By Viktor BARGOTIN



# JCB inspires farmers to great achievements

**In spring 2020, AgroCentreZakharovo became an official JCB dealer in Omsk oblast. Many farmers have already opted for the unique telescopic handlers of the sunny brand.**

JCB telehandlers are firm favourites among agricultural producers all over the world. The machines have come to epitomise an impressive power-to-weight ratio, superlative performance and excellent controllability.

'JCB models are distinguished by the best-in-class engine and an efficient hydraulic system', says Aleksandr Kalachyov, Sales Representative of AgroCentreZakharovo. 'The telehandlers stay ahead of the competition in terms of running costs, build quality, durability and residual value.'

These machines are versatile — suitable for large holdings and small farming enterprises alike. One of the major advantages of the JCB telescopic handler lineup is that the company manufactures all the parts, engines, axles, hydraulic cylinders, assemblies and other components in-house. A wide range of models in different versions is on offer.

'The clients can choose an optimum package without overpaying for the options they do not need', continues Aleksandr Kalachyov. 'This season, we've already supplied the JCB 536-60 Econ, the

JCB 536-60 Standard, the JCB 541-70 Agri and the JCB 535-95 Agri Super to the farms of our region. Each agricultural producer has their own goals and needs. Together with the machinery manufacturer, we, as an official dealer, are able to cater for all needs.'

The JCB 536-60 telehandler is becoming increasingly popular due to its reliability. The load capacity of the model is 3.6 tonnes. The working length of the retractable boom is 3.3 m. The machine is equipped with the 100 hp DIESELMAX engine and the PowerShift gearbox ensuring ease of operation. The four-wheel and crab steering along with a tight turn radius ensure unsurpassed manoeuvrability.

The JCB 535-95 Agri Super is a full-size telehandler featuring a maximum boom reach of 9.5 m, a welcome addition for most farmers. The model boasts a spacious cab with excellent all-round visibility, a fully adjustable suspension seat and a steering column. Sitting on a lightweight, one-piece chassis with a bottom protective plate, the JCB 535-95 Agri Super is capable of operating at the speed of 40 km/h.

Vasilenko family farm has

made a choice in favour of outstanding performance. For many years, the father and son have successfully been running a family business on 11,000 hectares of land. They grow cereals and industrial crops, most of which are exported. For example, canola and flax are particularly popular with the Chinese. Work at the grain storage facility is in high gear all the time, so powerful machinery is essential. Since the lift capacity of the JCB 541-70 Agri is much higher than any of the machines previously used on the farm could boast (over 4 tonnes), the farmers wasted no time in buying the strong and reliable unit.

'We needed a powerful telehandler. AgroCentreZakharovo offered a competitive deal with excellent terms and conditions', says Dmitriy Vasilenko (the son). 'The JCB 541-70 Agri is indispensable for heavy load applications, that's what we understood right away. The huge grain bucket with the capacity of 2.88 m<sup>3</sup> gives the machine an obvious advantage over other models. Having run on our farm for just one month, this all-rounder has already won our hearts. Its sunny look, outstanding power and superb

manoeuvrability inspire us to great achievements.'

Now, the farm is repairing access roads to grain storages. Major construction works on slab placement are underway, so it is high time for the JCB 541-70 Agri to join in. The machine is distinguished by the impressive discharge height and lift capacity (up to 4.1 tonnes). Like all other JCB machines, the JCB 541-70 Agri has the function preventing overheating, which allows operating it in challenging conditions. The telehandler itself weighs 7.6 tonnes. The dumping height of a standard boom is 7 m.

Unlike competitors, all JCB vehicles come with premium MICHELIN tyres. Among other considerable benefits are a hydraulic quick hitch, an engine block heater and an online machine monitoring system.

'We are testing the telehandler at its full lift capacity', says Nikolay Vasilenko (the father), responsible for the operation of machinery and grain storage facilities. 'Even though the slabs weigh over 4 tonnes, the JCB all-rounder copes with the job at the touch of a button. I am sure, with such tireless workers, we will soon build the new roads. We take our business seriously and work for the benefit of the Russian agriculture, so we do need robust and powerful machinery. JCB makes our work easy and enjoyable!'

By Tatyana IGNATENKO





# Horsch: red means success

**Novosibirsk branch of AgroCentreZakharovo has supplied the first Horsch Leeb PT 330 self-propelled sprayer in Russia. Krutishinskoye farming enterprise located in Cherepanovo district, Novosibirsk oblast, became the lucky owner of the novelty.**

Yakov Bakhman, Farm Manager, is very scrupulous about purchasing machinery. Only state-of-the-art technologies deserve to be chosen for his operation.

'I manage Krutishinskoye together with my brother, following in our father's footsteps', says the farmer.

'We know all working processes inside out since we have been working in the fields together with the machine operators since our childhood. We grew up among these people and now we are doing our best to make their work easier by purchasing powerful state-of-the-art machinery and implementing modern technologies.'

Yakov Bakhman first came across the Horsch Leeb PT 330 self-propelled sprayer on a YouTube channel. The farmer has a soft spot for cutting-edge technologies and spends a lot of time searching the Internet to learn about the latest developments in farm machinery building.

'When I'm asked why I've opted for the Horsch Leeb PT 330, I always say that it's just so irresistible, I've fallen in love with it', continues Yakov laughing. 'But, joking aside, there were quite a lot of reasons for buying this particular model: the working width of the boom, which can reach 36 metres, the

tank capacity of 5,000 litres, and the clearance, which can be adjusted from 140 to 160 centimetres. But, most importantly, it is Horsch! Their corporate philosophy — with love to land — really appeals to me. The company manufactures innovative farm machines of excellent quality.'

Horsch is far from being a newcomer to the market of self-propelled sprayers. In European countries, it has long been a leader in agricultural machinery sales. AgroCentre became an official Horsch dealer two years ago. Since then, quite a lot of farmers have become fans of the bright brand.

'Horsch trailed sprayers operate on the farms of a large number of our clients', says Anton Bliznyuk, Head of Novosibirsk branch of AgroCentreZakharovo. 'The Horsch Leeb PT 330 is the first self-propelled sprayer sold in Russia. This model boasts a number of unique solutions: hydraulically spring-loaded and damped parallelogram suspension of the boom, nozzle protection against wind and mechanical damages and electro-hydraulic steering system with automatic centering of the rear axle and safety lockout during transportation.'

The list of advantages of this unique model is virtually endless. The Horsch Leeb

PT 330 is distinguished by precise boom positioning. At high speed, it sprays at 30 cm above the soil or plants, which ensures high-quality treatment. The infinitely adjustable track width varies from 2.25 metres to 3 metres. Powered by the MTU (Mercedes) 6-cylinder 7.2 litres 326 hp engine and fitted with the Trimble navigation system, the Horsch Leeb PT 330 can operate in the field at the speed of 60 km/h.

'Horsch guarantees strict quality control at each stage

of production: from design to testing', continues Anton Bliznyuk. 'Before the innovative models are launched onto the market, they undergo a series of tests in the most challenging conditions.'

It took the Krutishinskoye management quite a while to decide on the purchase. Two years have passed since Yakov Bakhman saw the self-propelled sprayer on the Internet for the first time. The farmer used this time to study all the advantages of the machine and visit the manufacturing plant.

'I've visited the Horsch plant in Germany and talked to the owner, Michael Horsch', says Yakov Bakhman. 'His guiding principle is to use only the best materials for his machinery. Horsch works only with reliable and time-proven manufacturers of consumables and parts. Having seen the entire production process, I am convinced that the Horsch Leeb PT 330 is an advanced and high-quality sprayer — just what I need for my enterprise!'

On the threshold of the new farming season, Krutishinskoye has great hopes for the self-propelled sprayer. The Horsch Leeb PT 330 will replace as many as 4 domestic sprayers, pleasing the owner with the nice design and high performance. The red colour of the brand, which is often referred to as the colour of life, symbolises energy and success.

By Tatyana IGNATENKO







# The crop defender

**In late May, AgroCentre held a series of demo shows of the Massey Ferguson Self-Propelled Sprayer in several regions.**

Massey Ferguson 9335 is a brand-new model in the Russian market. It embodies cutting-edge engineering solutions, which can boost the development of the domestic agribusiness.

This sprayer is equipped with the AGCO Power 66CW3 200 hp engine with the capacity of 6.6 litres. When torque is high at low revs, the machine operates at an optimum speed with less than 2,000 rpm. This technology makes the sprayer one of the most cost-effective in the segment. The four-wheel drive with the hydraulic cross-drive transmission system, two pumps and four wheeled motors, ensures efficient torque transmission.

'The centre frame of the boom with pendulum suspension of the rollers is a unique design patented

by AGCO Corporation', says Andrey Krupenin, Head of Tambov branch office of

AgroCentreLiski. It ensures the smoothness of ride with less wear on the components.



Another interesting and equally important feature is the ability of the boom arm ends to tilt in different directions to avoid obstacles. This option allows the boom to return to its working position without the risk of damage.

The standard package of the Massey Ferguson 9335 includes the sensors which automatically switch each individual section on and off. In conjunction with the navigation equipment, they help to save the chemical solution when driving on the edge of the field and to avoid overlaps.

'The high clearance of 1.65 m deserves the closest attention', adds Denis Tarasenko, Head of Belgorod branch office of AgroCentreLiski. Such a high clearance allows spraying the plants even during late vegetative growth. The 30-metre 9-section boom never digresses from the pre-set distance to the soil or plants due to the patented 3-point hitch ensuring perfect ground following. The 3,500 litre tank featuring a pump can easily be filled in three minutes.

## [ AGROCENTRE RECOMMENDS ]

The U-shaped seamless steel frame is characterised by excellent flexibility. Like any modern sprayer, this model is equipped with an excessive pressure system and an activated carbon filter to ensure operator comfort and safety. The AutoGuide 3000 steering system enables the operator to focus on the key tasks.

In Belgorod oblast, the machine demonstration was organised on Kazinskoye farm (Valuyki district, Belgorod Oblast).

'The enterprise farms about 3,000 hectares', says Denis Tarasenko. 'The Massey Ferguson 9335 seems to be an ideal solution for Kazinskoye because the 30-metre working width of the sprayer allows it to follow the tramlines formed by the 6-metre seed drills operating on the farm.'

In the neighboring Kursk oblast, the farmers had an opportunity to see the machine in action in the

fields of TradeAgroService (Zolotukhino district).

'Many farms already operate self-propelled sprayers', says Igor Shakhov, Head of TradeAgroService. 'We are a bit late in implementing the latest technological achievements, although we realise that such a sprayer is a must-have for any modern farming operation. It is the machine of the future!'

The farm cultivates over 7,000 hectares growing barley, wheat, soybean, corn, sunflower and rapeseed.

Aleksandr Korobkov, Technician, has been working for the enterprise for 6 years. He knows the local fields like the back of his hand.

'It is an excellent sprayer!' comments Aleksandr Korobkov. 'You just set the requested parameters, and the machine chooses the track on its own and moves along the field confidently. The chemical solution consumption is 100 l/hectare

at the speed of 22 km/h. The AutoGuide 3000 terminal is also a very helpful tool.'

In Tambov Oblast, the MF 9335 demonstration was held on the premises of Petrovo farm. This enterprise possesses about 3,000 hectares of land and grows sunflower, maize, barley, soybean, wheat, and other crops.

'Currently, we operate four pulled sprayers', says Vladislav Petrov, Deputy Director of the enterprise. 'We are trying to keep up with the latest developments in the machinery building industry and constantly upgrade our fleet. We were very happy with the performance demonstrated by the Massey Ferguson 9335. The sprayer is reliable, efficient, powerful and comfortable. The high clearance of 1.65 m and the variable hydraulic track width adjustment within the range of 2.8 m - 3.2 m make it possible to use it for almost any crop.'

For the farmers of Penza oblast, the Massey Ferguson 9335 was showcased on the premises of APK Nechayevsky (Mokshan district).

'We have brought this model to the region for the first time', says Ali Umarov, Head of Penza branch office of AgroCentreZakharovo. 'The machine seems to be gaining popularity very fast — six farms are already considering buying it. This is not surprising — the Massey Ferguson 9335 is really good value for money!'

The demo shows of the Massey Ferguson 9335 Self Propelled Sprayers will be held in many more regions. A large number of farmers will buy these machines to increase their yields and make the Russian farming business even more successful!

*By Aleksandr KUTISHCHEV,  
Viktor BARGOTIN,  
DARYA DENISOVA*





# No more trade-offs! Save machinery, time and money!



**It is a well-established fact that there is a direct correlation between the technical equipment of an enterprise and its production output and quality and hence its ability to maintain a strong market position. Every year, more and more of the world's finest motors come to a roar in the Russian fields. Tractors, combine harvesters and seed drills of globally recognised brands, the level of sophistication of which borders on rocket science, are added up to the machinery fleets of both small-scale farming enterprises and large holdings. Tens of regional field days taking place in-between the sowing and the harvesting seasons showcase the latest models.**

Needless to say, investment in top-grade machinery produces tangible results. Just a look at the development of agricultural industry over the recent years is enough to confirm that.

Institute of agricultural market conjuncture (ICAR) has released the following data: a record crop of food-quality wheat and yield growth in other crops are expected based on the results of the first half-year 2019/2020. According to ICAR, this is down to the expansion of

the sown area and improved crop productivity.

Furthermore, a growth of raw milk production at 4-4.5% is projected. The key driving factor cited by the analysts is the increase of cattle milking capacity.

Yet, there is one more important contributing factor which should not be overlooked. Farmers are expanding their land bank because modern high-performance machinery enables them to cultivate more

land within the same period of time. The crop yields are improving due to better soil tillage, more exact sowing and precise crop protection agent and fertiliser application with state-of-the-art equipment. As a result, farmers produce excellent forages which leads to an increase in cattle performance.

However, 'dizziness from success' is fraught with danger. Amid big words and large figures, the most important factors determining

the success of the strategic plan often slip away. Even though enterprises are equipped with new machinery, they mostly carry on working extensively. A lot of them have not learnt or, alas, are not even trying to learn to use modern machinery with maximum economic effect. They invest a lot of money into a machine and put it into the fields rapidly, without even considering how to pay off its cost in the shortest time while preserving the unit in the best possible condition.

Only the most rational and forward-looking farmers wonder: 'What would a good owner do? How do I use it to get the best mileage and longevity?' And, consequently, how to switch their operations from the extensive growth mode to the intensive one.

To give illustrative answers to the above-mentioned questions, let us consider two cases.



AGROCENTRE RECOMMENDS

**Case 1.**  
**Feet of Clay agricultural holding**

Problem: the enterprise with an extensive machinery fleet at its disposal cultivates a large acreage. A bearing on one of the tractors in the field is worn out and breaks down. The unit stops.

Find: a way to restore the machine as fast as possible and prevent considerable losses associated with downtime.

Solution: a technician refers to a dealer whose warehouse and service centre are located nearest to the operation and finds the bearing in question. The part is genuine, high-quality, it can be promptly delivered to replace the broken one.

But there is also a control and revision department in the company which must verify the technician's decision. Despite good calculation skills, sometimes the employees of the department miscalculate the situation. They tell the technician the following: 'We have found a similar bearing 300 rubles cheaper in a neighbouring town. Go and buy it there, there is no need to waste money.'

Outcome: the technician jumps into his off-roader and

drives to the neighbouring town 150 km away. All the while, the tractor stands idle in the field. The 300 rubles which have inspired the control and revision department – in fact a sum even higher than that – is spent on gas to the town and back. It is going to take another half-day before the faulty bearing is replaced with the new one. By then, tens of thousands rubles have been lost, not just the mere 300 rubles. When the tractor is finally back in operation, the combine harvester previously repaired with counterfeit parts — plus the same amount of time wasted - breaks down in an adjacent field.

'Effective' solutions for a dynamically developing enterprise, aren't they?

This is a real-life example of an emergency case. First of all, with the current level of dealer support and service, the very fact that such an episode has been allowed to take place is a self-insult for any modern enterprise. Second, the episode was not only permitted to happen, but solved in a most inefficient manner. Third — and the saddest — is that thousands of similar cases are concealed beneath the loud

successes later mentioned at a next Field day.

Fortunately, this scenario is not true for every company.

**Case 2.**  
**The farming enterprise Pacesetter**

Problem: the enterprise works several thousand hectares. It approaches the machinery choice and operation responsibly. The management strives to reduce the costs while improving the produce quality and volume, i. e. does exactly what the modern machinery has been developed for. No emergencies ever occur here in peak season. The business works like Swiss watch on the wrist of a good host.

Find: how does the company do it?

Solution: the enterprise has not only opted for excellent machinery, but also ensured its uninterrupted operation by entrusting a proven dealer with its maintenance.

The company had concluded a machinery service agreement with an official service department for the entire season. Thus, consumables for routine maintenance are planned for several thousand engine

hours. The service technicians perform regular preventive checks of the machinery according to an established schedule. Modern software solutions make even remote operation monitoring of individual assembly units possible, which facilitates timely identification of the fatigued parts prior to their failure. The service technicians receive genuine spare parts from the warehouse located nearby in a timely manner. Within the deadlines convenient for the farming enterprise (not during peak season), the machine comes back to the field. The fundamental idea behind the service agreement is cost approach. The money goes into ensuring continuous machine operation and minimising downtime, rather than repair.

In fact, the enterprise not only saves the equipment, time and money. Such support has a number of benefits: when spare parts are purchased in a package for the entire season, you get extra discounts for an early order. The hourly rates of the repair team in-between the seasons in the stationary conditions of the service centre are more affordable. Besides, the enterprise always has priority in the order schedule over those which are serviced on an emergency — like the characters of the first case — without the agreement.

That is what is called intensive growth.

The higher the solution quality, the fewer extra actions and the less costs.

A smart farmer invests into fault-free operation. Those who have not realized it continue paying bitterly for downtime.

We firmly believe that the number of the former kind of farmers is on an upward trend in this country.

By Aleksandr KUTISHCHEV





## Innovations from HORSCH

**If you want a high yield, opt for innovations! Experts recommend HORSCH machinery capable of operating in any field and under any climatic conditions. Oryol branch of AgroCentreLiski presents the new HORSCH Pronto 12 NT PPF FLD seed drill which is used for both seed and liquid fertiliser placement (liquid compound fertiliser containing nitrogen and phosphorus or carbamide-ammonia mixture).**

Today, farmers commonly use either liquid nitrogen-phosphorus compound fertiliser (LCF) or carbamide-ammonia mixture (CAM). Application of LCF during sowing eliminates nutrient deficiency, prevents crop diseases and ensures a considerable yield increase.

'LCFs are produced by means of orthophosphoric or polyphosphoric acid neutralisation with ammonia', says Aleksandr Ivanov, Sales Representative of AgroCentreLiski. 'The formulation contains 48% of the active ingredient, including 11% of nitrogen and 37% of phosphorus. LCF can be mixed with water, solid fertiliser solutions or ammonia-free liquid nitrogen. Crops take up the nutrients through the roots quickly and easily.'

Experts state that this technology is more efficient than the use of powder or granular fertilisers. Liquid formulations penetrate the soil much faster, increasing the yield and enhancing the crop quality. They eliminate nutrient deficiency and prevent diseases like mildew and rust.

'The farmers of Tula oblast have been looking into this efficient technology for a long time', shares Aleksandr Ivanov, 'but they could not implement it in their fields as they had no appropriate machinery. We are glad that AgroCentreLiski has managed to solve this problem with the help of the new HORSCH Pronto 12 NT PPF FLD. It is a compact and versatile seed drill for direct and mulch sowing. The unit is equipped with a liquid fertiliser application system which places the fertiliser between the rows during sowing thus protecting the plants from burning. What is more, the seed drill has a dedicated

hopper for safe transportation of fertiliser.'

Naryshkino farm, Tyoploye district, Tula oblast, was the first enterprise in the region to buy a HORSCH Pronto 12 NT PPF FLD.

'The 12,000 litre hopper of the HORSCH Pronto 12 NT PPF FLD has three sections', explains Aleksandr Ivanov. 'One of them with the capacity of 6,000 litres is used for seeds, while dry and fluid fertilisers are placed in the 2,000 litre and 4,000 litre sections, respectively. This convenient arrangement was one of the reasons why our clients opted for HORSCH.'

Naryshkino is one of the leading operations in the

region. The farm is engaged in crop farming on the area of over 5,000 ha. Aleksandr Zharov, Head of the enterprise, is an experienced farmer who has received numerous awards from the authorities for his high yields. He is always very careful about choosing machinery for his enterprise.

'The seed drill meets all of the farm's needs', continues Aleksandr Ivanov. 'The HORSCH Pronto 12 NT PPF FLD is incredibly efficient due to the 12 m working width and the high speed of seeding: from 10 km/h to 20 km/h. The rigid hitch attaching the main frame to the seed and fertiliser hopper transfers some weight from the hopper to the seed coulters ensuring additional pressure and proper seed placement even if there is not enough moisture in the soil.'

The TurboDisc solution makes for uniform emergence of crops due to precise seed placement.

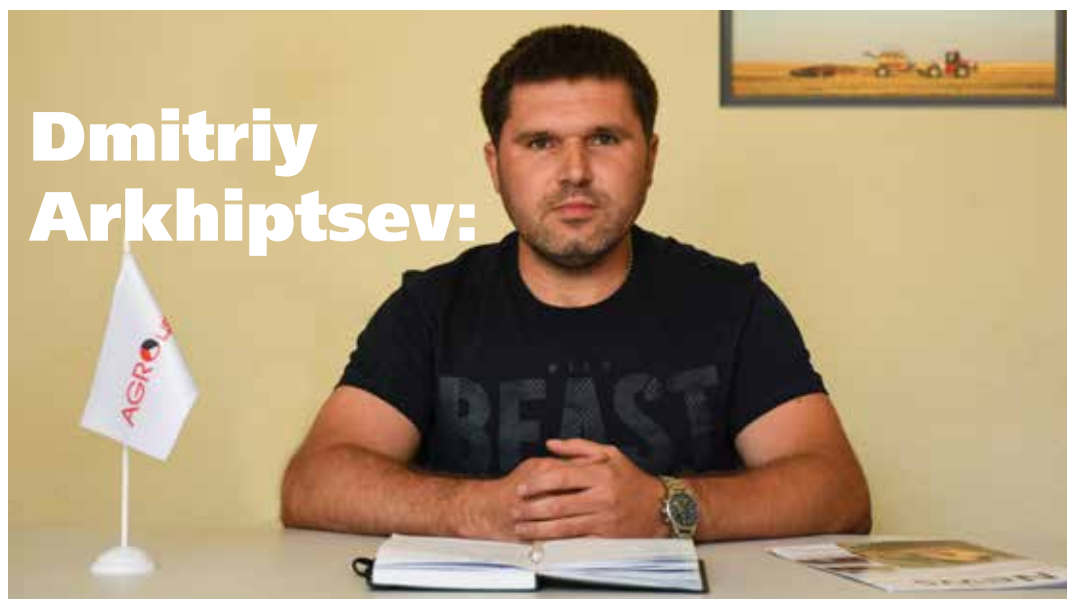
'The coulters follow the terrain contours', continues Aleksandr Ivanov, 'placing the seeds to a set depth evenly and accurately. The press wheel guarantees optimum seed-soil contact and excellent depth control.'

The specialists of Tula branch of AgroCentreLiski have no doubt that the new HORSCH Pronto 12 NT PPF FLD seed drill will help to receive higher yields.



By DARYA DENISOVA





## Dmitriy Arkhiptsev:

# AgroCentre anticipates client's needs

**Arkhiptsev agricultural enterprise has been operating in Volovo district, Lipetsk oblast successfully for about thirty years. The family started the business having a 60-ha plot of land and a few Russian machines. Today, the farm has 4,500 ha of land in total and cutting-edge agricultural machinery.**

In 1991, on the cusp of the dissolution of the Soviet Union, Nina and Sergey Arkhiptsev in cooperation with their relatives set up a small farm to grow cereal crops. In the lean years of the country transition, each family member, young and old, toiled in the field. Dmitriy Arkhiptsev, Farm Manager today, gained his first-hand experience of farming at the age of 13 helping his parents.

'In my early teens, I started to take an active part in the family business', recalls Dmitriy Arkhiptsev. 'I was entrusted

with the task of transporting grain from the threshing floor to the storage facility. Working as a machine operator, I was spending my summers in the fields. Even throughout the school year, I kept on working making my contribution to the farm development.'

After school, Dmitriy Arkhiptsev left the nest, received two degrees, in Economics and in Law, served as an officer in the army for a few years, then worked for Gazprom company and at several agricultural enterprises. In 2015, a new

challenge brought him back to his native village.

'Due to the crisis of 2014, the government ceased funding for farming enterprises', continues Dmitriy Arkhiptsev. 'Our family business was in limbo, so I came back driven by the ambition to make it prosper. We managed to find a new source of financing and keep the farm afloat. After a few years, ready to move to the next level and employ new technologies, we started to work with AgroCentre, which has proved to be the right choice.'

The first contract was for Trimble navigation system for self-propelled machines. AgroCentre's specialists came to the farm, set the system up and trained the local technician to operate it. The great performance of the system paved the way for the further long-term productive relations between the farm and the dealer.

One of the favourite acquisitions of Arkhiptsev operation is a JCB 535-95 Agri telescopic handler.

'In the past two years, the

telehandler has done over 2,000 hours', says Dmitriy. 'The machine is truly impressive: one time, it handled 800 tonnes of wheat per shift. Apart from hauling operations, the all-rounder is involved in soil cultivation, construction and other farm works. We've opted for JCB knowing that the British brand is the undisputed world leader in agricultural machinery building.'

Along with that, AgroCentre delivered a Horsch Tiger 4MT cultivator last year and a new Horsch Pronto 12 NT seed drill not long ago.

'We believe that proper ploughing provides for better soil fertility and bumper yields', continues Dmitriy Arkhiptsev. 'The Horsch Tiger 4 MT does most of the tillage works. With the newcomer, land is cultivated at over 20 km/h with no loss of quality, up to 80 hectares per shift. Soon, we'll start preparing the soil for sowing winter crops. We are sure that everything will be to a high standard and on time.'

Soon, the Horsch Pronto 12 NT seed drill will have a chance to show its worth to the full.

'We are looking forward to seeing the performance of the Horsch Pronto 12 NT at its first trial — seeding green cover crops,' says Dmitriy smiling. 'Since we are not engaged in livestock farming, we don't have any organic fertiliser in-house. By the end of summer, we are going to plant 500 hectares of cover crops, and, in autumn, the machine will take care of the winter wheat.'

According to Dmitriy, the next stage of the farm development will involve updating the farm fleet. Domestically manufactured machines do not meet the challenges of the progressive farm, so Arkhiptsev farm has taken a decision to keep on upgrading its fleet with imported equipment supplied by AgroCentre.

'From the very first days of our cooperation, AgroCentre has anticipated our needs and wishes', sums up Dmitriy Arkhiptsev. 'Today, the agricultural machinery market is oversaturated — too many brands and even more dealers. We are so glad that a few years ago we chose this particular company.'

By Viktor BARGOTIN



# Plus Year Two



## Plus Year Two — a post-warranty service package for JCB telescopic handlers

The extended Plus Year Two package provides up to 4,000 engine hours or a second year of coverage and involves a free repair or replacement of the parts that failed due to defects in workmanship.

- To sign up for the programme, a service contract needs to be concluded.

- The contract provides for up to 2,000 engine hours and 8 scheduled maintenance sessions with both works and consumables (spare parts + oils and lubricants) available on favourable terms. That also includes comprehensive maintenance done every 1,000 or 2,000 engine hours.

- The programme is valid from 01 July to 31 August 2020.

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

### 23-24 July

Ryazan Field Day  
Vyshgorod village, Ryazan oblast

### 30 July

Chelyabinsk Field Day  
Chebarkul district, Chelyabinsk oblast

### 4-7 August

20<sup>th</sup> Golden Niva International  
Agricultural Trade Fair  
Ust-Labinsk district, Krasnodar area

# 12+

AGROЦЕНТР

Publisher: AgroCentre Group of Companies

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79A Radishchev Street, 305004, Kursk,  
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Signed for printing on 20.08.2020  
Distributed free of charge  
Translated by the International Projects Department  
of EkoNiva-APK Holding, LLC  
Printed by VIP Publishing House LLC, 5, 1st Mokovskiy  
lane, Kursk, 305007. The circulation of the issue: 90 copies.  
Order № \_\_\_\_\_