

AGROЦЕНТР News

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High power and chic

Massey Ferguson 8700S Black Edition – elegant design and excellent performance



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Tractor of the Year

The MF 8S.265 with Exclusive specification package featuring Dyna E-Power transmission has been recognised as Tractor of the year 2021. The prestigious annual award honors innovative solutions, cutting-edge technologies and outstanding performance.



Massey Ferguson specialists are distinguished by their unfailing pursuit to facilitate the operator's work, among other things, through smart farming approach.

The MF 8S Series comprises four brand new models – the MF 8S.205, MF 8S.225, MF 8S.245 and MF 8S.265. They all boast the unique Protect U engine design. Built on a wheelbase of 3.05 m, the units offer maximum power ranging

from 205 to 265 hp. The Dyna-7 semi-powershift gearbox has a total of 28 forward and reverse gears which are shifted under load.

'The transmission is 10% more economical compared to the previous generation', points out Viktor Ovsyannikov, Head of Yaroslavl branch of AgroCentreZakharovo. 'The Dyna E-Power Dual Clutch option is an innovation that comes with Exclusive models. At higher speeds, it allows for

a considerable reduction of engine power loss, which in its turn saves fuel.'

The MF vDisplay digital dashboard, where all the information about the machine operation is displayed, controls the tractor systems.

'This MF tractor model is indeed packed with novel options', continues Viktor Ovsyannikov. 'There will definitely be a high demand for the tractor among the

farmers throughout the country, including our region. We expect the first units to arrive this year.'

Tractor of the Year awards will take its rightful place in the impressive list of top accolades received by the Massey Ferguson 8S. The machine already has one silver and three gold medals of the Best Event Award 2020 and Best Event Award World 2020.

By Tatyana IGNATENKO

Your ideal harvester



The all-new Fendt IDEAL harvester — a Red Dot trade fair and Agritechnica prize winner — has been unveiled to the Russian public.

Experience in the development of cutting-edge technologies and feedback from the clients all over the world were thoroughly studied to design the Fendt IDEAL combine harvester. The manufacturer's engineers tested the machine in different

regions under the most extreme operating conditions. The unit handled all the tasks well and already proved its worth in European fields.

The model is equipped with the Dual Helix processor, which ensures supreme threshing quality and low power

consumption. The PowerFlow belts transport the crop directly under the auger, which guarantees uniform, heads-first feed for all types of crops.

'Two Helix rotors are the heart of the Fendt IDEAL 8 and 9 performance class combine harvesters', says Ali Umarov, Head of Penza branch of AgroCentreZakharovo. 'They have an unparalleled length of 4.85 m and a diameter of 600 mm – the dimensions which render them the largest in the world. The processor requires much less power, which substantially increases the efficiency of the machine helping to preserve the highest quality of straw and grain. Another advantage of the product is the potent MAN engine with a unique cooling system. Depending on the air temperature and time of the day, the fan can automatically reverse direction.'

IDEALharvest™ system is designed to automatically adjust the combine settings offering three basic crop

harvesting strategies: minimising grain cracking, losses and contamination of the material. The Fendt IDEAL can be equipped with two types of grain tanks. The first type is the Streamer 210 with a capacity of 17,100 l, which is discharged at a speed of up to 210 l/min. The second variant is the Streamer 140, which can be filled with 12,500 l of material at a speed of up to 140 l/s. The standard-spec version is fitted with a hydraulic straw distributor to change the discharge rate right from the cab.

'The Fendt IDEAL is surely as efficient as two conventional combine harvesters. It can become a perfect helping hand in the production process', continues Ali Umarov. 'Two large farms in our region have already expressed a considerable interest in this product and are looking forward to the start of its sale in Russia.'

By Tatyana IGNATENKO

Horsch wins new fans



AgroCentreZakharovo has become an official dealer of Horsch in Yaroslavl oblast.

Each farming enterprise aspires to boosting its yields, improving its product quality and minimising its costs. Horsch is the best tool to achieve all these goals.

'Now we can offer German machinery

of ultimate quality to Yaroslavl farmers', says Viktor Ovchinnikov, Yaroslavl Branch Manager, AgroCentreZakharovo. 'The new area of responsibility has strengthened our position as a dealer.'

Horsch boasts a comprehensive product line: from soil tillage solutions to powerful seed drills. All machines are fully automated, which allows real-time field work monitoring with any gadget from anywhere.

The reliable brand has been extremely popular with European and Russian farmers for many years. One of the top stars of the Horsch machinery lineup is the new generation Sprinter seed drill. It is perfectly suited for large farming operations and can be used for both conventional and no-till sowing.

'Before the start of the new agricultural season, the demand for farm machines is growing', comments Viktor Ovchinnikov. 'The Horsch Maestro is becoming a best-seller in Yaroslavl. This unique machine is equipped with the innovative seed metering and placement control systems.'

The Horsch Pronto drill is another efficient solution for trouble-free high-quality sowing at a speed of up to 20 km/h. This high-power machine is fitted with the PowerDisc seed coulters ensuring precise seed placement even in heavy soils.

'The compact Horsch Joker disc harrow and the Horsch Tiger stubble cultivator are currently among the most in-demand machines', explains Viktor Ovchinnikov. 'They are perfect fits for farms with a mixed crop rotation. Impressive power and unsurpassed off-road performance with low horse-power requirement make them indispensable for stubble cultivation after maize, sunflower, lodged cereals of high-stalked green manure crops. You just can't beat Horsch!'

By Tatyana IGNATENKO

Building professional excellence with Massey Ferguson



AgroCentreZakharovo has held internal spring trainings on Massey Ferguson machinery.

Massey Ferguson tractors, balers, sprayers and combines have proved to be indispensable assistants on any farm.

'The focus of this year's internal trainings for our sales reps is the Massey Ferguson lineup', says Aleksey Letyagin, Product Manager. 'The participants have a detailed overview of the key features and benefits of the machinery and some operating experience.'

The MF IDEAL harvester that harnesses industry leading technology is one of the training programme highlights. The 'clean-sheet' design has been developed over 6 years based on the input from producers and operators worldwide and the most rigorous trials.

'The IDEAL harvester power ranges from 451 to 647 hp', continues Aleksey Letyagin. 'The extra-long 4.84-metre rotor and the main threshing concave area, the largest on

the market, ensure low grain losses at high output and good straw quality. Fitted with a large 17,100-litre grain tank, the machine unloads at 210 l/min.'

The control system features the IDEALharvest application to visualise and adjust the performance if needed and an operator display for real-time yield-mapping.

At the heart of the combines, is the unique DriveCenter engine manifold, which includes the drive for the chopper, header, processor and hydraulic pumps. Its straightforward design and low

overall weight require minimal power, consuming less fuel.

'It is a truly perfect harvester', declares Vyacheslav Kalinin, Altai branch Manager. 'A must-have for those who strive for high harvesting performance.'

In the run-up to the sowing season, Massey Ferguson machines across the regions are all set and ready for action, as well as AgroCentreZakharovo specialists are after the productive training and final tests passed with flying colours.

By DARYA DENISOVA



Barnaul branch office of AgroCentre has hosted a three-day workshop on JCB telehandlers for the specialists of engineering and maintenance departments.

Cutting-edge knowledge for excellent service

JCB equipment is well known for its dependability, versatility and cost efficiency. Bearing in mind that premium-quality machinery requires high qualification of maintenance specialists, AgroCentre holds training sessions on a regular basis.

Oleg Zablude, JCB Russia Product Manager, arrived in

Barnaul to bring AgroCentre's technicians up to speed on the operation and servicing of JCB telescopic handlers. Along with the Barnaul office specialists, the technicians from Krasnoyarsk and Omsk branches attended the workshop.

'The programme comprises both theory

in the format of lectures and presentations and practical training', comments Viktor Iel, Manager of Technical Department of AgroCentre Barnaul branch office. 'The participants gained a detailed insight into all assembly units of JCB equipment and conducted performance tests. Holding

such workshops regularly enables us to provide young specialists with firsthand information and experience and thus improve their knowledge and skills.'

AgroCentre's mission is to deliver high expertise and flawless service to its customers; therefore, continuous professional development of its technicians is the priority.

By Aleksandr KUTISHCHEV

Taking forage production to the next level

Kverneland, an international agricultural equipment manufacturer, has introduced its novelties — the Kverneland 9670 S Evo and the 9670 S Vario double rotor rake — to Russian farmers.

The new Kverneland 9670 S Evo and the 9670 S Vario are side delivery rakes with working widths of 6.65 m and 6.65/7.85 m, respectively. Equipped with the upgraded TerraLink Plus cardanic rotor attachment, the units deliver flexibility in raking, more comfort in operating and higher forage quality.

'The Kverneland rakes can be easily coupled with a wide range of self-propelled machines', states Nikolay

Kunitsyn, Sales Director of AgroCentreLiski. 'Improved steering system ensures better manoeuvrability of the implements in the fields. The rear carrier frame with controlled steering facility enables the operator to make tight turns on headlands, even in irregularly shaped fields, while the active wheel steering enhances the ability to make of, sharp turns of up to 80°.'

With the special rotor setup having a smaller rotor in the



back, larger areas can be raked into one row. Both of the units can collect the green mass either into one large swath or two smaller ones, while the Kverneland 9670 S Vario provides even more flexibility as it can place two large swaths into one — with a total of up to 13.0 m of the green mass gathered into one swath.

Along with the other models in the lineup, the Kverneland 9670 S Evo and the Kverneland 9670 S Vario are equipped with the CompactLine gearbox featuring Kverneland-developed cam tracks, which are specifically

tailored to individual rotor diameters for optimum raking at any working width and with any model. The high-tensile tine arm holders and two bearings on either side of the driveshaft provide the compact unit with ultimate strength and dependability.

'The new rake implements will soon be available at AgroCentre branch offices', concludes Nikolay Kunitsyn. 'There is no doubt that the novelties will rank high in their segment and take the forage production in our region to the next level.'

By Viktor BARGOTIN



Despite the economic fallout from the coronavirus pandemic, JCB Corporation keeps on meeting the needs of agricultural producers offering advanced solutions. This year, the company has extended its range of telescopic wheel loaders with the all-new JCB TM320.

JCB lineup extended

JCB engineers have maximised the performance of the telescopic handler by means of load-sensing hydraulics and class-leading engine power and torque. The JCB TM320 delivers up to 12% fuel economy, a lifting capacity increased to 3,200 kg and maximum hydraulic flow of up to 160 l/min (the TM 320S model). This series has an excellent combination of 5.2 m lift height and 2.9 m forward reach allowing the operator to tackle any task.

‘The engine is the heart of any machine’, says Vladimir Manukovskiy, JCB Product Manager of AgroCentreLiski. ‘The JCB TM320 features the JCB EcoMAX T4i turbocharged engine, which ensures improved performance at low rpms and guarantees high fuel efficiency. The JCB EcoMAX T4i can be adapted to run on lower-grade fuels. Moreover, it does not require costly heat-resistant lube oils and additional cleaning agents for exhaust gases.’

The JCB TM320 combines the articulated frame of wheel loaders and the telescopic boom of telehandlers. So, it is a hybrid of two machines. The TM320’s tough, inverted U-shaped boom pressing features fully welded closing plates for ultimate strength and is mounted into a heavy-duty loader tower.

A heavy-duty centre joint takes both vertical and horizontal loadings for maximum durability and rigidity.

‘The JCB TM320 is extremely robust and reliable’, says Vladimir Manukovskiy. ‘All key elements and mechanisms are safe and secure – the under-machine protection plates shield the engine and driveline from impact damage. The fold-up rear hitch design prevents grounding when working on gradients or uneven surfaces. The loader’s cast rear counterweight helps avert impact damage as well.’

Additional benefits of the JCB TM320 are low maintenance and extended service intervals. The design does not feature a diesel particulate filter, which cuts running costs. The wide-core single-faced cooling pack lets small materials pass through for less cleaning. A cyclonic air cleaner reduces debris build-up in the air filter. Moreover, the TM320’s wide-opening rear bonnet gives clear access to service points, no tools are

required to get to the battery. The self-lubricating boom wear pads provide virtually maintenance-free operation.

‘JCB LiveLink ensures maintenance is kept up to date’, continues Vladimir Manukovskiy. ‘Accurate hours monitoring and service alerts improve maintenance planning, and real-time vehicle location data makes it easy to manage the fleet efficiently. Thanks to electronic (fuel) injection, this system allows for tracking fuel consumption per hour, which is not provided by machines with mechanical injection.’

Operators enjoy driving the new machine. The cab is large and roomy with plenty of storage for home comforts and work essentials. Besides, the armrest console folds back so the right-hand door of

the loader can be easily used. Boom end damping on lift and retract reduces shock to the cab. The operator presence switch disables drive on leaving the seat preventing accidental operation. In addition to this, the TM320 ensures complete control with a high, centrally mounted driving position, a low boom pivot and large glass areas giving an unhampered 360° view.

‘It is easy to promote the new model’, comments Vladimir Manukovskiy. ‘The demo shows produce great impression. After seeing with their own eyes what tasks the JCB TM320 can handle, farmers have all the answers and want to see the novelty on their own farms.’

By Viktor BARGOTIN



Horsch Tiger in its natural habitat

These 'felines' started to appear in the Russian fields over ten years ago. First, local farmers found the Tigers exotic and treated them with caution, but as the time passed by, they got to know and trust them.

The Tiger 4MT cultivators by Horsch have proven to be ideal for processing maize and sunflower stubble, working fields with lodged crops and tall-stalked green manure. The machine successfully cultivates areas planted with rapeseed, cereals and catch crops as well as fallow and grass lands. The Tiger crushes large-stemmed crop residues, breaks down heavy clods and loosens soil to a depth of 35 cm.

The Tiger 4MT combines the features of a heavy disc harrow and a subsoiler. Its four-bar frame, 85 cm in height, ensures maximum flotation. The heavy, two-row DiscSystem with a large disc diameter of 68 cm reliably crumbles and incorporates harvest residues.

The cultivator is equipped with two rows of TerraGrip tines and MulchMix coulters with a 45-cm spacing, which allows for deep loosening and intensive mixing of soil. The important add-on are the single row disc system in front of the packer for levelling the working surface and the TopRing packer for optimum consolidation.

'The Horsch Tiger 4MT can be used as a replacement for a plough', says Vladimir Polozkov, Manager of the Lipetsk branch of AgroCentreLiski. 'Essentially, this machine is designed as a hybrid of a cultivator and a heavy disc harrow. It can be compared to a universal soldier capable of various farming operations and suitable for our fields with

different types of soil.'

The Tiger 4MT cultivator with non-folding wing sections comes with a middle chassis, a double Doppel-RollPack packer and the system of precise fertiliser application. Besides, an optional 2,550-litre hopper with targeted solid fertiliser placement is available for this machine. This innovative solution based on the metering unit and the pneumatic system of the Horsch Pronto can significantly increase the fertiliser efficiency and reduce the application cost, as it offers deep loosening with the simultaneous placement of phosphorus and potassium fertiliser for both pre-seeding and basic tillage instead of autumn ploughing, which is

an undeniable benefit for Russian farmers.

'We first heard about the Horsch Tiger 4MT from our fellow farmers', says Dzhandarbek Aduyev, Manager of AST agricultural holding, Lipetsk oblast. 'They spoke well of the machine, and we contacted AgroCentre. The dealer's sales representatives immediately went from words to actions and arranged a demo. We were really impressed by its performance. The daisy-shaped discs till the soil effectively and the price is quite affordable in comparison with other brands. All round, the Horsch Tiger 4MT is packed with benefits and we do need it on our farm.'

By Viktor BARGOTIN



AGROCENTRE RECOMMENDS



While performance remains one of the key criteria for choosing a tractor, modern farmers are paying more and more attention to the exterior of machines. Style is becoming increasingly significant in the agricultural world.

Designing the new 8700S series Massey Ferguson tractors, AGCO Corporation pursued an objective to build high-capacity, robust and easy-to-use machines. This year, the manufacturer has set the bar even higher combining elegance with power and user friendliness in the 8700S Black Edition.

‘The new generation AGCO Power 6-cylinder 370 hp engines ensure maximum torque at low revs minimising fuel consumption’, says Maksim Sidelnikov, AgroCentreLiski Voronezh Branch Manager. ‘They provide an impressive lugging ability, the best in class power-to-weight ratio, a low ground pressure and enhanced operator comfort. One of the most progressive features of the Black Edition is the Dyna-VT transmission allowing the machine to handle the most challenging tasks.’

The unique continuously variable Dyna-VT transmission

knows no limits. It guarantees seamless shifting between gears when moving at the speed range from 0.03 to 50 km/hour. The operator can choose an optimal speed depending on the conditions and the implements used. It is possible to sharply increase or decrease the speed when operating at full capacity to maximise performance and quality of work.

‘The CVT transmission and auxiliary hydraulic oil reservoirs are separated to eliminate the risk of cross contamination and increase oil change intervals’, continues Maksim Sidelnikov. ‘The machines feature a three-point rear linkage with a lift capacity of 12 tonnes and a 5-tonne front linkage with two sets of hydraulic couplers and a free return coupler.’

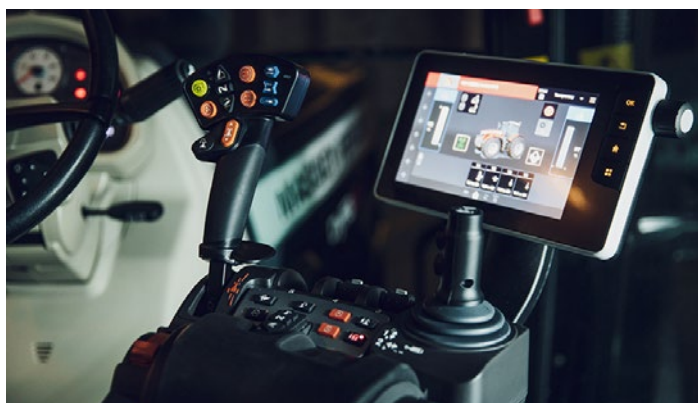
Fitted with the 205 litre/minute hydraulic pump and electronic linkage control, the tractor can be coupled to any mounted or trailed implement. Four

hydraulic valves come standard. If necessary, four more valves can be installed additionally. They are easily adjustable and ensure precise and easy equipment control.

The 8700S series Massey Ferguson tractors offer superb operator comfort. The immaculately thought-out cab design combines electronic control system, 360° visibility and the best ergonomics

everyday maintenance fast and easy. Regular check-ups can be carried out by the operator, which saves both time and money increasing service intervals by 25% (up to 500 hours) and reducing maintenance costs.

‘AgroCentre has added the new Massey Fergusson 8700S Black Edition to its portfolio’, says Maksim Sidelnikov. ‘Our customers are paying



in this power bracket. The OptiRide Plus cab suspension can automatically register the degree of cab tilt and raise the hydraulics to restore equilibrium. Along with the air suspension driver seat, it creates comfortable working conditions for the operator.

Engineers have combined efficiency and style to make

more and more attention to the exterior of machines. Now we have to offer elegant design along with excellent performance. In this regard, Massey Ferguson 8700S Black Edition is a role-model. Agriculture has its own fashion icons and Black Edition is definitely one of them.’

By Viktor BARGOTIN



AgroCentre has supplied a new Massey Ferguson 7715 tractor to Rodina production cooperative in Tambov oblast. Designed for ultimate efficiency and low cost of operation, this machine is compatible with almost any trailed equipment.

Born to farm

AGCO tractor population is expanding at Rodina enterprise year by year. Recently, a high-power MF 7715 has become a welcome addition to two mid-range Massey Fergusson 6713 tractors operating at the enterprise. At the heart of the powerful 7 Series machine lies the AGCO Power 6.6-litre engine generating maximum power of up to 150 hp. High torque and low specific fuel consumption across a wide speed range ensure top performance.

'The new Dyna-6 transmission comes with the Engine Power Management system', comments Andrey Korolkov, Sales Rep at AgroCentreLiski, 'It provides continuous power delivery under various conditions and applications, increasing

productivity and maintaining constant speed whilst lowering fuel consumption. A wide range of gear shift options allows farmers to get the most out of the tractor in the fields.'

The unrivalled hydraulic operation of the Massey Ferguson 7715 is provided by a 110 litre/min closed centre load sensing system (CCLS) delivering flow and pressure on demand to help farmers tailor the machine to suit every application. Equipped with a hydraulic decompression system, rear couplers enable the operator to easily couple/uncouple the implements that are under pressure.

To meet the specific needs of this purpose-built tractor model, the Massey Ferguson engineers have employed the Common Rail diesel engine technology.

By calculating precise amount of fuel required by the engine at any given moment, the system ensures optimum combustion in the cylinders providing improved performance and fuel efficiency.

Ultimate comfort for more productive operator work is provided by the coloured dashboard offering better visibility and featuring the Setup & Information Screen with ergonomic navigation method. The Datatronic control centre display shows important tractor information including working area, distance data, fuel consumption and transmission and engine temperatures.

'It is not by chance that the Massey Ferguson 7715 tractor has replenished our machinery fleet', states Sergey Korolkov, Manager of Rodina production

cooperative. 'We have had a great partnership with AgroCentre for a few years already. Our joint work has proven to be effective thanks to their professional team and the dependable equipment. Two Massey Ferguson 6713 units were already running flawlessly at our enterprise, when we opted for a MF 7715 tractor. This year, our new farmhand will work from early spring through late autumn: applying mineral fertiliser, sowing, cultivating the fields and handling the grain. Over the last few years, Rodina production cooperative has significantly expanded, the renovation of the machinery fleet is the next step, and AgroCentre is the reliable partner we address for support'.

By Viktor BARGOTIN



FEEDBACK



Scandinavian reliability for tough conditions

Valtra tractor innovations are based on the feedback from the customers. Therefore, the Valtra T234 was designed to deliver power and efficiency. Operation and maintenance of the T234 are hassle-free, so farmers can focus on getting the work done.

Finnish Valtra tractors keep winning the hearts of Russian farmers and expanding into new territories. A year ago, AgroCentreZakharovo sold a Valtra T234 unit to Ivanov&K farm in Kurgan oblast. The machine showed flawless performance last season and is now ready to take on new challenges.

'We grow crops on 19,000 hectares', states Roman Kuzin, Manager of Ivanov&K farm, 'and replenish our machinery fleet with cutting-edge units on a regular basis. When it came to purchasing a reliable tractor, we approached AgroCentreZakharovo with a request. The specialists offered us the T234 tractor of the Finnish brand Valtra.

The machine caters for our needs in every respect: it is productive, fuel-efficient and easy to service.'

Under the bonnet of the Valtra T234 unit is the AGCO POWER 6-cylinder engine fitted with the EcoPower and SigmaPower systems. The engine meets EU Stage V regulations, it boosts the overall performance and reduces the fuel consumption and emissions. The hydrostatic six-range 5-step powershift transmission provides seamless power delivery at speeds of up to 40 km/h.

The high-performance hydraulic system is automatically adjusted depending on the load. The pumps of the load-sensing hydraulics are available with a capacity from 73 up to

160 l/min. With the high-output pump, the temperatures of the transmission and hydraulic oils are balanced by the heat exchange system that not only cools the hydraulic oil but also redirects heat when needed to ensure that the hydraulics do not get too cold in winter. All Valtra T Series models are fitted with zero-leak hydraulic valves, which prevent internal leakage and cylinder rod displacement.

Designed for heavy lifting, the Valtra T234 provides the highest lifting capacity available — 51 kN in the front and up to 95 kN in the rear. The lift height of 868 mm makes it easy to work with a wide range of implements. The hallmark of all Valtra machinery is optimal weight distribution. The rear linkage is designed to mount large implements.

'The tractor is indispensable, first and foremost, in soil cultivation', continues Roman Kuzin. 'Last season, the tractor's operating time was relatively short — around 500 engine hours,

yet it was sufficient to prove Valtra's worth.'

The tractor has been improved in terms of both design and functionality. The new model features all-new elegant exterior and a completely changed cooling system. The front of the tractor is fitted with a new radiator kit ensuring increased cooling capacity. This enables operation at extremely high temperatures with no additional engine cooling required.

'We have had a business partnership with AgroCentreZakharovo for a few years now', concludes Roman Kuzin. 'Besides the Valtra tractor, the dealer has delivered us two JCB loaders. When it came to choosing a dealer, professional service was what tipped the scales in favour of AgroCentre. Efficient and well-coordinated work of the service team eliminates the risk of machinery downtime and losses, which makes all the difference for us.'

By Viktor BARGOTIN

Time of the black and yellow

Until recently, farmers of Bolshevik Agricultural Cooperative in Belgorod oblast preferred red loaders exclusively. They had been fully satisfied with the brand until they got to know JCB machines.

At Bolshevik Cooperative, the year 2020 was marked by local 'technical revolution' — the red machines were replaced with powerful black and yellow JCB loaders.

'Two years ago, AgroCentre held a demo of the JCB 531-70 Loadall on our farm', recalls Igor Vasilchenko, Chief Engineer of Bolshevik Agricultural Cooperative. 'By that time, our machines had become outdated, and we decided to see a JCB all-rounder in operation. The telehandler impressed us and a few months later, we bought the first black and yellow helper from the dealer. By now, it has already done 1,500 engine hours.'

The best-selling JCB 531-70 comes equipped with a potent JCB Dieselmix Stage V engine. Together with the

transmission and axles, it ensures perfect operation of all machine components. The engine power ranges from 100 to 130 hp, and the torque at low revs allows for running at less load.

'All daily checkups of the 531-70 Loadall are quick, simple and safe and can be carried out at ground level', says Aleksandr Zhukov, Sales Rep of Belgorod branch of AgroCentreLiski. 'The one-piece bonnet fixed with a gas strut is designed for convenient access. The radiator chaff guard fan keeps debris out of the cooling package, and the flat floor with drain channels makes for easy cleaning of the cab.'

JCB 531-70's excellent performance and reliability prompted Bolshevik farmers to purchase a second telehandler, a JCB 535-95.

The machine with a robust 9.5-metre boom and a lifting capacity of up to 3.5 tonnes is built for heavy-duty applications.

'Our former units lacked the boom reach', continues Igor Vasilchenko. 'The stable boom and high lifting capacity of the new telehandler allow for piling and stacking grain, tackling various tasks on the farm and in the field just at the touch of a button. In the run-up to the new year, AgroCentre made us a great present — delivered the all-rounder to the farm. In a few weeks, it will get into top gear.'

The undercarriage of the JCB 535-95 is the main design benefit. The sturdy chassis provides stability with the maximum lifting capacity when working on any surface. All swivel wheels 4 x 4 x 4

make the telehandler the most manoeuvrable in its class. This is also ensured by the machine's compact wheelbase, improved steering system and a large viewing angle from the operator's cab.

'The JCB 535-95's cab is one of the largest around boasting convenient access', notes Aleksandr Zhukov. 'A large glass window area is to help the driver manoeuvre and work in tight spaces. Besides, the cab meets all safety standards and protects the person in case of overturning and falling debris. The seat and the steering column have several independent adjustments, all controls and instruments are located for quick and easy access.'

For Russian agricultural producers, JCB telehandlers have become virtually indispensable over the last 25 years proving their ultimate reliability, performance and cost efficiency. So, the time of the black and yellow is gaining momentum.

By Viktor BARGOTIN





Roman Maslov: We are city farmers

Thirty years ago, a family farming business was started in Podgornoye village in the vicinity of Voronezh. Over the years, the farmland has increased. At the same time, urban sprawl has gradually taken over the suburbs. Thus, at some point, the enterprise ended up within the city territory.

'Today Podgornoye is a district of Voronezh', says Roman Maslov, Director of Maslovskoye enterprise. 'It used to be a rural settlement with meadows and fields, and local farmers here engaged in arable and cattle farming. The annexation by the city caused intensive growth of our district both outward and upward — modern residential developments and shopping centres started popping up everywhere. It was then that fellow farmers nicknamed us "city farmers".'

The family business was launched in 1991 when Vyacheslav Maslov (Roman's father) together with his spouse Galina and parents established Maslovskoye enterprise. The main area of activity was potato, wheat and barley production. The farm had 56 hectares cultivated with just a couple of tractors and a handful of Soviet trailed implements.

'Our priorities haven't changed over the 30 years, we continue growing potatoes and cereals', says Roman Maslov. 'The arable land has increased up to 700 hectares, which is worked by over 20 modern machinery units today.'

Since his early childhood, Roman Maslov was eager to help his parents run the household. Operation of tractors, their inner workings and repair specifics always attracted the boy. When he was big enough, he got behind the wheel of a self-propelled machine for the first time.

'It was a dream come true, an overwhelming experience that determined my career path', recounts Roman Maslov. 'In 2002, I graduated from Voronezh Agricultural Institute with a degree in Engineering and started working full-time at our family enterprise.'

As time passed, the farm area increased, and on-site machinery could not handle all the tasks anymore. In 2005, the farm started upgrading the machinery fleet. The managers got acquainted with AgroCentre ten years ago at an agricultural trade fair, where they came to look for a reliable mid-power tractor. A sales rep of AgroCentre recommended to take a closer look at the Challenger 585D.

'Having operated in diverse conditions, the machine hasn't failed us once', says Roman Maslov. 'The reliability and performance are at their finest. Soon after the first unit, AgroCentre delivered two more — a Massey Ferguson 6713 and a MF 8737. The affordable price and accessible servicing had been important factors in decision making. And we have never regretted our choice. AgroCentre's on-site team

always responds promptly, even in high season.'

Due to modern machinery, high-quality seed material and consistent crop protection measures, the yields at Maslovskoye are increasing year by year. The farm keeps abreast of modern solutions, so the self-propelled units on the site are fitted with the Trimble navigation system. It increases sowing and soil tillage performance of the machines by 15%. Overlaps are completely ruled out, the operating speed of the machinery has gone up; material, fertiliser and fuel consumption has dropped considerably.

'To us, AgroCentre is not just a partner, but a good friend', sums up Roman Maslov. 'Everyone knows that a friend in need is a friend indeed. I always rely on AgroCentre and know that the dealer will come to our rescue in any challenging situation. I am positive that our cooperation will only strengthen in the future.'

By Viktor BARGOTIN

JCB DIESELMAX spare part prices reduced



JCB DIESELMAX

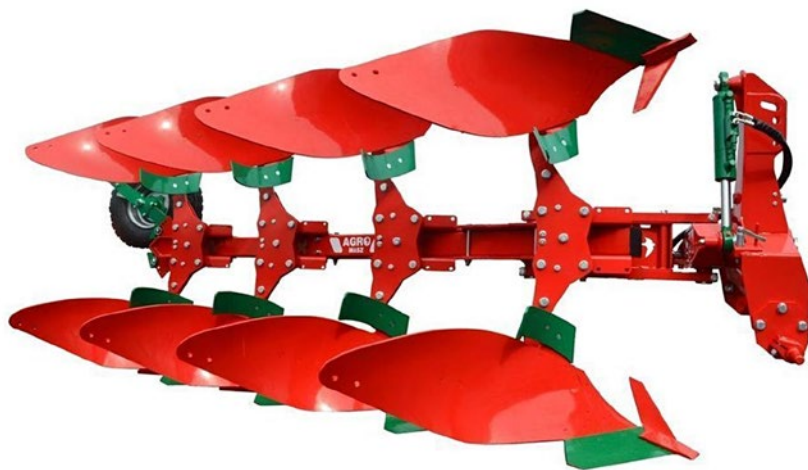
AgroCentre has a special offer on JCB DIESELMAX engine repairs:

- **special price** for genuine engine spare parts mostly required for repairs;
- **extra 20% off** the turbocharger 320/06047 if the engine is repaired at the workshop.

The offer is valid till 31 May 2021.

Original plough parts at super prices!

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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

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