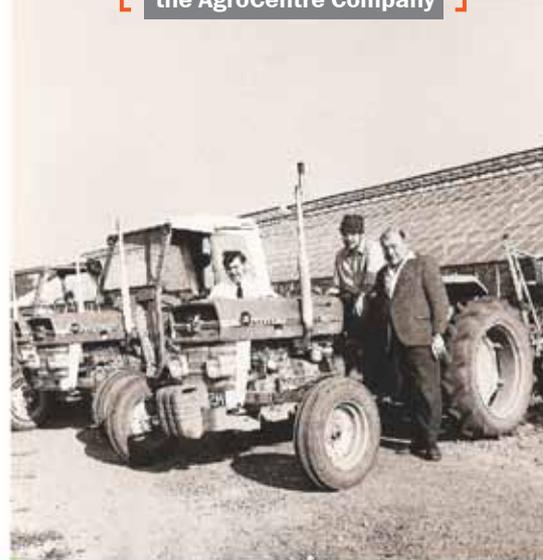


[The corporate journal of
the AgroCentre Company]



From Canada to the whole world



A history of Massey Ferguson's success



Hot issues:

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More than servicing



AgroCentreLiski completes construction of an Agricultural Equipment Sales and Servicing Centre in Khlevnoye village, Lipetsk oblast. This will become one of the largest servicing centres in Russia.

The engineering aid provided by the centre exceeds by far what is normally understood by servicing. The centre is a comprehensive agricultural facility measuring more than 4 hectares. The centre building (3,000 sq m of floor space) houses servicing workshops for simultaneous repair of five units of self-propelled equipment, a spare parts depot (500 sq m), rooms with samples of agricultural equipment and

offices. Farm equipment demonstration sites are also located on the grounds. This is the facility's work zone, next to which are 42 hectares of land for test sowing.

"We want our centres to perform impeccably not only their primary function of agricultural equipment servicing and repair," says Sergey Lomantsov, AgroCentreLiski LLC executive director. "Along with this, the newest agricultural machines and

technologies will be tested here in field conditions. We shall be able to graphically show how our equipment operates and what results it can bring."

The servicing centre will be a good site for cooperation with prospective farming experts who will take on-the-job practical training here.

"The gap between the agricultural production and science must be closed," notes Sergey Lomantsov. "All the conditions for this have been created."

By Yulia SALKOVA

Bargain of the year

The Avangard-Agro agriholding has acquired a batch of twenty-five Challenger caterpillar tractors from AgroCentreLiski. This is the world's biggest deal for the supply of caterpillar machines.

The Avangard-Agro enterprise has over 300,000 hectares of land in Orel, Belgorod, Kursk, Lipetsk and Voronezh oblasts. It is engaged in plant-growing, specifically in production of barley

for beer brewing. The enterprise has been developing steadily, introducing innovative technologies all the while. Its fleet of modern agricultural equipment is quite impressive: 850 tractors, 390 combine harvesters, and over 4,000 units of trailed equipment.

"We've dealt with Avangard-Agro for several years now," says Yevgeny Ankudinov, head of the Orel branch of AgroCentreLiski. "Last year, the enterprise purchased

from us Challenger caterpillar tractors, Challenger 9824 24-row precision seed seeders for maize and sunflowers, RG 1300 self-propelled sprinklers of the same brand, Rapid RDA 800 C seeders, and TopDown 900 cultivators from the Swedish company Vaderstad. The machines operated perfectly well."

This year, the enterprise has made a big purchase worth a total of 600 million rubles, replenishing its fleet with twenty-five Challenger 800 caterpillar tractors. It has also increased its stock of trailed equipment, adding to it twenty 8-metre Rapid seeders, 24-row precision seeding Challenger 9824 seeders and TopDown cultivators. These will start to work on the farm in the new season. Yevgeny Ankudinov noted that in the history of farming equipment sales this is the first instance of such a large supply of caterpillar tractors and Rapid wide-coverage seeders.

By Anna BORDUNOVA



Born in Brazil

AgroCentre is the first AGCO Corporation dealer to have arranged a trip for Russian farmers to the Massey Ferguson plant in Brazil. The farmers watched how the tractor is manufactured, visited a farm and saw one of the world's wonders, the unforgettable Iguazu Falls.

The Russian guests were personally welcomed by Carlito Eckert, the plant's director. He told them about the history of the enterprise and its development plans. The plant manufactures MF 470 and MF 480 smaller tractor models powered by up to 230 hp engines. Each year, 50,000 prime movers roll off the production line here. Self-propelled sprinklers are also assembled in the plant. The farmers saw all the stages of production, from raw metal acceptance and laser cutting to painting and assembly. The guests noted the high level of automation and quality control applied to each component.

Vasily Finogeyev, director of the Krasny Mayak farming enterprise (Yaroslavl oblast) was particularly interested to see the production process. Late last year, Krasny Mayak

was Russia's first company to acquire the Brazilian-built MF 470 tractor.

"It was good to see for ourselves how the equipment we're buying is manufactured," says Vasily Finogeyev. "The scale of production, the impeccable organisation of the manufacturing process, and well-thought-out logistics impressed us very favourably."

The guests visited Augustin, a major servicing centre of a Massey Ferguson dealer, where they saw how the workshops are equipped and how the operation of the storage facility is organised.

The Russian farmers also familiarised themselves with the country's agriculture. They visited a farm that grows soya and maize on 800 hectares, employing the no-till technology. The bulk of its inventory is Massey Ferguson



equipment. The head of the farm pointed out that soya is Brazil's number one crop. It couldn't go unnoticed. The guests were amazed by the quality of soya crops which, literally, reached to the farmers' waists!

Sun-kissed Brazil made many memorable impressions on the Russian guests. They saw the Iguazu Falls, one of the world's most impressive wonders, comparable to Niagara and Victoria. The place is interesting in that it is located near a point where the borders of three countries, Brazil, Argentina,

and Paraguay, converge. They ascended the famous Corcovado Mountain that commands a magnificent view of Rio de Janeiro. The guests were stunned by Rio's unique blend of colours, ultra-modern architecture, and luxurious beaches. The Russian farmers enjoyed a plunge in the Atlantic Ocean and an SUV drive across the urban jungles. Many believe that this unforgettable trip was a welcome mix of what is useful with what is beautiful!

By Anna BORDUNOVA



Here's the loader, sir!



The Russian farmers had a stroll around Buckingham Palace, watched Big Ben and visited the largest JCB loaders' manufacturing plant. This opportunity was provided to them by AgroCentre Company, organisers of the trip to England.

showed off a museum of their own. JCB has progressed from an obscure manufacturer of mounted tippers to a global giant producing modern loaders. Today the company has 22 manufacturing facilities on four continents.

The farmers were introduced to practically the entire product range of loaders, from telescopic and frontal loaders to mini-types. The participants of the trip were surprised by the scope and high technology of the manufacturing process. The plant uses up-to-date equipment for laser cutting of metal, robotised machines and automatic assembly lines. Each day, around 50 loaders roll off the conveyer. The pledge of quality is a two-hour test drive of each machine at maximum load.

The Russian farmers saw the assembly of the most efficient loader, JCB 550-80, which came onto the Russian market

two years ago.

"The boom reach is 8 metres at the maximum lifting capacity of 5.5 tonnes," says Sergey Dorofeyev, sales manager of the Kursk branch of AgroCentreLiski. "In Russia, this giant is

popular among large farming enterprises."

The JCB specialists spoke about their development prospects. In the near future, the company plans to expand production in Roster, to build an extra facility with a floor area of 12,000 sq m for increasing the output of hydraulic cylinders, and to establish a new training centre.

By Anna BORDUNOVA

The English colleagues warmly welcomed their guests from Russia. The excursion to the production facility was very informative. Specialists spoke about the company history and



To the last drop!

Over 50 years ago, Challenger presented its first agricultural sprinkler and, since then, it keeps improving this type of equipment. This season, AgroCentre is offering farmers a completely new AGCO product, the Challenger RoGator 700 sprinkler.

AGCO held a training session in the use of the new self-propelled sprinkler for sales specialists of AgroCentre in the Chelyabinsk and Kurgan oblasts.

"The RoGator 700 series model is a 2013 product in North America," says Pavel Konkov, AGCO regional sales manager. "The machine is intended to supplement the RoGator 1100 and 1300 family, retaining all of

the design-related advantages of its elder 'brothers.' We hope that Russian farmers will duly appreciate the new product."

Among its indisputable merits is the reliable, low-noise AGCO Power engine, with 4.9 l capacity, featuring an excellent fuel economy (0.5-0.7 l/ha). The sprinkler is designed to maximally reduce the load on the machine and the operator.

The combination of the pneumatic suspension and the C-shaped flexible frame ensures optimal operating speed even in hard work conditions. The sprinkling system is designed and manufactured at the highest possible level. A large 2,750 l tank makes it possible to work longer without extra fertiliser refilling. The difference in pressure between the sprayers of the extreme sections and the pump is 0.07 bars, which is 6 times less than that of rival machines.

Precision farming capabilities like automatic deactivation of the sections, rod height maintenance, AGCOMmand

telemetry and the Autoguide system increase the efficiency and speed up the return on investments.

According to Sergey Chichay, head of the Chelyabinsk branch of AgroCentreZakharovo, farmers have long awaited such a machine.

"The machine is simple, reliable, easy to use and maintain," says Sergey Chichay. "A highly productive sprinkler! A tool that enables farmers to introduce liquid fertilisers and treat large areas real fast, meeting the toughest deadlines."

By Yekaterina GALUSHKINA



On credit or for lease?

Today, the financial support available to Russian farmers for acquiring agricultural equipment leaves much to be desired. The federal budget provides subsidies very rarely, if at all. Many have had to tighten their belts. AgroCentre believes that there is a way out of this plight. The company actively cooperates with banks and leasing companies which offer various financial schemes for purchase of equipment on favourable terms.

As Yulia Shubina, AgroCentre-Holding LLC financial director, noted, major agricultural enterprises mainly acquire equipment with the help of credit. Rosselkhozbank offers the targeted program "Secured credit for purchasing equipment and/or machines." Farmers can acquire imported self-propelled equipment, tractor-drawn mounts and semi-mounts for a credit period of up to 7 years with down payment of 20% and up. Trailing and attached implements receive a loan period of up to 5 years on down payment of 15%. There are also special terms for extending loans to acquire second-hand equipment. Some farm enterprises can afford to acquire equipment without borrowing. Leasing is employed least often.

"In many cases, due to insufficient information, farmers are afraid to use leasing solutions," says Yulia

Shubina. "However, each year we see more and more enterprises resorting to this service. Analysis shows that compared to bank credits, leasing schemes offer a number of indisputable advantages. For example, in order to formalise a lease deal, in 99% of the cases no pledge of property or surety from the enterprise proprietors is required, all of which substantially simplifies the filing procedure for acquiring agricultural equipment."

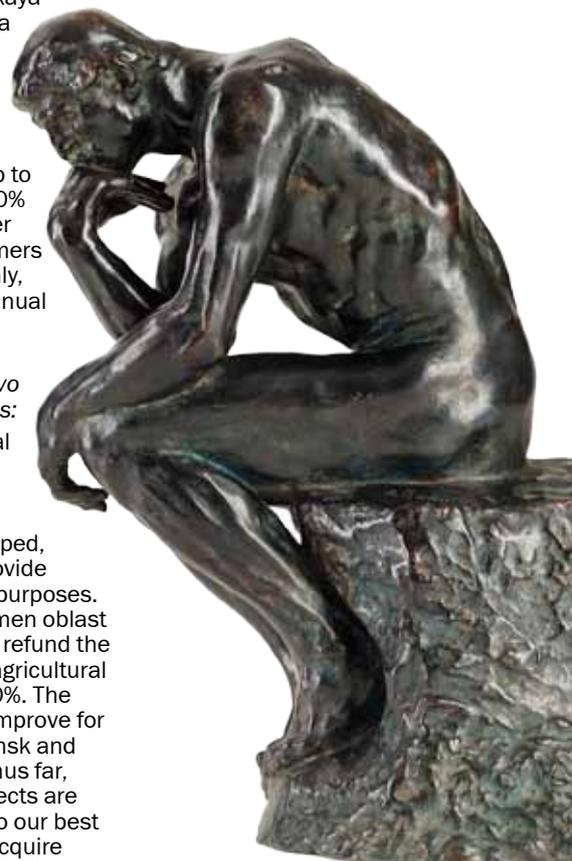
For the past three years, AgroCentre has cooperated with such leasing organisations as MKB-Leasing, Tyumenskaya Agropromyshlennaya Lizingovaya Kompaniya JSC, and De Lage Landen Leasing LLC. MKB-Leasing processes filings within three days of an agreement to acquire any type of equipment with down payment of 10%. The terms of the German company De Lage Landen are more rigorous, i.e. the leasing period is up to 5

years with down payment of 20%. However, its payment system is more convenient, i.e. smoothly decreasing monthly or seasonal instalments. In recent years, the Tyumenskaya Agropromyshlennaya Lizingovaya Kompaniya (TALK) is becoming more and more popular. It offers optimal, namely leases on up to 5 years and 10 to 30% down payment under the agreement. Farmers may pay on a monthly, quarterly or semi-annual basis.

Dmitry Ivanov, AgroCentreZakharovo LLC director for sales:

"Even though federal financial support for farmers to acquire agricultural equipment has stopped, some regions do provide subsidies for these purposes. For example, in Tyumen oblast the subsidies which refund the cost of buying new agricultural equipment reach 30%. The situation may also improve for farmers of Chelyabinsk and Yaroslavl oblasts. Thus far, however, those projects are only on paper. We do our best to help customers acquire equipment on favourable terms. On 1 March, the leasing

company AGCO Financial, which has prepared a number of special offers for purchase of AGCO equipment, will begin operations."



By Anna BORDUNOVA

Nobody wants to pay more than necessary.

Not even for extra quality

The Grain-Mixed Feed-Veterinary Medicine 2014 trading and production exhibition (a dedicated event for demonstrating grain, mixed fodder, and veterinarian equipment) presented the latest models of grain processing equipment.



At the exhibition, AgroCentreLiski presented products from GSI Corporation, a manufacturer of a wide range of equipment for drying, transportation and storage of grain. The machines are made from high quality materials. The grain storage silos are manufactured from zinc-coated 5.2 or 5.3 mm steel as opposed to the standard 4.2 mm type. The smart ventilation system maintains optimal grain humidity of 10 to 12%. These are conditions under which the biochemical processes stop. Erection of the elevator needs no deep foundation in the ground, thereby reducing the construction budget.

"The rainy year of 2013 raised

the problem of grain storage," says Oleg Zhdanov, an expert in the grain technologies department, AgroCentreLiski. "The farmers are psychologically prepared for building their own elevators. However, nobody wishes to overpay, not even for quality. In dealing with GSI you are not paying extra for the brand or for cooked-up 'innovations'. You pay only for excellent storage and the possibility of selling the preserved grain as a premium quality product. Around 30% of American farmers entrust their harvest only to GSI technologies. I think that in this matter we can rely on the expertise of our American colleagues."

By Yulia SALKOVA

Vasily Tsutsmán's global economy

Vasily Tsutsmán received a Russian passport not long ago though he, like most of us, comes from the former Soviet Union. After quitting his business in Ukraine in 2011, he moved to Kursk where he headed up Global Eco. Within three years of starting operations this company launched the largest pig farm in Kursk oblast, joining Russia's top three enterprises in terms of pork quality. In an exclusive interview with our newspaper, we asked Mr. Tsutsmán to tell us how he managed to make his new enterprise so economically efficient so soon.

High prices for high quality

"Information about Global Eco and about you personally is hard to come by. Why?"

"We avoid the limelight because ours is an ambitious company. We find it easier to work away from public attention. I enjoy greatly concrete things and tangible results."

"How come you are in the Kursk oblast?"

"Today, Global Eco is part of the Crystal-Lefortovo Group of Companies. The owners of the company decided to launch a farming enterprise and that is how, in 2012, Global Eco came into being. The chief activity of our farming endeavour is

pig-raising. We built our first hog farm, designed for 5,250 sows and with a yearly output of 14,500 tonnes of meat, in the Zolotukhinsky district. Our investments were more than 1.5 billion rubles."

"Your company's name features the 'eco' element. Does this stand for economy or ecology?"

"Global Economy. Our production is based on principles including precision, economic valuations, innovative technologies, and, of course, environmental friendliness. We strive to turn out only high quality natural products which comply with world standards. To be sure, our total production output is less than that of AgroBelogye



or Miratorg, but thanks to our product quality the customers pay a fair price. Today, the purchasing price of pork is 73 rubles per kg of live weight. Thus far it pays. We sell our products to the Belgorod, Moscow, Smolensk, Ryazan and Saratov oblasts, as well as to Kazakhstan. In addition, we are expanding our market channels."

Entry into the meat market

"Why, of all the alternatives, did you decide on pig farming?"

"It used to be an interesting and promising business. Our joining the WTO changed the situation somewhat. Today this branch of farming is in an awkward situation. It has become difficult to work here. The arrival of imports makes things still harder and competition has stiffened. Large quotas are given for imported products. We'd like to get more substantial support from the state, because national food supply security is at issue.

In an attempt to rid itself of the imports burden, Russia started to build its own raw materials base. This, of course, is welcome news given that the Russian pork market is not yet fully

established. Here the demand exceeds the supply, and this is what the European and American suppliers find so attractive. For us, too, this is a good stimulus for development because in the future we plan to fully meet our population's demand for meat."

"Among the regions involved in production of cattle and poultry for slaughter, in 2013 the best results in terms of live weight were achieved by the Belgorod, Kursk and Penza oblasts as well as the Stavropol Territory. How do you explain their success?"

"They succeeded thanks to the introduction of new technologies in crop production and animal husbandry. The personnel, too, played their role. In our production, we use only modern equipment and high quality seeds and fertilisers. Today the hard work is done by machines, giving people a chance to engage in creative and intellectual development. On our hog farm, most of the processes are automated and perfect cleanliness reigns supreme. Our sows are clean as damsels!

Today, headcount at Global Eco is more than 350 skilled specialists. We took the European way, i.e. we concentrate our efforts on quality, not quantity. We also attract many young people from the Kursk Agricultural Academy



GUEST OF THE ISSUE

and foreign advisers. We try to collect a powerful intellectual potential at our company. And it works!"

Based in partnership

"You buy a lot of equipment from one dealer. Why?"

"We spend a lot on farm equipment and will continue to do so due to ongoing land acquisition. We intentionally switched over to imported machines. This year, more

other brands. Do you share your expertise with others?"

"Many colleagues ask for our comments. I say openly and without exaggeration – the equipment from AgroCentre is good and its specialists are fine. If I urgently need some machine, it is sure to appear really fast. The Company's discount system and technical servicing are also excellent. Once they say that in a couple of hours everything will work,



than 2.5 million euros will be spent to purchase them. AgroCentreLiski participates in these processes on favourable terms because the equipment they supply fully meets our requirements. It ensures the expected productivity, reliability and convenience. And the price corresponds to quality."

"Your machine fleet contains US-built Challenger wheeled tractors, rotor harvesters and many mounted machines of

rest assured, it will. They trust and respect their customers, inspiring confidence in them. The important thing is that all must be based on partnership. No other dealer can offer such terms. They can be trusted like close friends!"

"How does the introduction of farm equipment change the farmers' lives?"

"First of all, the equipment needs skilled operators who can use it correctly. We pay a great deal of attention to personnel training. Now this function is performed by the educational establishments and our partners. AgroCentreLiski not only sells products, but also trains our specialists, arranging master classes for them. This ensures the best use of equipment on large areas at the lowest possible expenditure of fuel and lubricants together with the honouring of deadlines."

Looking beyond business

"How do your relations with rural workers develop in places where you work?"

"Our company has always focused attention on the social life of the village. We are

not indifferent to people. We support the rural ice-hockey and football teams, schools, and kindergartens, supplying them with all they need. Spending money on noble matters is always pleasant. Maybe, in a few years these investments will return in the form of young specialists who will continue our cause."

"What do you enjoy in life, outside of work?"

"A rest with my family, a gym, a swimming pool, nature and fishing. Good history books. The last book I read is 'On the edge of Ecumene' by Ivan Yefremov."

"Looking into the future, how do you envision Global Eco five years on?"

"As a large agricultural holding company, I think that by this time we shall expand outside Kursk oblast. This will be around 50,000 hectares of land. We'll have a certain number of hog farms, a modern elevator, a mixed fodder production facility and several agricultural product processing plants. The important thing is that we have a burning desire to move on!"

INFO

In 2013 the Zolotukhinsky hog farm of Global Eco turned out more than 1 billion rubles worth of products. They currently are building another pig complex for 1,800 pedigree sows in the Manturovsky district (Kursk oblast). Scheduled for commissioning late this year is a refrigerated slaughter house with a designed capacity of 28,000 tonnes per year in the Shchigrovsky district. Long-term plans envision the construction of a large-scale complex for 6,300 sows which will become the largest

such facility in Russia. Short-term plans call for building the company's own bases and refrigerated slaughter houses in the Urals, Trans-Urals, Altai Territory and Mordovia.

In the crop production activities, grains totalled over 7,000 tonnes, with the yield of wheat at 4.3-4.5 t per ha, and barley at around 4 t per ha. In 2014, the plans call for sowing around 6,000 hectares (3,000 in 2013) of wheat, barley, maize, sunflowers, peas and soya.

By Yekaterina GALUSHKINA



Headliner of the fields

Last autumn, AgroCentreLiski arranged a competition on fields of the Russkoye Pole LLC, Voronezh oblast, between the Fendt 933 (320 hp) tractor and its wheeled counterpart of a different model. Aleksandr Lynov, the servicing engineer of the enterprise, told us about the competition results and why the Fendt tractor became the headliner on the farm.

Exclusiveness does it all

“The tractors operated in equal conditions, trailing the plough across the maize stubble and over the sunflowers after disc treatment of the soil. From the first hours of operation, it became clear which of those tractors did its job better. Owing to the exclusive Vario stepless transmission, the Fendt tractor outperforms its rivals. It moves across the field smoothly and evenly. If the thrust load increases, the Vario transmission automatically raises the engine rpm. Once a difficult stretch of the field is negotiated, Vario independently reduces engine speed, bringing the engine load

back to normal. The tractors were tested on damp ground. The cross-country ability of Fendt compares to that of a tank. And its manoeuvrability is superb, too. Independent front suspension retains the traction balance, preventing sagging and jamming in operation.”

Obvious economy

“At the rate of 9 km/h, Fendt consumes on average 21 l/ha while its counterpart of a different model takes 25. The savings is obvious. For a greater load, we mounted another body onto the plough. Fendt did fine in the loaded configuration. At the same rate, the fuel consumption was 19 l/ha. To

our surprise, the rival tractor didn't even move off the place.”

Ideal comfort

“We have assured ourselves that Fendt provides ideal comfort among the tractors. The spring-supported cabin, the largest among this class of tractors, absorbs the shocks and precludes the machine wobbling in heavy duty conditions. The all-round field of observation is excellent, and the noise reduction, air conditioning, and automatic seat adjustability ease the operator's functions. This is critical at the height of the season when the operator works 12 hour days. The tractor control system is very

convenient. By using the joystick and the armrest where all the control levers and buttons are, the operator can, at any time, easily correct the operations of subsystems and mechanisms. A big advantage is the Auto-GuidePro automatic steering system with GPS navigation which ensures the operating precision. Clearly, the tractor is made for people in the best sense of the word. It's like the Mercedes among the cars.”

The right choice

“Based on the test results, we didn't hesitate to keep the tractor. Thus far, it has run 500 hours without a hitch. It handles 30 hectares in a 12-hour shift. I can safely say that the Fendt tractor is a headliner on our farm. For the new season we bought another nine such tractors from AgroCentre. We believe we've made the right choice.”

By Anna BORDUNOVA



Fendt tractor testing in Voronezh oblast



AGROCENTRE RECOMMENDS

It pays to buy original components

It is possible to save on buying certain spares for farming equipment. One should remember, however, that using components from suppliers other than the original manufacturer can seriously damage both the equipment and the farmer's pocket. That is why experts from AgroCentre strongly advise farmers not to take risks buying substitute components lest they learn the hard way why the miser pays double.



AgroCentre offers its customers only original spare parts for the farm equipment it supplies. The product range contains more than 30,000 items, 22,000 of which are permanently available at the storehouse. Ten thousand are AGCO spare parts for all brands of the corporation's equipment, i.e. Fendt, Challenger, Valtra and Massey Ferguson.

service life of the components, the manufacturers of non-OEM stuff seek first to minimise costs and reduce the price for the end customer, all of which invariably compromises the product quality. The design of original spare parts, their manufacturing technologies and materials are often unique for each equipment model. This is so because in recent years the power and efficiency of equipment have grown considerably, stiffening the demands made on component reliability."

The OEM spare parts manufactured at the AGCO Corporation's facilities meet the highest quality standards. This is achieved by using costly materials and the latest developments of the company's leading engineers. The spare parts are designed and manufactured at the same facilities and using the same machines as for the equipment itself. Such spare parts necessarily have the developer's marking and a unique item number given by the manufacturer. As for manufacturers of substitute parts, they often have incomplete information about the spare parts. They manufacture them using their own technologies.

The operating life of non-OEM components is much shorter and using them may damage the equipment because at high stress such components damage the subsystems they are in contact with, compromising the operational efficiency or completely breaking the equipment. In this case, the initial cost savings of non-OEM

spares often results in loss of time and money because of machine down time during the seeding period or harvesting. Another important issue is that the original components come supplied with the manufacturer's warranty, whereas non-OEM ones have none. The pledge of successful operation of agricultural machines, especially self-

propelled ones, is in their technical maintenance. Users often ignore timely maintenance, seeking to cut the cost of equipment operation and the purchase of expendable materials. Involuntarily such equipment users spot non-OEM components that look like genuine ones and have tempting price tags, but nobody knows what is inside them, though one must know every little detail.



Sergey Tikhomirov, head of the components supply department, AgroCentre-Holding LLC, believes that as spare parts go what really matters is not only the component's service life, but also the quality of its service. These factors depend on the component's materials as well as its manufacturer and place of manufacture:

"The main difference between the original spares and their counterparts from other manufacturers is in the approach to the production process. Whereas the AGCO Corporation pays huge attention to the proper functioning and long

OEM spare parts:

- quality and compatibility of components meet all requirements and are guaranteed by the equipment manufacturers;
- the risk of buying a wrong item or fake product is considerably reduced if a component is sought and bought using the



unique original number;

- in guaranteed servicing and repair of equipment, many operations are performed using exclusively original spare parts as specified by requirements for validity of warranty;
- the use of only tested materials for their manufacture and state-of-the-art manufacturing technologies.

Non-OEM spare parts:

- the use of spare parts not officially approved by the manufacturer may be a grounds for cancelling the equipment warranty;
- production defects and obvious fakes lead to serious and costly breakdowns of sophisticated systems and mechanisms;
- the probability of error and untrue information in the non-OEM catalogues increases the probability of acquiring a wrong component.



By Anna BORDUNOVA

Rich heritage

of Massey Ferguson



Massey Ferguson is one of the oldest global agricultural brands from the family of the American corporation AGCO. Today its equipment is sold in 140 countries through a dealer network of over 5,000 companies including AgroCentre. Let's look back in history to understand why people love Massey Ferguson machines and who stood behind its creation.

The company's name emerged from two names - Daniel Massey, a Canadian farmer by birth, and Harry Ferguson, an Irish engineer. Alanson Harris, owner of a foundry in Canada, also contributed to the creation of the brand.

Massey Ferguson's history began in 1847 when the innovative farmer Daniel Massey opened a workshop in Newcastle to manufacture and repair farming tools. As they say, in this very workshop the first mechanical thrashers were made. International success came first in 1867 when Massey's harvesting machines won two gold medals at the National Exhibition in Paris. In 1879 the company moved to Toronto. At the time, its production area already exceeded 4 ha. Invention of an automatic binder became a major event in those years, and in 1889 it was named the

Best Harvesting Machine in the World.

In 1891, the Massey firm merged with A.Harris, Son & Co. Ltd. The first jointly developed product of Massey-Harris was a reaping and thrashing machine that cut, thrashed and cleaned crops, delivering the grain into a bin. It boasted the unprecedented performance of covering up to 6 ha in a day. This invention became an important step towards the first self-propelled combine harvester.

The manufacture of a new machine bearing the MH20 serial number in 1938 initiated a real revolution in harvesting. The product was called a "combine harvester." Three years later Massey-Harris improved on its invention. The new MH21 model had a head

of two sizes. It was lighter, more compact and much cheaper. It later became the best-selling combine harvester in the world.

Real success and recognition in the tractor industry came in 1953 after acquisition of the English firm Harry Ferguson Ltd. which was founded by Harry Ferguson. The three-point linkage for towing gear (1926) had been one of the major inventions of the company founder, Harry Ferguson.

Following the merger, the company was renamed Massey-Harris-Ferguson. The shortened name of Massey Ferguson appeared in 1958. The memory of the third founder is gently kept in the brand logo - three triangles symbolizing the heritage of Daniel Massey, Harry Ferguson and Alanson Harris.

By the mid-1960s, the company had 26 enterprises in 9 countries. In 1962, it

introduced the Multi-Power gearbox which made it possible to increase or decrease speed using a dashboard switch without any clutch

pedal. And in 1976 the PowerFlow head was developed to minimise grain losses.

In 1991, the company pioneered "the space age" of agriculture when it brought out a combine harvester equipped

with the first GPS-based harvest-mapping system.

By the early 1990s, the Massey Ferguson dealer network became the largest among global manufacturers of agricultural equipment.

*An interesting fact
Massey Ferguson tractors and combine harvesters have been pictured on banknotes and stamps in Canada, Ireland and Ethiopia.*

In 1994, all Massey Ferguson assets and dealerships were taken over by the AGCO Corporation. This union became a milestone in the brand history and led to further innovations.

Today, AgroCentre supplies AGCO farm equipment (Challenger, Fendt and Valtra) to the Russian market. It helps farmers to familiarise themselves with Massey Ferguson quality. The wide line-up of products, ranging from tractors and harvesting machines to loaders, allows the farmer to choose a machine which suits his needs best. The company's philosophy was laid down more than a century ago and remains in effect today. The goal is not just to make machines but to ensure that its clients are confident in the reliability, high performance, quality service support and maximum comfort of Massey Ferguson equipment.



FEEDBACK

Observations of recent years' weather show that the spring comes in much of Russia very rapidly. This means the seeding job must be done as soon as possible, in two weeks at the most. AgroCentre offers good aids in the form of Challenger grain drills and cultivating seeders.

The main features of these seeders are reliability, simplicity in adjustment and operation. What also matters is the optimal price in its segment.

The Challenger 9800 pneumatic grain seeder

(coverage width: 9.1; 12.2; 15.2; and 18.3 m) operates very well in no-till, minimal and traditional land treatment. Unlike most such machines, the operator does not need to leave the tractor cabin to change the operating mode since the disc pressure is adjusted not manually, but by using the on-board terminal.

The patented design of the seeder with "oppositely set discs" raises and evenly distributes the soil between two narrow furrows, 15 cm wide. Loosened by the disc, the soil

A compressed spring will not scare the Challenger!



goes under the roll-on wheels that embed it in a furrow, forming a seedbed. Seeding precision remains steady even in operation at a high rate. If the seeds are embedded simultaneously with fertiliser application, they are placed in the middle between the 15 cm furrows with no need of extra adjustments and changes in the seeder configuration.

A significant advantage of this series of equipment is the reduced need for "horse power" to do the work. For example, the 9.1 m coverage seeder needs a 210 to 260 hp tractor.

The Challenger 9100 series cultivating seeders

are fit for work on various soils after all types of tilling. Owing to the unique transparent seeding

mechanism, it is easy to set the seeding rate and prevent the penetration of double seeds in the seed duct. The seeding depth remains equal despite the soil irregularities. Uneven seeding depth is also excluded whilst the space between seeds remains the same. The patented PAM (positive air pressure) batching disc system does not damage the seeds.

By Yulia SALKOVA

Vladimir Zakablukov, technical director of Krasnoyarskaya Zernovaya Kompaniya CJSC, Belgorod oblast:

"We use the Challenger 8186 sixteen-row cultivating seeder, known since this year as series 9100, on our farm for seeding maize and sunflower. The machine has covered 2,000 hectares. It is very simple to adjust and the sprouting is even on all types of soil. We also acquired from AgroCentre the Challenger 9830-40 grain seeder with an operating coverage of 12.2. m. We previously used only 9-m seeders from another fairly well-known brand. We compared it to the Challenger, whose daily seeding efficiency proved to be 25% higher. In addition, it costs an order of magnitude less. Its adjustment is simpler, too, taking up a mere 30 to 40 minutes. On our farm it has covered 5,000 hectares. Even though we adhere mostly to the classical work method, we also use this seeder after treatment by the deep tiller. In autumn, we introduced green manure, using the so-called 'zero technology'. The soil was hard as a rock. But we coped with the job alright! No complaints about either of the two Challengers."

Yuri Poyedalov: executive director of Agroholding Ivnyansky LLC (branch of Miratorg APKH Holding, Belgorod oblast):

"We have used the 15-m Challenger 9859-50 grain seeder on our farm for one season, and during this time it seeded around 4,000 hectares. It passed the test drive with flying colours. The machine is very reliable. Its chief forte, the large operating coverage, came in very useful for us given that our tilling area exceeds 55,000 hectares and the seeding period is short. The machine ran at the rate of 12 to 15 km/h. Its adjustment is straightforward and the design is reliable. The machine maintains a steady embedding depth on all types of soil."



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Announcements**12-14 March**

AgroSeason exhibition (Voronezh, Voronezh State Agrarian University exhibition centre)

2-4 April

IV Tyumen dedicated agro-industrial exhibition Farming Machines and Equipment, Tyumen

April-May

Opening of a servicing centre in Lipetsk oblast

April-May

Demonstration of farming equipment in the Central Region, and in oblasts of the Central Black Earth Zone and Urals Federal District



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