

THE EVENT

Yaroslavl farmers are all **FOR**

Yaroslavl farmers and their neighbours in Kostroma, Vologda and Ivanovo oblasts received powerful support.



modern equipment

The event was opened by Viktor Semakin, deputy director of the oblast's department of agriculture. He pointed out that the local farmers are "all for" modern agricultural equipment, and even more so for modern servicing. And this must be so for the farms not to sustain seasonal losses due to idle time of the equipment.

"The strategy of AgroCentre is expressly aimed at bringing the servicing centres and customers' farms as close together as possible", says Andrey Serikov, head of the Yaroslavl branch of AgroCentreZakharovo. "The new servicing centre will reduce the time of responding to customer requests and the spare parts delivery period. In addition, our services can be used for preparing the equipment before the season starts".

The servicing centre maintains the traditions of AgroCentre: i.e. the specialists of the farms will be able to receive advice on technologies, to train in specific agricultural operations and to become acquainted with new farming machines. Also, the farmers will have an opportunity to choose the required equipment from the world's leading manufactures. The guests familiarised themselves with some models. 25 machines were displayed: Challenger tractors, harrows, and rakes, Kverneland ploughs, Rapid seeders, and JCB loaders.

After the presentation of the servicing centre, many guests became customers. Development of AgroCentre in the regions continues. The short term plans envisage the opening of one more division in Tambov oblast.

By Yulia SALKOVA

FIELD DAYS

A Field Day with AgroCentre

The AgroCentre Company invites farmers to attend Field Days with demonstrations of farming equipment and presentation of new products.

18 June — Field Day in Tyumen oblast

20 June — Field Day in Chelyabinsk oblast

25 June — Field Day in Vologda oblast

27 June — Field Day in Yaroslavl oblast



In addition, Field Days will take place in Tambov, Belgorod, Kursk, Bryansk, Lipetsk and Orel oblasts.

FACTS FROM
AROUND THE WORLD

The Tempo planter recognised as a pioneer



At the chief exhibition of the year in Hungary, Agrargep 2012, in the category "The Most Innovative Product of the Year",

an experienced jury awarded a prize to the Tempo planter manufactured by Vaderstad.

"This award is just the beginning of a successful career for the Tempo precision planter. We are sure that it will succeed just as well as its Rapid counterpart, which became widely popular over the last 15 years", said Tibor Kalmar, director general of the Vaderstad Werken AB subsidiary in Hungary.

Challenger finds a job in the Urals



The AgroCentreZakharovo Company attended an annual session of Chelyabinsk Oblast's Ministry of Agriculture. The managers and experts of agricultural enterprises and leading suppliers of agricultural machines, seeds and crop protecting agents got together to discuss the plans for the forthcoming field work.

In the Chelyabinsk oblast, AgroCentreZakharovo was the first enterprise to start dealing in the world-renowned Challenger agricultural equipment. Its first sale was the MT 685C wheeled tractor. Despite its short period of operation in Chelyabinsk, less than a year, the company has supplied the farmers with 15 agricultural machines from famous foreign manufacturers. Ten of them are Challenger tractors.

AgroCentreZakharovo is prepared to provide the farmers with various types of machines for the new season. There are 80 units of equipment in the storehouse. Some of them, e.g. fifth and sixth series Challenger tractors, Challenger SP115 self-propelled mower, JCB 541-70 telescopic loader and Vaderstad-built Rapid seeder were demonstrated to the farmers.

Sergey Chichai, head of the Chelyabinsk division of AgroCentreZakharovo noted the high demand for the Challenger tractors.

"Both large agricultural holdings and small farms need such machines", said Sergey Chichai. "These tractors offer a number of advantages. For instance, the modern TechStar CVT continuously variable transmission with the Power Management system reduces the fuel consumption while the reliable three-point rear suspension and the towing coupler handle high loads perfectly. The machines withstand wear and do not need frequent servicing. Starting this year, the fives and sixes are assembled in Russia".

For the new season, AgroCentre prepared a unique proposal for the

farmers, namely, each Challenger tractor bought in 2012 will be fitted with the Niva OnLine real time remote monitoring unit. This is a constituent part of the NivaControl precision agriculture system that optimises the agricultural machine operation and reduces the cost of fuel, seeds and fertilisers.

At the session, Ivan Fyoklin, the Chelyabinsk Oblast's Minister of Agriculture, pointed out that the suppliers of farming machines must take care of servicing in the region. This year, the Chelyabinsk farmers are in for a pleasing event, the opening of a high-tech maintenance centre. On an area of one hectare, there will be servicing workshops (580 sq m), a spare parts and consumables depot (250 sq m), a demonstration zone and offices. The facility is conveniently located on the M5 federal motorway.

AgroCentreZakharovo was awarded a Certificate of Appreciation for active participation in the event and promotion of products to the South Urals market.

By Anna BORDUNOVA

101 agricultural machines were presented at the Tyumen-based Traktorgrad section of the Agricultural Machinery and Equipment 2012 exhibition that displayed various technological solutions for farming enterprises. Thirty of them were from the AgroCentre firm.

AgroCentre presented the Challenger caterpillar tractors for the first time in the oblast. Making a few passes on the 765C caterpillar model, Vladimir Cheimetov, director of the department of agriculture, said he had never driven anything better. He also pointed out the excellent controllability of the machine.

AgroCentre presented seeding and soil treating systems from Vaderstad, disc harrows and self-propelled mowers from Challenger, fodder making machines and ploughs from Kverneland, soil treating units from Einbock, JCB loaders, Gustrower fertiliser distributors and a wide range of Challenger tractors.

"The exhibition will help the farmers choose the right things for the upcoming agricultural season and inspire them to use precision farming systems",



noted Vladimir Cheimetov as he watched the AgroCentre exposition. "This will help Tyumen farmers to unfailingly attain excellent results in the future".

AgroCentre offered a solution in this area, too. This is the NivaControl GPS system. Its function is satellite-aided monitoring, performance control and evaluation, keeping field work history records, accounting and many other

jobs. The exhibition guests saw NivaControl in action. The farmers liked its multi-role capability and low price compared to similar systems. AgroCentre's proposal for the farmers to fit by the Challenger tractors with this appliance by default also appealed to them. No other regional dealer offers anything like it.

"We have made our exposition informative and useful for the guests of the exhibition," said Aleksey Yurtayev, chief

of the Tyumen division of AgroCentreZakharovo LLC. "We have presented different technological decisions based on the demands of our farming enterprises".

The region's department of agriculture expressed strong approval of the valuable contribution of AgroCentre. The company won second place among the participants and was awarded a Certificate of Appreciation, second class.

By Yulia SALKOVA

Sowing, a matter of equipment



Re-equipping the agricultural enterprises of the Kursk oblast was one of the key subjects discussed at the regional seminar on preparations for the 2012 sowing. It was pointed out that this year the farmers took special care to acquire efficient equipment, which is why they fully prepared for the upcoming work. The Kursk branch of the AgroCentreLiski Company attended the conference, offering farmers a wide range of agricultural machinery.

Over the course of several years, the AgroCentre Company has supplied imported agricultural equipment for the Kursk farmers. As sales manager Sergey Dorofeyev said, the farmers today pay special attention to the multi-role capability of farming machines. This season, demand is the highest for the Rapid 600 C

combine seeder manufactured by Vaderstad. The machine can sow fine seed crops, beans and grains, including maize for silage. The chief advantage of the legendary Swedish seeder is its capability of performing several operations in a single pass. The machine simultaneously introduces

fertilisers and compacts the surface, preserving the soil moisture. AgroCentre has already supplied five Rapid 600 C seeders to Kursk farming enterprises.

At the conference, Aleksey Zolotaryov, deputy governor of the Kursk oblast, pointed out that animal husbandry displays positive

dynamics, i.e. over the last few years around 30 stockbreeding complexes have been built. This year, a further 17 facilities are due to be built. Aleksey Zolotaryov emphasised that the farmers should fully prepare quality fodders. AgroCentre offered its own solution to this issue, a wide choice of Challenger fodder making equipment: self-propelled mowers, rakes, agitators, towed mower-threshers, and bailers.

Another topical question, plant protection, was also considered. In this area, the AgroCentre specialists advised directing attention to series 4000 and 7000 Challenger Spra-Coupe sprayers. Unlike their towed counterparts moving at a speed of 12-15 km/h, these operate at a speed of 20-30 km/h, all the while controlling each drop of the chemical. At a high speed of treatment, the operating fluid falls on the plant at a certain angle. As a result, more of the chemical is left on the plant, which assures a high quality treatment.

By Anna BORDUNOVA

Belgorod hails JCB guests



The corporate management of the JCB Company paid a business visit to the Belgorod branch of AgroCentreLiski. During the meeting, issues of the further development of the market for JCB products were discussed.

Attending the meeting were Ian Sayers, JCB managing director, Steve Fox, services director, David Hill, regional director for Russia and the CIS, and Neal Kinsey, regional manager for technical support in Russia and the CIS. The foreign partners were particularly interested in how AgroCentre is doing today after reconstruction and how it is represented in the regions.

Nikolay Ivanishchev, director general of AgroCentre-Holding LLC spoke about the company's current work and future plans. Today, AgroCentre is actively developing its dealer network and operates in several regions of Russia. The holding employs 245 skilled specialists. Twenty five of them are farming equipment sales managers, 10 are spare parts sales managers, and 44 are servicing engineers. In 2011, the company's turnover amounted to 3.3 billion rubles.

Last year, nine JCB loaders were sold. The plans for 2012 envision the sale of 80 such machines. In the first and second quarters of this year, 52 loaders were sold already. The JCB management were interested to know what they must do for the dealer to increase the sales of JCB equipment.

"It is important for us that the company take quick decisions concerning the consideration of applications under the JCB Finance project", said Nikolay Ivanishchev by way of request. "The attitude to the customer must be as flexible as possible".

In the course of discussion, much attention was given to the future plans of AgroCentre. As early as autumn, three new dealer centres are due to be opened in Lipetsk, Kurgan and Penza oblasts. In addition, a customer trip to the JCB facility is scheduled.

By Yekaterina GALUSHKINA

That's the SPIRIT!

This year, the Swedish concern Vaderstad came up with a new machine for Russian fields. This is the Spirit grain seeder, widely and successfully operating in Europe. Its trials will take place on the fields of the Central Black Earth Zone on the farms of AgroCentre customers.

The specialists of Vaderstad are confident that the Spirit machine will earn itself a fine reputation among Russian farmers for the excellent germination and vitality of seeds it assures. The seeder ideally compacts the soil, which is one of the essential factors for guaranteed sprouting of the seeds. V-shaped seeding discs set the soil aside and put the seed into the bed at a regular depth in spite of seeding speed varying from 10 to 20 km/h. The depth of embedding may be down to 50 mm.

The seeder is fitted with various sections for treating the soils in accordance with their condition. The Spirit seeder is manufactured with various operating widths of 4, 6, 8 and 9 meters. The grain bin capacity is 3,740 litres on the 4 and 6 metre models, and 3,900 litres on 8 and 9 metre models. So it is possible to seed 15 to 30 hectares with a single bin filling.



By Yulia SALKOVA

To conquer the whole world!

This is precisely how Sergey Belousov, director general of Agro Vista Tambov LLC, answered the question about the company's short term plans. Some may understand this with reference to the world of farming, while others may think that this is just an ambition. Ambitions are a good thing if they are reinforced by superior performance.

Each year Agro Vista Tambov LLC sets records in crop production, no matter how the season proceeded. In 2011, the average yield of winter wheat was 3.7 tonnes per hectare, whereas on other farms it was only 2.5. Beetroots, too, brought joy in the form of 5.5 tonnes per hectare. Other crops also proved highly productive. These were brewing barley, sunflower, maize, peas, rape, and soya.

The farm achieved such success in a fairly short time, just seven years. In 2005, the

above 2.0. Now the farm owns 32,000 hectares of arable land in five districts of the oblast: Tambovsky, Znamensky, Nikiforovsky, Michurinsky and Sosnovsky. Since 2010, Agro Vista Tambov has been a member of the Russian National Union of Grain Producers.

"We succeeded due to the use of innovative technologies, implementation of investment programmes and effective management", says Sergey Belousov. "We employ foreign technologies, but we adapt them to Russian conditions".



company started to till 2,700 hectares of long-fallow land in Michurinsky district. It's noteworthy that high yield was a goal right from the start. Just a year after the work began, the yield of wheat reached 4.5 tonnes per hectare whereas in previous years it seldom rose

There are many examples of using foreign expertise. Over 5 years ago, Agro Vista Tambov successfully introduced a unique outdoor grain storage technology, which is also unusual for Russian enterprises. This method employs huge polyethylene bags. In addition



Sergey Belousov

The dynamic progress of Agro Vista Tambov is the result of sound production strategy. One of its components is the high professionalism of the staff. The farming enterprise regularly arranges training sessions, career development courses and annual agronomists' contests.

Also, the farm is involved with stock breeding, but this activity, as Sergey Belousov noted, "is something of a hobby, based on leftovers of the Soviet era". The total stock number is 710 head, 310 of which are milch cows. Using some investments, the old dairy farms have been rebuilt, new equipment acquired and installed, the feeding ration improved and nursing technology altered. However, even the small investments raised the productivity of the "old" herd, on average by 800 grammes.

to this method borrowed from the Argentine farmers, a traditional one is used, too. Two new grain storage facilities are being built and an old one is repaired. The total capacity of the facilities is 65,000 tonnes. Such traditional and "non-traditional" options make it possible to do without elevators, which improves the product quality. For example, brewing barley stored throughout winter retains its properties.

In addition to foreign expertise, foreign equipment is extensively used, too.

"It stands to reason that one can't use modern technologies unless one employs modern equipment", says Sergey Belousov. "Rather quickly we have expanded and updated our farming inventory. For this season we acquired three Challenger 500 hp tractors. One of them is a caterpillar type. I think that the new equipment will prove its worth. It's a well known brand and, besides, our partner AgroCentreLiski provides excellent servicing".

Today, Agro Vista Tambov employs 250 people. Over 40 are additionally employed for seasonal work. The creation of well-paid jobs in the village is the main proof of the social benefits the agricultural holding provides for the population. At the same time, the company helps the rural kindergartens, schools, cultural and sports establishments, and it supports WWII veterans.

"We participate in the life of the municipal institutions and help the villages. We work and live in the country, which is why we can't close our eyes to the existing problems", Sergey Belousov says. "We respond to all calls and requests. We may not be doing as much as we'd like, but we do everything within our power".

By Yulia SALKOVA

Water procedures

This season, AgroCentre plans to expand its range of suppliers. The new partner will be the American company Valmont Irrigation, a leader in the production of Valley mechanised irrigation systems.

Valmont has been operating on the market since 1954 and has a powerful network of dealers all over the world. All the products of the company are designed for protecting and preserving the earth's reserves of water, food and fuel.

"The chief advantage of Valley equipment is its reliability, flexibility, durability and economic efficiency. Practice shows that it breaks down very seldom, if at all", says Stepan Smirny, brand manager of Valley products at AgroCentreZakharovo LLC.

Very soon, AgroCentre will be able to offer the entire Valley product range to Russian farmers. These include circular and frontal irrigation systems, corner-to-corner irrigation systems, field machines and accessories, as well as spare parts.



By Yekaterina GALUSHKINA

AGROCENTRE RECOMMENDS

Just one call does it



AgroCentre both sells agricultural equipment and provides prompt year-round servicing. To instantly response to customers' requests and to be always just one telephone call away is the professional credo of the company's servicing department.

Today, the AgroCentre servicing department employs over 50 professionals who ensure trouble-free operation of agricultural equipment and 40 duly equipped maintenance vehicles. It has high-tech servicing centres in Moscow, Kursk, Orel, Belgorod and Tyumen oblasts and a large regional spare parts depot in Voronezh oblast.

The servicing specialists steadily improve their professionalism. Regular training sessions, seminars on all types of farming machines, and practice abroad at the equipment manufacturers' facilities help the engineers to carry out a complete range of work on consultation, installation,

commissioning, diagnosis, and warranty and post-warranty repair. This year, the servicing specialists underwent over 40 training sessions and received professional development certificates.

Each regional servicing centre has repair zones and workshops fitted with modern equipment that enables work of any complexity. Gantry cranes are installed for unloading and repair of heavy machines. They have spare parts and expendable materials depots with an addressed storage system, significantly reducing order execution time. This year, servicing centres in Yaroslavl, Chelyabinsk, Bryansk, Lipetsk and

Tambov oblasts will be opened. There are plans to open centres in Penza and Kurgan.

"Our chief job is to prevent idle time of the farming equipment whatever the circumstances", says Aleksandr Neklyudov, technical director of AgroCentre-Holding LLC. "We appreciate each customer, and do our best to meet all his demands and requests, offering him a wide range of services".

The farmers can choose various types of agreements for maintenance. The optimum is the subscriber contract. This enables scheduled comprehensive examination of the agricultural equipment

before the season starts, which saves the farmers from idle time during field work. Furthermore, the farmers can acquire a personal helper known as "a family doctor". He is assigned to a concrete farm and is ever ready to provide emergency aid to his "charges".

"The family doctor' not only helps in emergencies", explains Aleksey Dudchenko, chief of the engineering department of AgroCentreLiski LLC. "The servicing engineer regularly visits the farm, examines the agricultural machines and gives advice on whatever problems may occur. Also, he issues prescriptions for prevention of equipment 'illnesses'.

In difficult situations 'the rapid response service' of the centre may help. This is an engineer of the technical support department. He is an expert in resolving technically complex issues. Within two to four hours after a request was made, the servicing

engineer will arrive on the farm to fix the problem".

When the season is at its height, the servicing department works round the clock, helping to promptly resolve any technical problems. Using the hotline telephone, farmers can at all times contact the servicing department and make a request.

Under the trade-in scheme, farmers can pay for new machines by old ones. AgroCentre provides discounts of up to 30% to regular customers acquiring spare parts and obtaining servicing.

Servicing specialists pay much attention to the training of the farms' engineering personnel. On average, they hold around 30 training sessions. The training course programmes are drawn up individually for each farm with due regard to the equipment it uses. If the customer so desires, the training may proceed both at the servicing centre and on the farm itself.

By Anna BORDUNOVA

Planting with pleasure

This year, AgroCentre became the Kolnag Company's official dealer, offering potato growing equipment. The company is known in Russia as a manufacturer of the world-class agricultural machine models like AVR, Miedema, Trioliet, Celli, and Simon.

AgroCentre will supply the farmers with the entire range of Kolnag potato growing equipment. These are cultivators, hoes, planters, haulm cutters, crop harvesters and storage systems.

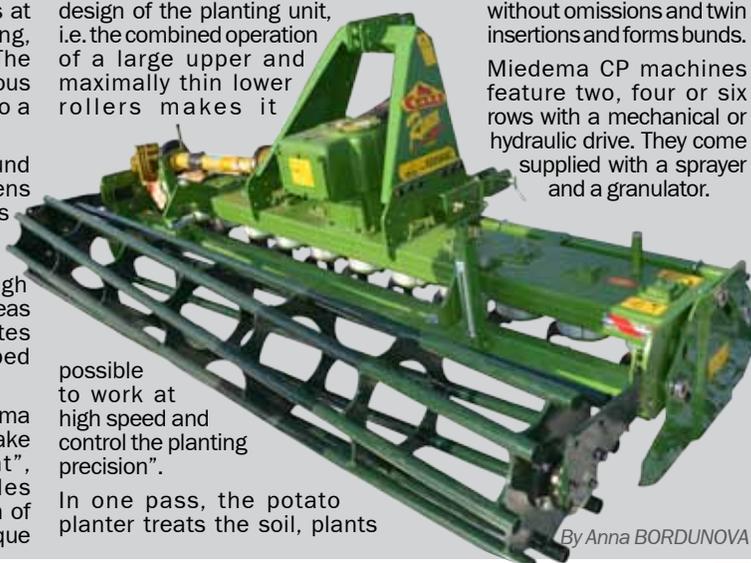
To ideally prepare the soil for potato planting, AgroCentre recommends using the CELLI Ranger wheel-type

cultivator. This does four jobs at a time: soil loosening, mixing, levelling and compacting. The machine is used for continuous pre-seeding tilling of the soil to a depth down to 30 cm.

The RSF 2000 cultivating bund former simultaneously loosens the soil and forms bulky bunds of fine clod structure after the potato planting. The bunds retain their shape all through the germination period, whereas the internal structure creates ideal conditions for seed bed development.

"The use of high speed Miedema CP 42 potato planters will make planting a real enjoyment", says Aleksandr Usov, sales manager of the Kursk branch of AgroCentreLiski LLC. "The unique

design of the planting unit, i.e. the combined operation of a large upper and maximally thin lower rollers makes it



possible to work at high speed and control the planting precision".

In one pass, the potato planter treats the soil, plants

without omissions and twin insertions and forms bunds.

Miedema CP machines feature two, four or six rows with a mechanical or hydraulic drive. They come supplied with a sprayer and a granulator.

By Anna BORDUNOVA

Our goal is fodder galore



The timely procurement of high quality fodder is often a critical issue for stock breeding farms. The experts of AgroCentre are sure that the fodder procurement problem is solvable and for this purpose they advise farmers to direct their attention to Challenger fodder procuring equipment.

Challenger fodder procurement equipment was presented to the farmers last year at the field day arranged by AGCO in Tula oblast. The farmers saw new products like towed mowers, agitators, and swath formers as well as the familiar products like self-propelled mowers and pick-up balers which gave a good account of themselves in field work.

Challenger towed equipment will help the farmers fill up their fodder storage facilities. The machines are manufactured in Germany (the town of Feucht).

Three in one

The Challenger mower-crusher, referred to as "the butterfly", is actually a three mower system with a total operating width of 9.3 meters. Each section of the mower independently "hugs" the terrain, providing an excellent operation of the entire machine. No other wide grip mower compares with this model in terms of manoeuvrability. Its front part can be installed on the steepest possible incline, which assures ideal terrain hugging.

Towed units

The Challenger CHM 313 TR-KC/RC mower-crushers fitted with finger-type and rolls-crushing systems are designed for mowing and crushing grass. The modular type of the cutting subsystem with large discs assures a clean cut. The discs are driven by conic gear wheels, an arrangement which provides an even distribution of the power supplied.

To the last stalk of grass

The mounted multi-role Challenger CHT 7706 DN agitator attracts farmers by its ruggedness and compactness. The special feature of the machine is a dedicated central system for distributing the fodder mass on the edges. This helps to preserve "the valuable load" to the last stalk of grass. By its prong, the machine grasps the hay and neatly turns it over without damage, forming a light, loose and well mixed layer of high-quality material. The CHT 7706 DN agitator is a pledge of superior efficiency and outstanding quality of work.

Double strike

Designed for lateral formation of swathes, Challenger twin-rotor raking swath-makers are agile lightweight machines. They can make two small swathes, a big one, or a double swathe in case of a return pass on the field. In operation, the system's rotors overlap. This assures excellent hay feed and swathe formation in all operating conditions. A dedicated smooth lift system prevents the lowering of the front prongs during lifting or penetration of soil in the swathe. The automatic hydraulic system controls the lifting and lowering of the rear and front rotors.

This makes it possible to lay ideally formed swathes during turns.

Ever ready for operation

The popular Challenger balers come from the town of Hesston, Kansas. In the 1970s, Hesston engineers were the first to develop the concept of the big "press" that became an indispensable aid for farmers across the world. AgroCentre presents new, large balers of the LB34B and LB44B series. The machines turn out ideally shaped bales of optimum density, size and weight. The bale starts being shaped in the pre-pressing chamber, where packing prongs form only the initial part of the material. With the help of the filler, synchronised with the high-speed piston, "the embryo" of the bale reaches the pressing chamber for final transformation into a finished bale. Four centrally located screw conveyers evenly feed the material to the prongs. Due to the automatic operation, all the bales have the same size, weight and density. The balers can press straw, hay as well as silage. The LB44B has a large diameter flywheel and a longer piston stroke. Its rotation frequency is 30% higher, which increases the traffic capacity. The special feature of the LB44B pick-up baler is a fully adjustable towing system which makes it possible to use tractors of any power.



Well-considered approach



The new self-propelled Challenger WR9740 mower has come to replace the well-known SP 115C model, which showed itself to be one of the best machines for fodder procurement. The WR9740 model yields excellent results, producing high quality fodder. The machine is designed for mowing grass, grain, and bean crops. In addition the WR9740 model is used for harvesting grain crops by a separate technology method.

The mower operates at a speed of 25 km/h. The additional option for developing a higher speed (up to 34 km/h) considerably reduces operating time. The new electro-hydraulic system of the steering unit makes it possible to control the reaper. The WR9740 model can be fitted with the Auto Guide navigation system. Its use guarantees high precision operation at

high speeds without loss of productivity.

The engine of the WR9740 model, AGCO Sisu Power, has a volume of 4.9 l. It features a turbo-supercharger, innovative self-cleaning cooler (V-Cool), four valves on each cylinder and a common rail system. Such an arrangement allows achieving the maximum possible productivity.

The WR9740 mower can be equipped both with a swathe reaper fitted with an altered belt conveyor for laying in two swathes and screw-type reaper having a double blade of the cutting unit. The expressly designed TwinMax crusher is fitted with crushing rollers. This provides double crushing of the mowed mass. The above features reduce the damage potential and the drying time of the mowed green mass, preserving all the nutrient compounds.

By Anna BORDUNOVA

AGROCENTRE RECOMMENDS

Challenger

The innovative design solutions that proved their indisputable advantage in the Challenger grain combine harvesters were also introduced into the Challenger 647 model. These machines, sporting the "Assembled in Russia" logo, will arrive at Russian farms for work in the new season.



does it all!

According to Pavel Chumakov, regional director of AgroCentreLiski LLC, the Challenger 647 machine is an example of optimum correlation of price and quality. Due to their economic efficiency and high productivity, these combine harvesters are used for equipping machine and tractor stations set up during seasonal work.

The feed beater of the inclined chamber with adjusting fingers enables even loading of the thrasher throughout its width. For high thrashing quality, a thrashing drum is employed. Featuring eight bars and extra loads, this has a high inertial mass, which maintains a regular and steady rotation speed. The grain bin

(capacity 8,800 l, unloading height of 4.5 m, unloading rate 85 l/s) assures high efficiency of the harvester and loading onto and into any vehicle.

"This machine proved its worth not only in handling grains, but also in work in an aggressive environment, which is the case with rice", explains Pavel Chumakov.

"The combine consists 80% of stainless steel, so even after ten years of operation you won't find a spot of corrosion on it".

Due to intense turning of the straw, the rotor separator with an adjustable under-drum space reduces grain loss on the feeder fishbacks in treating moist or high-yield grains. In dry conditions and in treating low-yield grains, the rotor separator can be shut off.

The harvester cleans the grain so well that it can be put into storage without pre-treatment. The excellent separation in the pre-drum area is achieved by using different spacing between the rods, thereby assuring high thrashing quality. The six key straw-walker with a section amplitude of 150 mm efficiently separates the free grain in the straw. For high quality cleaning of the grain mass, it is customary to use high efficiency sieves. The crushing distributor fitted with notched blades adjusts the crushing degree.

The AGCO SISU POWER six-cylinder engine with turbo-charging and electronic control assures optimum operation. This complies with Tier III requirements for contents of harmful compounds in exhaust gases. The hydrostatic transmission with a four-stage gearbox assures the required speed of movement in various operating conditions.

By Yekaterina GALUSHKINA

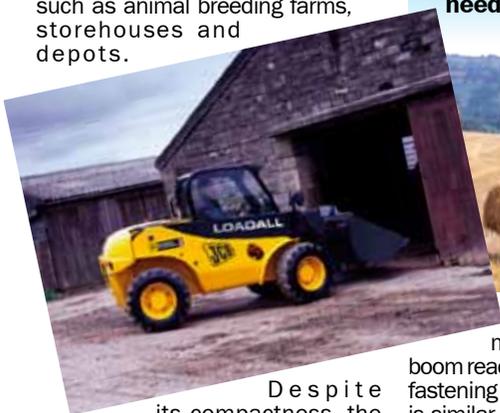
Size matters

The 527-58 Agri Loadall is the most compact loader in its class. The width and height of this machine fitted with a low cabin do not exceed two meters. Small, fast and manoeuvrable, it does an excellent job in rooms with narrow doorways, such as animal breeding farms, storehouses and depots.

Use advanced technologies and innovative developments, and in creating the equipment take into account farmers' needs: these are the guiding principles of the JCB Company, the world leader in the production of telescopic loaders. AgroCentre recommends the JCB 527-58 Agri Loadall "telescopic thing" to the farms which need a fast, multi-role machine.

the department of orders, AgroCentreZakharovo LLC, said, this is the first multi-purpose model of JCB telescopic loaders that combines the well proven technology of hydrostatic drives and chassis arrangement. The infinitely variable hydrostatic transmission reduces the fuel consumption.

For optimum operation of the loader, the Varispeed system assures independent control of the movement speed and the engine output. Despite the reduced dimension of the machine, the operator works in a full size cabin which the Loadall operators know perfectly well and which affords an excellent all-round view.



Despite its compactness, the loader features the operational capabilities of the well known JCB multi-role telescopic loaders with a side-mounted engine. The gear pump hydraulics system ensures the output of up to 126 l/min. The

lifting capacity of the machine is 3 tonnes; the boom reach is 5.8 m. The Q-fit quick fastening system for attachments is similar to that of larger models, which enables the use of the same added appliances. This makes the 527-58 Agri model still more universal.

As Nikolay Bashkirov, head of

Engine	74.2 kW (100 hp) 4 cyl. JCB Dieselmix
Drive	Hydrostatic three-range
Speed	0-20 km/h, 0-30 km/h, 0-40 km/h
Tyre size	20 inches
Lifting capacity/lifting height	2,700 kg / 5.8m
Lifting capacity at full boom reach	1,250 kg / 3m
Width	2.04 m
Height	2.0 m
Length	4.4 m

By Anna BORDUNOVA

NivaControl does its job



AgroCentre is starting the new farming season with a revolutionary proposal. Now by default the company fits all the tractors Challenger it supplies with the NivaControl precision farming system. Expressly designed for farming jobs, this GPS system has been successfully used for several years by many Russian farms. So, which functions of NivaControl are particularly popular with our farmers?

• NivaOnline agricultural equipment remote monitoring system. This particular device is installed on all tractors supplied by AgroCentre. Along with the tractor, you get an option of thorough control of all operating processes in real time. Also, you will be able to determine

at all times its whereabouts and to learn what job it is doing. A ferry trip, active work, idling, load, engine run, movement speed, amount of fuel in the tank, seed and fertiliser introduction rate, tilling depth – all this is displayed on the screen of your notebook

or mobile phone. The drivers (operators) and towed equipment are identified automatically. Another useful feature is that in case of emergency or malfunction (idling, fuel drain, speed violation, excessive engine speed, running beyond the admissible zone), the operator is immediately notified about this (alarm signal via SMS or e-mail).

• The NivaCartogram module enables differentiated seeding and introduction of mineral fertilisers

and pesticides. i.e. controlling the seeding process on each square meter of the field. The savings from introduction of this NivaControl application are particularly significant if agrochemical and agrophysical properties of the soil on the same field vary widely. In addition, the software supplies graphic documentation of the final stage of the agricultural process, i.e. productivity charts. Based on them, you will be able to easily evaluate the efficiency of all work done during the field season.

• The NivaDocumentation application makes it possible to keep records of field history, i.e. to save information about field work and crop rotation on each field and during any period. The program automatically makes up the primary accounting, the so called "operator's register" (which excludes errors and inaccuracies of manual registration) and field work statements. Then they are put into the 1C Accounting software for calculating the operator's wages and writing off fuel and lubricants.

The NivaControl system includes:

Niva-OnLine – real-time monitoring system;
Niva-Cartogram – GIS software for operations with maps and precision farming;
Niva-Dokumentation – software for preparing statements, a single database of the complete farming enterprise, integration with 1C Accounting software.

Andrey Sinitsyn, director general of Svetlana LLC (Vladimir oblast, Melenkovsky district):

"We bought NivaControl in 2011. Since we chose from a number of precision farming machines, we opted for this one as the 'smartest'. NivaControl offers a variety of capabilities designed expressly for Russian farming. It is simple to understand. Now we are testing NivaControl on nine tractors. We are learning it step by step. We also use the Niva-OnLine application for monitoring the equipment and all field work it does. At the moment, it is too soon to speak about the results. However, it is an obvious fact that this system facilitates monitoring and controlling the entire technological process. Furthermore, NivaControl proved to be the best possible overseer. Its disciplinary role is hard to overestimate".

By Yulia SALKOVA

Benefits for the engineering service:

- operating conditions (RPM and engine load) control;
- monitoring of each unit's performance and technical conditions;
- control over maintenance timeliness;
- control over congruence between real operating parameters of the implements and the ones recommended by manufacture.

Benefits for the agronomic service:

- field work history (field log);
- precise area determination for accurate calculation of needs in consumables;
- chemical soil analysis data;
- speed monitoring during tillage, sowing, fertilizer application, spraying;
- soil cultivation depth control;
- control over seeding rate, fertilizer and pesticide application rate;
- yield control.

Benefits for accounting service:

- cutting costs for tallymen's wages;
- automatic daily and monthly report compilation;
- data integration with 1C Accounting software;
- simplified planning of needs in consumables.

Niva-OnLine real-time machinery monitoring



AGROЦЕНТР

Publisher: AgroCentre Group of Companies

Editor-in-Chief: Ms. Svetlana Weber
Address of the editorial office:
79-a Radishchev Street, Kursk, 305004,
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Signed for printing on 13.04.2012
Distributed free of charge
Translated by the Snegiri Translation Bureau
www.snegiri-tb.com, e-mail: buro@046.ru
Printed by VIP Publishing House LLC, 5 1st Mokovsky
lane, Kursk, 305007. The circulation of the
issue: 560 copies. Order № _____