

From Black Earth Zone to the Urals. AgroCentre staged its Field Days

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Medvedev appraised machines on the Kursk fields

farmers already compete with their colleagues in the Krasnodar Krai and Rostov Oblast.

Today in terms of grain production and productivity, the Kursk Oblast is the leader in the Central Federal Region. It has

harvested more than 3 million tonnes of grain. Close to completion is the harvesting of cereal crops due to be followed by maize for grain processing.

AgroCentre introduced the Premier and other guests to a highly efficient engineering duet on the field. That was the Challenger MT 685D tractor linked with the Kverneland plough, a unique combination which showed something close to ploughing miracles.

“This couple demonstrates superior performance,” says Sergey Dorofeyev, equipment sales manager of the Kursk branch of AgroCentreLiski LLC. “At a tilling depth of 30 to 35 cm, it can plough 30 to 40 hectares per shift. The tractor’s average speed is 8 to 10 km per hour.”

Kursk farmers express strong approval of the endurance of the U.S. tractors and the impeccable servicing of AgroCentre. A wide choice of farming equipment, superior maintenance facilities and highly skilled personnel enabled the company to join the top seven suppliers of farming equipment in the Kursk region and to duly contribute to overhaul of the farming industry.

By Yekaterina GALUSHKINA

At the height of the harvest, Russia’s Prime Minister Dmitry Medvedev visited Kursk Oblast. The high-ranking guest was treated to the Field Day with a demonstration of engineering capabilities of modern agricultural equipment.

Nikolay Fyodorov, Minister of Agriculture, noted the efficiency of agricultural production in Kursk Oblast, telling the Premier that in some aspects the Kursk

Made in Russia

Last year, AGCO began to assemble its machines in Russia. During this period, more than 250 Russian-assembled Challenger tractors and 20 combine harvesters came on the market. This year, the company started building in Russia Challenger double-row disc harrows of the 1435 series. The first 32 machines have been shipped to farms.

Next year, the production output will be increased to 70 machines. The plans envision the launch of Russian production of the Challenger 8000 series pneumatic seeders. According to Dmitry Konyushko, AGCO MACHINERY Director General, local assembly of the machines will reduce equipment delivery time from ten to two months.



Investments work

Vaderstad continues to invest in the development of its production facilities. In 2013, the investments totalled around 150 million Swedish krona. According to Andreas Stark, Vaderstad director for development, the means were channelled into the building of a company-owned logistics centre, re-equipment of the paint shop, and acquisition of a pipe-cutting 3D laser and automatic systems for welding and transportation of the Tempo cultivating drills’ seeding sections.

Vaderstad also invests in improving its machinery. The Rapid RD 300-400 S/C drill got a minor overhaul. It was fitted with new tyres and a Disc Aggressive system. The tyre service life has grown by 50%. Mounted at a more obtuse angle, the Disc Aggressive conic discs are 40 mm larger than those of the previous Disc system. This ensures better mixing of the crop residues with soil and increases the direct seeding space. The new tyres and the Disc Aggressive system will appear for sale in January 2014.

Close to completion in Lipetsk Oblast is construction of AgroCentre's largest maintenance centre. This has already been christened "the agrarian institute" for the great range of opportunities it offers. First rate equipment, rapid and appropriate servicing, innovative solutions, professional consulting and much else will be available here to help Russian farmers keep up with the times.

To be opened soon!

All the relevant conditions have been created at the servicing centre for those wishing to thoroughly understand modern agricultural equipment. The pride of the centre is a large training area with samples of equipment and systems' subassemblies and components. On the servicing centre grounds there will not only be demonstration sites where you will be able to watch

the machines in operation, but also demonstration crops where you can see for yourself the results of integrating modern equipment and advanced technologies.

"The new servicing centre's task is not only to rapidly supply engineering assistance to the region's farmers, but also to train highly skilled specialists in agriculture," says Nikolay Ivanishchev, AgroCentre

Director General.

Representatives of the companies, suppliers of farming equipment, will provide theoretical and practical tuition, master classes, and training sessions. The students of the oblast's agrarian educational institutions will be able to practice at the company's branch in Lipetsk.

In terms of engineering

equipment, the dealership is second to none in the region. Its servicing shops will simultaneously service five units of self-propelled machines. The spare parts depot floor space is 500 sq m. A huge trading hall will be interesting both to mature and younger farmers.

By Anna BORDUNOVA

What comes tomorrow?

On the eve of the Agritechnica 2013 exhibition, the Kverneland Group arranged an exclusive demonstration of new products for its dealers at its plant in Soest, Germany. AgroCentre also paid a visit to its partner in order to learn what awaits our farmers shortly.



Over recent years, the Kverneland Group has made a number of major investments in its enterprises, partially in automating production and build-up of manufacturing facilities.

A state-of-the-art paint shop with a floor area of 5,000 sq m and a new research and development office were officially opened at the Soest plant, the manufacturer of grain processing and cultivating

seeders.

"By investing in the plant, we modernised paint and varnish facilities as well as assembly lines," says Ingwald Leining, Kverneland Group president. "Thus, we've made an important step in our progress."

As new products go, the company presented an upgraded Optima seeder with a hydraulically variable row width, the U-drill grain seeder, the Kultistrip cultivator and a new

5095M mower. Also on display were the PW ploughs, well known to Russian farmers.

The top management of the Kverneland Group believes that precision farming will play a key role in efficient and stable agricultural production, which is why they are actively working in this area.

Much attention was paid to the iM FARMING concept in equipment and ISOBUS

electronic solutions. These new developments make it possible to differentially introduce fertilisers and chemicals by distributors and sprinklers. Each portion of the field gets a pre-calculated amount of the required compounds.

Controlling a machine by GPS navigation ensures precise and swift fertiliser introduction even at high speed. All this increases the harvest and enhances the efficiency of field work.

"Farming is a rapidly growing business," says Nikolay Bashkirov, head of the customer orders department at AgroCentreZakharovo LLC. "Without modern technologies, success is virtually unthinkable. This event has proved again that Kverneland does not stop at what it has achieved. The company keeps improving its products, offering unique developments and exclusive engineering decisions."

Soon the Kverneland Group plans to open another new workshop (6,000 sq m) for assembling precision seeders.

By Yekaterina GALUSHKINA

The Chelyabinsk branch of AgroCentreZakharovo took part in Agro 2013, the fourth agro-industrial exhibition, where it demonstrated to the farmers some samples of the world's most advanced equipment from such producers as AGCO, JCB, Vaderstad, and Kverneland whose products are particularly popular in the Urals Federal District.

Sergey Chichay, head of the Chelyabinsk branch of AgroCentreZakharovo, noted that this year farmers turned their attention to the Challenger caterpillar tractors. Attesting to this are the growing sales of these machines this year. The caterpillar tractors do not stall and compact the soil less than their wheeled counterparts. This enables them to do the field work earlier in the year. At similar engine power, the caterpillar tractors develop greater thrust than their wheeled counterparts, and so they can be fitted with heavier add-on equipment.

JCB loaders, indispensable on any farm, are widely used in the Chelyabinsk Oblast. Fast and manoeuvrable, they easily perform all loading and unloading functions. This year, Chelyabinsk farmers have acquired 12 such loaders.

The AgroCentreZakharovo demonstration stand became not only a showcase of the latest



With kindly words

equipment, but also a meeting place for partners and friends.

Sergey Melnikov, director of the SPK Podovinnoye agricultural production cooperative, is pleased to cooperate with AgroCentre.

"The equipment supplied by the company features superior quality, outstanding mobility and excellent productivity," he says.

The AAgro potato production

enterprise has cooperated with the company for the second year.

"We're content with the equipment quality," says Yevgeny Miroshnichenko, head of the company. "Its servicing is great. The employees' responsible attitude to their job has won us over."

AgroCentreZakharovo does its best to live up to the partners' kindly words and unswerving

trust, coming up with good work and advantageous proposals. For its customers, it always offers flexible discount options, attractive offers and advantageous terms of equipment purchase. In addition, this year it has become simpler to acquire the equipment since in purchasing imported hardware on credit the refinancing rate is refunded.

By Anna BORDUNOVA

AgroCentre's best sellers



For the residents of Belgorod, the BelgorodAgro agroindustrial exhibition is a school of advanced expertise with an active exchange of information about modern equipment and demonstrations combined with investigation into the latest innovative developments in farm production. For exhibition guests AgroCentre is offering a lecture on the most popular models of agricultural equipment in the region.

to Pavel Chumakov, sales manager of the AgroCentre-Liski Belgorod branch, this is the most

Stanislav Aleinik, head of the oblast department of agriculture and deputy chairman of the local administration, noted that the use of innovative technologies in farming yields good results. The Belgorod region is among the country's leading producers of poultry and pork. The farms' engineering modernisation largely contributes to this.

AgroCentre's bestseller is the Challenger 685D (370 hp) wheeled tractor. According

popular model in Russia. The machine is fitted with the Vario stepless gearbox, which facilitates work at all speeds. Over 30 such tractors currently operate in the region. It is worth noting that the 685D model has been assembled in Russia for the second year in succession.

For poultry farmers, AgroCentre came up with a dedicated JCB 527-58 loader. This offers all the capabilities for maximum efficiency, such as 2-m forks for cage removal, a large grain and fowl food loading/unloading



bucket, blue lights and mirror heating systems. The compactness (2 m high, 2 m wide) enables the loader to move within a restricted area. This model became particularly popular with specialists

of the Muromsky pedigree animal farm. Even though it has been in service there only since last spring, it has picked up over 3,000 hours of operating time.

By Anna BORDUNOVA

EVENTS

Through hardships to the stars!

The delegation visited Beloit, a town where Sunflower disc harrows are manufactured. Each day, 15 to 20 machines roll off the plant's assembly line. The Sunflower proved itself to be a fine tool on Russian fields. Farmers respect this harrow for its reliability, operational simplicity and the high quality job it does. Its grip width is just the size that vast Russian fields cry for. The tool's maximum grip exceeds 15 m, which makes it one of the most efficient harrows available on the Russian market.

In the town of Hesston, the farmers attended the corporation's other facility, which assembles rotary combines, self-propelled mowers and pick-up balers under the Challenger brand name. Many guests noted that the Challenger WR 9740 self-propelled mower revolutionised fodder procurement. This is an agile machine, moving at a speed of 24 km/h and helping to do the fodder gathering within a very tight timeframe.

The Russian guests were shown a complete equipment assembly cycle and briefed on a multi-stage test procedure. The farmers liked the high level of automation.

The chief pride of the plant which impressed our farmers



Ad astra per aspera (through hardships to the stars), this is the motto of Kansas, a North American state where the AGCO Corporation maintains one of its most powerful divisions. AgroCentre customers have recently paid a visit there.

is a new large robotised paint shop. AGCO specialists noted that due to the high demand for Challenger machines, the plant's manufacturing facilities are increased and updated each year, whereas the paint shop remained "a bottleneck" which delayed the machine manufacture time. The new shop,

accommodating 10 to 15 self-propelled machines at a time, fully resolves this problem.

"It was rather interesting to visit the place where the farming equipment which you use on your fields comes from," says Victor Fomin, Khlebinka LLC director. "The Kansas motto reflects the

life of a farmer, who has to make strenuous efforts, invest ample means and clear numerous snags in order to get gratifying results. I think that the Challenger equipment will help us overcome all the difficulties with lower losses and higher profits."

By Yulia SALKOVA

Each step monitored



This year, JCB came to the Russian market with an innovative multi-purpose system, LiveLink, for monitoring each step of the machine in real-time mode. During a training session held for them by representatives of JCB, the AgroCentre specialists familiarised themselves with capabilities of the LiveLink system.

According to Oleg Zabluda, JCB product manager, LiveLink will optimise the work of both the company and its dealers. Sure enough, it will also ease the farmers' functions, enabling them to monitor the loaders. Like an X-ray system, LiveLink

scans the machine-related info. This is stored at the JCB server and is accessible via the Internet. In order to learn where the loader is, how long it has been used and how much fuel it has consumed, the farmer will only need an Internet-linked computer.

"The LiveLink system makes it possible for the servicing department to carefully plan its work," says Aleksandr Neklyudov, technical director of AgroCentre-Holding LLC. "Its use enables monitoring the approach of maintenance time of each machine. Thus, the required work will be done on time and without idle periods. In case of an emergency call by an engineer, the system will quickly pinpoint the location of the machine and the causes of its malfunction."

Since this spring, the LiveLink system is part of the loaders' standard component package.

By Anna BORDUNOVA

From the Black Earth Zone to the Urals

Field Days, traditionally arranged by AgroCentre in the regions where it operates, are like an outing into tomorrow. Already today one can see what will bring profit tomorrow. In the summer, a series of Field Days was rolled out from the Central Black Earth Zone to the Urals. Russian farmers saw state-of-the-art farming machines and familiarised themselves with the latest products and best selling systems.



A Field Day in Lipetsk, JCB at full strength

Lipetsk: A step forward

In the Lipetsk Oblast, a demonstration of the agricultural equipment was staged on the site of a new servicing centre now in construction and due to become one of AgroCentre's major depots.

"Our task is to help the farmers perform effectively so that they can cope with the competition on the global market," says Nikolai Ivanishchev, AgroCentre Director General. "By building

the new engineering centre, we are taking another step towards our partners."

Steve Smith, JCB Sales Director General, visited the Field Day.

"The Russian market is one of the most promising for us," says Steve. "We see a lot of progress in the development of Russian farming industry. We're very lucky to have a partner like AgroCentre, which does not stand idle but moves steadily ahead, investing in its development."



Kurskaya Korenskaya Fair 2013

The JCB 531-70 and 527-58 loaders with their outstanding performance made an impressive show. The telescopic 527-58 system is expressly designed for poultry farms. It has 2-m forks for moving fowl cages and a large 1.6 cubic metre bucket for loading and unloading grain, fowl feed and droppings.

Bryansk: Ideal harvesting

The Field Day in the Bryansk Oblast took place while the harvesting was at its height. On the fields of the Bogomaz farming enterprise, the farmers watched the operation of the Challenger 670B rotary grain combine harvester. This

displayed by AgroCentre at the Kurskaya Korenskaya Fair, the Challenger ROGATOR 1100 large self-propelled sprinkler with a grip width of 36 m and bin capacity of 4.2 tonnes made quite a hit. The sprinkler is fitted with a satellite navigation system enabling operation conforming to all the rules of precision farming. The specialists of Agropromkomplektatsiya-Kursk LLC learned first-hand all the advantages of this sprinkler.

"This is one of the best machines in its class!" asserts Iosif Bres, the agricultural holding's director for crop production. "We've cooperated with AgroCentre for several years now, and during that time we've acquired more than 30% of our equipment from this company. They offer superb machines and their specialists are excellent!"

AgroCentre came up on the field with a real ploughing



The strongest harvester on the Bryansk fields

is a unique machine in that it has the largest and strongest bullet-like rotor among its counterparts, along with the biggest, 10,570 litre capacity bins. The grain unloading rate is 158 l/min. In 1.5 minutes the bin empties itself completely. The harvester ideally reaps grains as well as maize and sunflower.

Kursk: A fair of new technologies

Among the machines

show. The Challenger series 8 tractor, 430 hp strong, linked with the Kvernland 12-element plough featuring a shear bolt, demonstrated breath-taking productivity. At a tilling depth of 23 to 35 cm, this couple can plough up to 80 ha in 24 hours! The plough resists a load of up to 4.5 tonnes.

Orel: No pig in a poke

At the Field Day in the Orel Oblast, arranged on the site of

[FIELD DAY RELAY]



Classy tillage on the fields of Orel Oblast

the Kurakinskoye Private Joint Stock Company, the focus was on tillage.

The Challenger — CH 1435-29 disc harrow with a grip width of 8.8 m was demonstrated in operation. The AgroCentreLiski specialists noted that the machine is ideally suited for tillage, including the wintering type. It is simple to use and adjusts to an operating depth of up to 15 cm. The machine operated in a “linkage” with the Challenger MT 875C (570 hp) wheeled tractor. In addition to the sparing soil treatment, the tractor, due to its steady caterpillar-aided movement, helps farmers to start work in early spring and finish in late autumn.

Connoisseurs of the minimum tillage technology were treated

to the Vaderstad-built Carrier 820 disc header, expressly delivered from the fields of the Kurakinskoye Company. This has shown itself to be a fine tool for stubble breaking, pre-seeding preparation of a seed bed and fallow levelling. Due to its mixing capability, the Carrier provokes sprouting of windfall and weed seeds. This is a fast machine with an operating speed of 12 to 15 km/h.

Belgorod: Infinite perfection

The farmers of Belgorod Oblast boast of being equipped with farming machines better than others in the country. However, they continue to

update their equipment. That is why the Challenger 9834 grain seeder, demonstrated by

technologies. It is very simple to adjust. A newcomer at the Field Day event was the Valmar machine for undersowing of grasses and green manure crops.

“We’ve cooperated with AgroCentreLiski for over two years,” says Vladimir Levchenko, technical director of Agroholding Ivnyansky LLC (Miratorg agroindustrial holding). “Ours is a large production farm and its equipment is rich and diverse. We work with many dealers. Among them, AgroCentre distinguishes itself as the fastest servicing provider.”

Tambov: Looking into tomorrow

At the Field Day in Tambov Oblast, the Tempo eight-row cultivating seeder from



Presentation of a new Gustrower brand in Tambov



Precision and rapidity of Challenger seeding surprised the Belgorod specialists

AgroCentre, won their hearts.

At a grip width of 12.2 m it can be linked to a tractor featuring a lower thrust than that provided by similar models from other manufacturers. Its innovative design enables it to operate at a high speed of 12-18 km/h. The seeder showed itself to be a fine tool both for traditional and no-till

Vaderstad found many admirers. This is so largely due to excellent sprouting on the pilot plots provided by AgroCentreLiski on farms of the Black Earth Zone.

The new brand name among the manufacturers is Gustrower, a maker of multi-purpose distributors. These machines introduce all types of mineral fertilisers, lime (dry and wet), dry chicken droppings, bone meal compost and defecation mud. They are well suited for use in precision farming technologies. Unlike most models available on the Russian market, these distributors have a fairly large bin and a maximum grip width of 40 m. These are ideal sizes for our vast fields.



Penza farms opt for powerful machines

Penza: The Russian Americans

The powerful arsenal of the AGCO equipment presented at the Field Day in Penza Oblast stunned the local farmers. The Russian-assembled Challenger MT685C (370 hp) wheeled tractor with a continuously variable transmission makes it possible to maintain the same speed both in seeding and tilling. In addition, it saves fuel.

The guests liked the way the Sunflower CH1435-30 heavy disc harrow, fitted with a 61 cm diameter disc, moved over the field. This year, it also began working in Russia.

"It's good that AgroCentre arranges such events where one can watch machines in operation and hear the comments of those who already use them on their farms," says Mikhail Pervushin, chief engineer of Zernovaya Kompaniya LLC. "It's important that AgroCentre helps to avoid mistakes in choosing equipment."

Yaroslavl: Challenger reigns supreme!

The Field Day in Yaroslavl Oblast was held on the premises of the Pakhma agricultural company, where AgroCentre demonstrated this season's most popular models of equipment.

Mikhail Borovitsky, deputy governor of Yaroslavl Oblast,

himself took the controls of the Challenger MT 865C caterpillar tractor. He drove the machine, fitted with a satellite navigation system, wondering

Chelyabinsk: With minimum losses

The main problem of Chelyabinsk farmers in recent years is drought. Many farms have

minimum tillage technology.

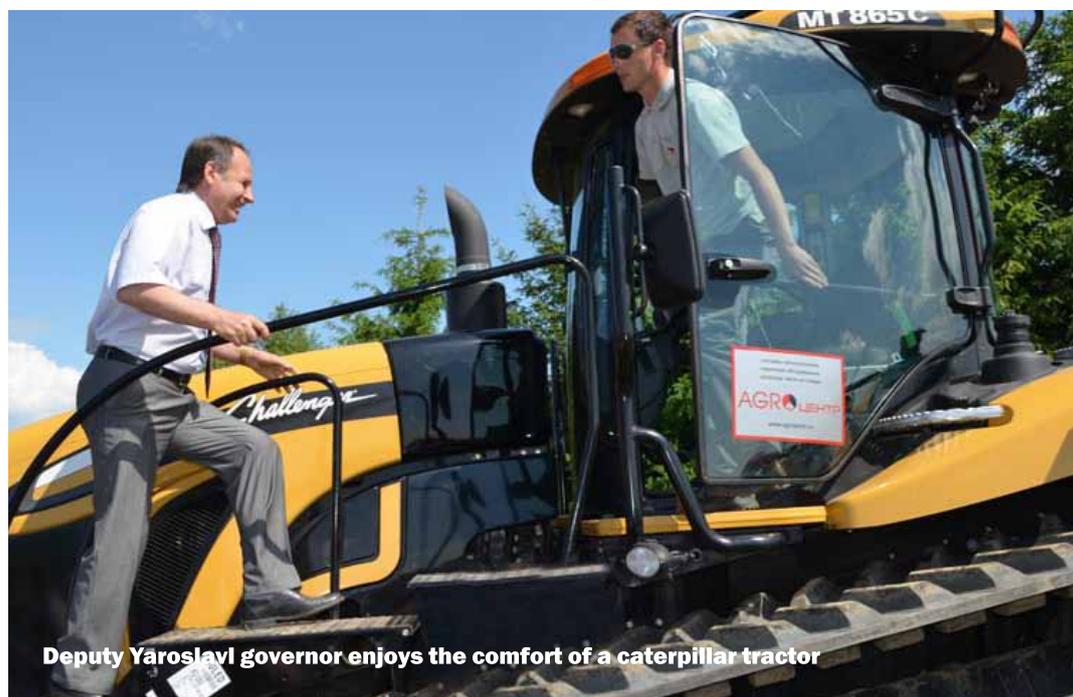
The TopDown 5-m stubble cultivator from Vaderstad deservedly won the observers' sympathies. Last year, a similar machine was tested on the fields of the Krasnoarmeyskoye farming cooperative. Its head, Vasily Vasichkin, is pleased with the results and cooperation with AgroCentre.

In a single pass, the cultivator performs several operations, i.e. crushes crop residues, cuts the weed roots, loosens the lower layers and levels and packs the soil.

"This multiple use cultivator excellently prevents moisture escaping. It loosens the soil to a depth of 3 to 35 cm," says Sergey Chichay, head of the Chelyabinsk branch of AgroCentreZakharovo LLC. "Thus we save fuel, time and effort."

Kurgan: No right to be wrong

Kurgan farmers are not spoiled either by the weather or the steady support of the region's



Deputy Yaroslavl governor enjoys the comfort of a caterpillar tractor

at what progress has been achieved. He was particularly impressed by the "space-based" capabilities of this equipment. According to Dmitry Ivanov, head of the sales department of AgroCentreZakharovo LLC, the company is set to expand its servicing network and strengthen its positions in Yaroslavl Oblast.

switched to minimum tillage technology, using multifunctional wide-grip tools.

At the Ploughman's Day, the Chelyabinsk branch of AgroCentreZakharovo LLC convincingly demonstrated that it knows the needs of the region's farmers and offers a range of relevant equipment for the

administration. Therefore, they must be infallible in choosing agricultural equipment for themselves.

"We try to propose exactly what meets the agricultural and technological needs of the farms and enhances their productivity," says Sergey Mitrofanov, head of the Kurgan

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branch of AgroCentreZakharovo LLC. “When purchasing, the farmers pay a lot of attention to productivity, versatility and economic efficiency of the machines. AgroCentre not only offers equipment that fully meets such requirements, but also selects individual funding schemes and provides maximum discounts. In addition, it tests machines on the customers’ farms.”

At the Trans-Urals Field Day, Kurgan farmers took an interest in the “fast seeding” technique offered by the Vaderstad-built Rapid 600 C seeder. Despite the small grip width of 6 m, in terms of productivity the machine equals a 12-m seeder due to a high operating speed reaching 20 km/h.

Setting their sights on the autumn tillage, the farmers eagerly familiarised themselves with the Challenger disc harrow, featuring a grip width of 8.8 m. The AgroCentre specialists noted that this machine is an ideal of simplicity and reliability among all the world’s harrows.

Tyumen: Links of the same chain

Animal husbandry is developing rapidly in Tyumen Oblast, which is why the Challenger fodder procuring system interested many. A self-propelled mower, WR 9740, went over the field. The guests noted its high speed, exceeding 20 km/h.

“High speed really matters,” says Pyotr Tabanakov, director of the Yasen-Agro agricultural enterprise which hosted the Field Day, “considering that the procurement of energy-rich, nutritious fodder must be completed within twenty days.”

The mowers were followed by the Challenger CHR 1603 rake and then the Challenger LB34B pick-up baler with an operating width of 2.26 m. The baler’s low profile is also ideally suited for operation with a wide roller. While the farmers watched the JCB 531-70 loader and Challenger MT 765C (355 hp) caterpillar tractor, the Challenger pick-up baler quickly produced a tight solid bale which did not slacken in loading and transportation. This has been thoroughly tested at Yasen-Agro.



Ploughman’s Day at the Urals



AgroCentre servicing appreciated in Kurgan



Fodder procuring by Tyumen’s real professionals

By Anna BORDUNOVA, Yekaterina GALUSHKINA, Yulia SALKOVA

Mikhail Bogomaz:

Even though most young people believe farming is not a promising business, there are still fellows in the Russian villages who are willing to work on land and know how to do it. Mikhail and Roman Bogomaz prove this most convincingly. Having inherited the agricultural enterprise of their father, Aleksandr Bogomaz, now deputy of the State Duma, the brothers are doing a fine business on the land. They have proved by their work that farming is not "a black hole," but can be a gold-mine for those who know how to make use of the latest achievements in science and technology.



Roman, Aleksandr and Mikhail Bogomaz

"In work on the land, you must use your brain"

To be a leader

The lands of the Bogomaz farming enterprise are in the Starodubsky district of the Bryansk Oblast. The farm is among Russia's leaders in potato production. It is second largest in the country in terms of surface area, with its more than 2,000 hectares yielding each year up to 100,000 tonnes of potatoes, the second bread of Russia. Modern potato storehouses hold over 80,000 tonnes of potatoes. These are shipped for sale all over Russia. The Bogomaz farm supplies potatoes to the army. Their produce is also purchased by major retail networks and chips producers.

By persevering effort

The Bogomaz farmers have succeeded due to hard work and perseverance. In 1998, they started with 30 hectares under cultivation, an old tractor and shabby equipment put together virtually from scrap metal. The potatoes were sown on a mere 2 hectares. But the problems of purchasing the equipment, seeds, and fertilisers did not break the spirit of the family, who managed to put the farm on the right and solid track. Today the elder brother, Mikhail, is in charge of growing and selling potatoes,

while Roman controls the grain crops production.

"My brother and I have worked on the land since childhood," says Mikhail Bogomaz. "We always stood by our Father's side when the farm was in the making. We helped him in everything, including weeding and potato loading. Since the eighth class I've done an extra job as a combine operator's assistant. Later I took up the combine harvester controls and made my first money."

From the scientific point of view

Mikhail graduated with distinction from the engineering university in the department of turbine technologies. Then he entered an agricultural academy. This year, he defended a candidate's thesis on fertiliser introduction rates and potato seeding dates. His younger brother took after him professionally. Roman is a post-graduate student of the Bryansk Agricultural Academy. For their thesis, the brothers carry out research right at their work. Thus science blends with practice on the Bogomaz farm.

"To make every hectare yield properly, you must use your brain," says Mikhail. "One shouldn't shy away from new technologies and engineering solutions. To find the right recipe for a rich harvest, it is necessary to test and experiment."

Mikhail convinced his father that potatoes need artificial irrigation. Now Bogomaz Senior also recommends this technology to his colleagues.

The farm specialists perform their investigations on pilot fields, where there are more than 100 varieties of foreign selected potatoes. They monitor how the potatoes adapt to various conditions, take in different doses of fertilisers and respond to the newest processing methods. This reveals the varieties of potatoes best suited and most economical in production in the Bryansk region.

Fellow farmers call the Bogomaz farm the local agrarian university. Among the employees are five post-graduate students, four candidates and two doctors of sciences.

Engineering is might

Superior engineering equipment helps farmers to produce high quality products. The farm uses

three complete packages of German agricultural machines, from potato seeders to harvesters. The equipment also includes storage facilities, grading systems, dedicated packing devices and automatic washers. A large fleet of self-propelled and towed vehicles is regularly replenished with new, modern machines.

"Last year, we purchased from AgroCentre two powerful Challenger tractors and Vaderstad seeding and tilling machines," says Mikhail Bogomaz. "We have built trustworthy relationships with the company. We speak the same language with its managers and like their honest and responsible approach to business. In addition, their servicing specialists are always prepared to help."

The seriousness and weightiness of Mikhail Bogomaz's argumentation convince us that their father's business is in the reliable hands.

"Our father trusts us completely," says Mikhail. "He can help us with advice, but usually he relies fully on our skills and expertise."

By Anna BORDUNOVA



Thinking about Väderstad

Following another trip to the Swedish company Vaderstad, the partners of AgroCentre exchanged their thoughts and impressions of their travel abroad and aired what they made of what they had seen.



About new products
Vyacheslav Loshkaryov, head of the farming enterprise, Kursk Oblast:

“A demonstration was arranged for us where we saw both well-known machines like Rapid, Seed Hawk, Top Down, Carrier, and new models. As a conservative, I prefer time-tested equipment, which is why I liked the new seeder Spirit, a fine tool for seeding crops on light and medium soils. It goes over the field at 10 to 20 km per hour. The varied delivery package enables it to operate using both classical and combined technologies. We also familiarised ourselves with a new Tempo seeder for row crops. It features high speed and precise seeding. A new cultivator, Swift, also demonstrated its capabilities. It does not excessively harden the soil, which, indisputably, is an asset.”

About mutual understanding
Sergey Streletsky, Sura-Agro LLC director, Penza Oblast:

“We set our sights on the Vaderstad machines long ago. This year, we tested on our farm the TopDown cultivator and Tempo seeder. The cultivator upturned the virgin soils; the Tempo sowed 70 hectares of sunflower. We’d only like to increase the seeder’s operating width. I submitted this request directly to the seeder developers in Sweden. I’m very pleased that



Vaderstad is complying with our wishes and has agreed to improve its equipment pursuant to our requests. For instance, they promised to widen the

tool’s operating row. I personally assured myself that Vaderstad quality can be trusted. All the stages of assembly at its facilities are strictly monitored. The plant uses robotised machines and a fully automated assembly line.”

About reliability
Aleksandr Grunin, chairman of the Severyn agricultural cooperative, Penza Oblast:

“Vaderstad tests its equipment in very tough conditions. An unforgettable event is the testing of machines in the granite quarry. The machine moves

non-stop over stones, pulverising them. It’s interesting to note that in such tough conditions the machines are controlled by girls! One test day is worth five on the field. Such a load makes it possible to quickly find out the machines’ weak points and rectify them.”

About people
Gennady Zakharov, head of a farming enterprise, Kursk Oblast:

“Of course, the large scale high technology production with a 50-year history would not have been possible without real professionals who know their job. They are absolutely sure about the quality and reliability of their products and are prepared to show their work and share their know-how. It’s very pleasing that Vaderstad is a family business where all the family members conscientiously perform their functions. This is obvious from how warmly they speak about the history of the plant, how they arrange excursions to it and demonstrate its equipment.”

By Anna BORDUNOVA





Latest proposals of AgroCentre's servicing and spare parts department

Repair tractors in December and your sled in July!

(preparing equipment for winter storage)

The offer is valid from **01.10.2013 to 25.12.2013** and includes:

- checking the machines upon completion of field work;
- troubleshooting;
- preparation of recommendations for timely ordering of spare parts;
- performance of operations related to placing equipment in between-season storage

Participating in the offer you will get:

- a 25% discount on servicing;
- seasonal discounts on spare parts;
- special prices for work related to placing equipment in storage

Businesslike approach

The offer is valid from **15.09.2013 to 25.12.2013** and includes:

- cooperation in preparing the equipment for spring field work;
- timely troubleshooting;
- preparation of recommendations for ordering spare parts and performing repairs;
- evaluation of the cost of acquiring spare parts;
- study of the stocks available and recommendations for their optimisation;
- development and proposal of the most profitable versions of ordering, delivery and payment

By participating in the offer, you will get:

- the servicing and spare parts department's advice and help in preparing the required recommendations on recovery work and order of spares;
- a check of the correctness and workability of the chosen items;
- preparation of a commercial proposal with indication of all possible versions of delivery;
- maximum discounts and price reductions;
- conclusion of a supply contract on the most advantageous terms



More details are available in all AgroCentre servicing centres
or at our web-site www.agrocentr.ru in the Special offers section

Scan QR code to go to the
service offer page

Announcements

27 September

Field Day of the AgroCentreLiski Company (Agropromkomplektatsiya-Kursk LLC, Naumovka village, Konyshevsky district, Kursk oblast)

23 October

Opening of the servicing centre in Lipetsk oblast

9-15 November

A trip to Germany to attend the Agritechnica 2013 exhibition. A visit to the AGCO tractor plant in Beauvais, France

13-15 November

VoronezhAgro 2013 exhibition (Agrobusiness Chernozemya Exhibition Centre of the Voronezh State Agrarian University, Voronezh)

December

A trip to the UK to tour the JCB plant

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