

# AGROЦЕНТР News

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## Sowing redefined



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# Best deals with Valtra!

The leasing package also covers the new Valtra A95 tractor. AGCO-RM and AGCO Finance offer a zero-appreciation lease of the model for 13 months at an advance payment of 1 million rubles.

'The limited edition of the Valtra Active T194 Red Line with the capacity of 195 hp comes complete with all the options necessary for the operation in agriculture', says Ivan Kryuk, Head of Omsk branch of AgroCentreZakharovo. 'Enterprises which seek to optimise their costs should opt for this tractor. The model has an edge over counterparts due to enhanced hydraulics and exclusive design. The speed range from 400 m/h to 40 km/h is ideal for vegetable growing. The tractor can handle work in the utility sector,

forestry and a vast array of other applications.'

The new Valtra A95 with the capacity of 101 hp has been released to the Russian market this year. Lightweight and agile, the tractor boasts basic but efficient equipment. 'A little body harbours a great soul!', say the specialists.

'Whatever the weather, the tractor is ready for hard work 24/7', says Aleksey Grigoryev, Executive Director of AgroCentreZakharovo. 'The robust design, improved user-friendliness and functionality make it an excellent aid in all farming operations. The panoramic cab and a rear-view camera further help the machine operator to accomplish all the tasks, both on the farm and in the field.'

by Darya DENISOVA

**AGCO-RM jointly with AGCO Finance have presented the limited edition of the upgraded Valtra T194 Active Red Line tractor and Valtra A95, a new tractor. Until 30 June, the machines can be purchased on beneficial conditions of dedicated leasing programmes.**

The programme for the Valtra T194 Active Red Line involves a 60-month leasing term with a monthly installment payment of 150,000 rubles.

The annual value appreciation is 4.99% provided that an advance payment in the amount of 20% of the tractor value has been made.

## Engine of progress

**The environmental effects of harmful toxic gases and exhaust fumes emissions call for action around the world.**

One of the companies which strives to reduce emissions and protect our planet is AGCO-RM. It introduces a new type of engine into Fendt and Massey Ferguson tractors, which enables the machines to deliver extreme performance in demanding surroundings. These engines are equipped with the SCR (Selective Catalytic Reduction) technology and meet all the emission regulations.

'The vehicle emissions standards have been raised in Russia', says Mikhail Bazan, Product Manager of Massey Ferguson. 'But most AGCO Power™ engines

of different capacities and applications already have a built-in SCR system. The engines are reliable, efficient and eco-friendly.'

AGCO Power™ supplies engines for the manufacturing of AGCO farm machinery and was among the first in the industry to use the SCR and AdBlue technologies in combination. A reagent known as AdBlue (based on a high purity urea solution) is used to create a chemical reaction so that the exhaust gases are converted into water and nitrogen vapors which are harmless for the environment.

'New farm machinery enhanced with the SCR

technology is already available for Russian farmers', says Aleksandr Neklyudov, Technical Director of AgroCentre-Holding. 'They are the Fendt 1100 MT and the Fendt 900 Vario MT tracked tractors, Valtra N Series

and S Series with boost function, which increases engine power on the road, and the upgraded Massey Ferguson 8700S and 7700S tractors.

by Darya DENISOVA



# Fendt Ideal: a real game changer

**The Fendt IDEAL grain combine harvester has received an AE50 Award, the prize presented by the American Society of Agricultural and Biological Engineers for the best engineering and technical innovations in farming, food industry and biology.**

The winners of the award were announced at the annual Agricultural Equipment Technology Conference in Louisville, USA. The expert group of experienced engineers selected the outstanding products based on their level of innovation, significant technical progress and impact on the market.

The Fendt IDEAL is among this year's prize winners. The judges were impressed with the technical USPs of the large combine. The Fendt IDEAL Combine is the first 'clean-sheet' design of an axial combine in 30 years. In Fendt tradition, it is loaded with innovations that provide in-field efficiency, unfailing uptime, simple operation

and excellent grain quality.

An easy-to-use touch-screen tablet allows operators to select preferences for minimising grain damage or loss and material other than grain in the bin. The IDEALharvest™ system automatically makes on-the-go adjustments to maintain the pre-set harvesting parameters and gives the operator real-time

crop flow visualisation. The optional package offers the industry's largest grain tank at 17,100 litres and the innovative IDEAL Streamer™ 6.0 auger which empties the grain tank at 210 litres per second, enabling users to spend less time unloading and more time harvesting.

'We have every reason to be proud of the recognition of our work', says Brad Arnold, AGCO Corporation Vice-President of Crop Production. 'We particularly appreciate receiving the AE50 Award for a product line with extreme diversity, which speaks to our vision to serve customers across all facets of agriculture.'

The new Fendt combine harvester is available in 3 classes: the IDEAL 7 offers the capacity of 421 hp, the IDEAL 8 with 538 hp and the IDEAL 9 with 647 hp. The launch of the model onto the Russian farm machinery market is scheduled for 2020.

by Tatyana IGNATENKO

## AgroCentre reaps awards

**AgroCentre has taken part in the annual JCB Dealer Conference, and, as usual, its accomplishments have been recognised in several categories.**

JCB, one of the world's leading farm machinery producers, has invited the top-performing dealers from Russia and the CIS to a gala-celebration to recognise the results achieved over the year. AgroCentreLiski received the prestigious award as the best retailer of JCB front loaders.

'We have actually had quite a strong year', says Nikolay Kunitsyn, AgroCentreLiski Sales Director.

'We have sold 133 units of JCB machinery, 25 of which are front loaders. Such impressive results have been achieved thanks to the work of our qualified specialists

both in the Sales and Service departments.'

The award was also given to the best regional sales representatives. As many as three sales representatives of AgroCentreLiski have received a special award from JCB. Denis Tarasenko (Belgorod branch), Yevgeniy Lazutin (Bryansk branch) and Sergey Dorofeyev (Kursk branch) won a package tour to the UK, and soon they will set off for the journey.

At the conference, JCB shared their strategy for the coming year, discussed the issues of the after-sales service, spare parts and financing

solutions for the clients.

'This year we are planning to sell 129 units of JCB machinery. We rely on effective demo shows, strong customer

support and the competence of our staff as the key drivers of success in the coming year', summarises Nikolay Kunitsyn.

by Viktor BARGOTIN



# Perfect haymaking with Kverneland

The latest addition to Kverneland's range of mounted tedders available in Russia is 85112 C, a new 11.2 m trailed rotary tedder. The Kverneland 85112 C will replace the previous model 80110 C.

The Kverneland 85112 C are carrier frame tedders purpose-built for use with smaller tractors. Due to the carrier frame concept, the lifting capacity of the tractor is not a limiting factor and it can be operated with small tractors starting from 70 hp. These machines offer very compact transport dimensions with their clever folding solution, which makes them highly manoeuvrable on the road.

The design of the Kverneland 85112 C tedder has been even more simplified, improving the operator experience. The implement is easily converted from transport to working position from the tractor cab. The basic execution of the tedder requires two double acting outlets, for transport folding and

hydraulic border tedding. The model can be enhanced with the optional hydraulic headland kit. Furthermore, the new tandem land wheel can be installed to ensure trouble-free operation under harsh conditions.

'Unfortunately, Russian farmers greatly underestimate the role of tedders in feed preparation', says Aleksey Letyagin, Forage Equipment Manager of Kverneland Group CIS. 'Exactly this piece of machinery has a considerable impact on the feed quality as it cleans and promotes faster and uniform curing and drying, thus eliminating spoilage of the bottom layer of the swath. With its relatively low cost and tangible results, the payoff of an investment into a tedder is just



a matter of a season.'

The Kverneland 85112 C features a maintenance-free driveline and a sturdy, uniquely designed self-contained rotor gearbox. The ProLine gearbox requires no maintenance, and is situated in an enclosed oilbath, set up to ensure permanent

lubrication. Additionally, the hinges are connected with strong maintenance-free roller bearings for extended longevity and stability of the connection points. The machine features only 6-8 grease points which require annual maintenance.

by Tatyana IGNATENKO

## No question left unanswered

When it comes to agricultural machinery, the specialists of AgroCentreLiski are not baffled even by the trickiest questions, since they regularly improve their technical knowledge by taking in-company training.



Twenty employees of AgroCentreLiski attended one of such trainings at the dealership centre in Lipetsk oblast. The intensive workshop focused on

Amity Technology, Wil-Rich and Wishek farm machinery.

Sales representatives of AgroCentreLiski had an opportunity to learn more

about the Wil-Rich and Wishek seeding and tillage machines and the Amity Technology sugar beet equipment line.

Since 2011, the seeding

and tillage machines of these manufacturers have been produced by AGCO, a reputable company, well-known among Russian farmers.

'Our specialists need to be qualified enough to answer all the clients' questions about the machinery brands that the AgroCentreLiski dealership represents', says Nikolay Kunitsin, Sales Manager of AgroCentreLiski. 'The proficiency of our specialists should meet or even exceed the expectations of our customers. It motivates us to organise regular in-company training sessions for our employees.'

Having excelled in learning the theory, the participants of the training passed the final test with flying colours. All the specialists of AgroCentreLiski enriched their knowledge and received well-earned certificates.

by Viktor BARGOTIN

SIMA is one of the world's largest platforms allowing the leading farm machinery manufacturers to showcase their achievements. Year by year, the popularity of this event with the farmers is growing. AgroCentre takes every opportunity to keep abreast of the latest developments in farm machinery building, so its representatives regularly visit the trade show in Paris.

'SIMA has already become a traditional event for AgroCentre', says Sergey Lomantsov, Executive Director of AgroCentreLiski. 'We believe that our clients need to be aware of the technical novelties offered by the world's leading companies and have an idea of the process and conditions of machine manufacturing. This is precisely why our enterprise enthusiastically arranges such singular trips.'

First, AgroCentre's delegation chose to examine the booth of AGCO where the Massey Ferguson, FENDT and Valtra machinery was showcased.

'It is the first time I have visited the trade show', says Ivan Roshchupkin, Manager of S.I. Roshchupkin farming enterprise (Kemerovo oblast). 'SIMA is a high-grade and brilliantly organised trade show, and, above all, it provides an opportunity to discover hundreds of unique farm machines. For example, it made me see the Valtra brand in a new light. Having observed the state-of-the-art tractors at AGCO's booth, I have come to think that it would be nice to have such reliable machines on the farm.'

The delegation included a lot of livestock farmers, and it was only natural that they turned their attention to the JCB434S wheel loader showcased at JCB's booth. Equipped with a high-performance engine and an efficient hydraulic system, the machine delivers maximum output, has an excellent power-to-weight ratio and boasts brilliant manoeuvrability.

The employees of Einbock, an Austrian company, also had an implement in their arsenal which amazed the Russian farmers and made them



## From Paris with love

**In anticipation of spring and the new farming season, AgroCentre's clients spent the last week of February in France. The company's delegation took a walk around Paris, enjoyed a boat tour along the Seine, got to see the famous Eiffel Tower, and, most importantly, attended SIMA 2019 International Agricultural Trade Show.**

consider introducing it into their farm operations. The device in question is Row-Guard, an auxiliary unit improving the performance of cultivators. It is a hydraulic attachment which is installed between the tractor and the cultivator to help the operator work at high speeds while controlling the weeds by means of integrated cameras feeding a direct signal to the hydraulics. Thanks to the attachment, cultivators can pass along the rows without

cutting young crops, thus increasing the performance by one and a half times.

The delegation of AgroCentre took an active part in the trade show in the course of the day visiting the most interesting booths of machinery and equipment manufacturers: Kverneland, Horsch, Schulte and Trimble.

'Such events have a positive impact on the work of farmers', continues Ivan Roshchupkin. 'Once the trade

show is over, we come back home with fresh ideas and with our notebooks full of new information. Our business is unpredictable, so we always need to have a Plan B for the future, and AgroCentre will always be there to help us implement it.'

As part of the informative programme, the group visited the Massey Ferguson manufacturing facility. The guests could see the entire production chain: from the manufacturing of individual parts to complete 5 Series, 6 Series, 7 and 8 Series tractors.

'This is one of the best trips I have ever had', shares Oleg Timokhin, Manager of Krasnaya Zvezda farming enterprise (Oryol oblast). 'The Massey Ferguson farm machinery plant has made a great impression on us with its cutting-edge technologies and high machine build quality. After such tours, you get to understand where your money goes, and, no less important, that it is not wasted. So, I would like to thank AgroCentre for excellent organisation of the trip, positive emotions and great time.'

by Viktor BARGOTIN





AgroCentre has been working closely with HORSCH for two years now, supplying high-quality and reliable machines of the German manufacturer to Russian farmers.

With the sowing season right around the corner, the seminar entitled 'Proper sowing as the key to maximising the crop yield while cutting production costs' provided farmers with timely information. One of the prerequisites of success is reliable machinery, so the workshop also covered various types of sowing combinations in order to enable the farmers to make an informed choice.

In the display area outside the dealership centre, a number of brand new HORSCH machines were glistening in the spring sun. Among others, these included the Tiger 4MT, the Joker 8RT

and 6HD cultivators as well as 3 sowing combinations: the Maestro 16SW, the Pronto 8SW and 6DC.

'One of the most popular models among Russian farmers is the HORSCH Pronto 6DC', says Viktor Lorz, Sales Manager for HORSCH Russia. 'Thanks to the unique system of soil packers, the seed drill can operate at high speed while maintaining superior quality of seed placement. Also, the machine ensures consistent seeding depth, which results in uniform crop emergence. The Pronto 6DC can sow 110-120 hectares per day. The performance and quality of the machine are excellent. For this very reason farmers choose HORSCH.'

The demo show generated a great deal of interest, and was

# A HORSCH for every farmer!

**Ahead of the busy growing season, the AgroCentreLiski specialists jointly with the Horsch representatives held a seminar for the farmers of Lipetsk oblast. During the meeting, the experts gave an overview of the innovative ideas in sowing and tillage practices and the latest farm machinery solutions.**

followed by a lively dialogue, in the course of which the farmers asked the representatives of AgroCentre and HORSCH all the questions they had.

'I've heard a lot of positive feedback regarding the HORSCH machinery', says Vladimir Korotkikh, Head of Rechnoye farm (Lipetsk oblast). 'A long time ago, my colleagues told me about HORSCH for the first time, and nowadays I have a Joker tillage implement, a Tiger cultivator and Pronto seed drills on my farm. All the machines are reliable and of good quality, and I probably won't need to buy Horsch anymore (laughs), because these machines will serve my farm for many more years. I will most certainly advise this brand to other farmers!'

Such seminars and demo

shows play a crucial role in the relationship between the dealer, the manufacturer and the consumer. AgroCentre, HORSCH and farmers form a kind of a triangle, where the three elements should be well joined in order to develop synergy and benefit from the mutual collaboration.

'We are holding an event like this together with HORSCH for the first time', says Sergey Lomantsov, Executive director of AgroCentreLiski. 'We have been working together for a little over a year and have already achieved impressive results. HORSCH has become a household name for almost every local farmer, which is proved by the good attendance at our seminar.'

by Viktor BARGOTIN





# Innovation: key to successful farming

**The Machinery. Technology. Innovation. Science. Tyumen Agro 2019 trade fair has taken place in Tyumen oblast. At the show, AgroCentreZakharovo showcased the most popular, reliable and high-performance farm machinery.**

The Pyshminskaya Dolina exhibition hall in Vinzili village welcomed the agricultural producers from the Ural Federal District.

The event was attended by Oksana Lut, Deputy Minister of Agriculture of the Russian Federation.

'The Ministry of Agriculture is concerned with improving the performance of Russian agricultural producers', stressed Oksana Lut.

'I am sure, all the participants of the trade fair have fruitfully worked, extended their knowledge and familiarised themselves with the cutting-edge technologies. The Ministry of Agriculture is ready to give you an all-out support in introducing them!'

The high-ranking officials made a tour of the exhibition area and paid a visit to the booth of AgroCentreZakharovo, among others. The range of items on display was quite impressive. The company demonstrated state-of-the-art farm machinery and equipment, as well as the machines that have already gained popularity among Russian farmers.

'The JCB 531-70 Agri telehandler is an all-time favourite, with its Smooth Ride System (SRS), which stabilises the movement

of the boom, and the JCB LiveLink remote monitoring system', said Ivan Potanin, Manager of Tyumen branch of AgroCentreZakharovo. 'High reliability and performance are distinctive features of the machine. A lot of attachments are available for the model, so it can handle almost any task on a farm.'

AgroCentre also displayed the JCB 535-95 Agri Super telehandler, yet another favourite among the farmers. In comparison to the JCB 531-70 Agri, it has an increased lift capacity and boom reach. The Massey Ferguson 8737S tractor with the engine capacity of 370 HP also attracted a lot of attention.

'The MF 8737S is a follow-on model of the MF 8690 Series', said Ivan Potanin. 'The model has been significantly redesigned. All the key functions are grouped in one Control Command Centre Armrest. The tractor is equipped with a navigation system and a continuously-variable transmission.'

The Fendt 933 Profi Plus was also in the centre of attention. The model has earned a good reputation among the farmers of the Ural Federal District. The tractor has an independent wheel suspension on the front axle and a comfortable cab with a

hydropneumatic suspension and reduced noise level.

'The Horsch Tiger 4MT is another unique machine on display. It combines the features of a disc harrow and a cultivator', said Ivan Potanin. 'We call it a "smart plough". This three-in-one machine allows for disc harrowing, deep loosening of soil up to 35 cm deep and additional mixing action with the packing system, which improves moisture retention.'

AgroCentreZakharovo also demonstrated the unique Trimble navigation system. It supports signals from both GPS and GLONASS satellites.

dealers, Michelin is a reliable brand. The distinguishing feature of Michelin tyres is their long service life, up to 8-12 thousand engine hours. This is almost twice as much as the amount that Michelin's competitors can offer. Farmers are also excited about the comprehensive protection package which includes unlimited mileage warranty for the tyres.

'Tyumen Agro 2019 is an excellent platform for the demonstration of cutting-edge technologies as well as for networking and sharing know-how. These opportunities are especially important ahead



Experienced growers know that precise data from the satellites can help to carry out farming operations more efficiently.

Good tyres are indispensable for any powerful machine. According to the

of the sowing campaign. Supported by our clients and suppliers, we are fully armed for the busy spring season', concluded Ivan Potanin.

by Tatyana IGNATENKO

# Yevgeniy Rogozin:



## AgroCentre does not waste words

**The sowing campaign at Avangard farming enterprise (Voronezh oblast) has finished efficiently and without losses. Local farmers put in a great deal of effort to plant an area of 7 thousand hectares. Almost all the machinery units were engaged in the ensuring of the future bumper crop, with the Massey Ferguson tractors assuming a vanguard role.**

The development strategy for Avangard farm is crafted by Yevgeniy Rogozin, Director. Upon graduating from Voronezh State Agricultural University in 2007, he took over the business from his father.

'Since childhood, I have always wanted to dedicate my life to agriculture', says Yevgeniy Rogozin. 'I was born in Kamenka village, Voronezh oblast, to a family of farmers. So, after leaving school, I entered Voronezh State Agricultural University without hesitation. First, I graduated from the Department of Accounting Analysis, Reporting and Auditing, then went on to obtain a law degree. I took my university internship at different farming enterprises, so when I started managing Avangard I had a full understanding of how a farm operates.'

The main area of Avangard's activity is crop production with a focus on staple crops: winter wheat, spring barley, maize, sunflower and perennial grasses. The enterprise is also engaged in livestock farming, with the total cattle herd exceeding

1,000 head. Besides, Avangard provides agricultural produce cleaning, storage and marketing services.

'We are constantly improving the facilities and equipment of our farm', continues Yevgeniy Rogozin. 'Recently, we have upgraded our dairy unit, increased the capacity of the grain storage facilities, installed new dryers, and, last but not least, expanded our farm machinery fleet.'

Since 2015, Avangard has been cooperating with AgroCentre, which supplies the farming enterprise with state-of-the-art reliable machinery. The partnership relations were first established with the purchase of the Challenger mower and then, a few years later, a MF 7624 tractor. The machinery made a lasting impression on the farm managers, and they decided to purchase one more unit – a Massey Ferguson 8737.

'AgroCentre does not just provide its clients with reliable machinery and excellent servicing', says Yevgeniy Rogozin, 'it offers cutting-edge solutions for better operation. When we bought the Massey Ferguson 8737 tractor, the staff recommended that we equip it with the Trimble system. It is a navigation system which has been designed to facilitate the work of the machine operator, make planting and seeding operations more efficient, eliminate wasted inputs, and drive farm profits. The Trimble system currently operates in the test mode, but it has already proved effective.'

The farming season is just gaining momentum, but Avangard is already making plans for next year. In the nearest future, farmers consider purchasing a Horsch seed drill and one more MF 8 Series tractor.

'We have experienced first-hand that AgroCentre stands head and shoulders above its competitors when it comes to the quality-to-price ratio', sums up Yevgeniy Rogozin. 'It is always a pleasure to work with a professional dealer which always stays on top of their business. I am sure that our friendship with AgroCentre is only going to grow stronger, since the company does not waste words.'

by Viktor BARGOTIN







# A joint team to foster innovation

**What drives the success of leading farms? What are the top performers in the contemporary Russian countryside? We learned the answers to these questions from Yuriy Kozarenko, Head of Vektor agricultural enterprise (Penza oblast, Bashmakovo district). For him, farming is a lifestyle and a lifelong passion.**

The enterprise is engaged in dairy farming and crop production. A wide range of crops is grown on an area of 3,800 ha: barley, sunflower, sugar beet, winter and spring wheat and even flax. Flax is an industrial crop which is in demand among foreign processors. A Turkish producer of flaxseed oil buys all the flax produced by the enterprise.

Yuriy Kozarenko set up his agricultural enterprise in 1991. The framework conditions within which the business operated were challenging. However, the farmer was undeterred. He persisted in the pursuit of his goal of building a financially viable enterprise and eventually succeeded.

'People are essential to farming', explains Yuriy Kozarenko. 'Hard work, perseverance, confidence, willingness to develop, ambition and self-improvement are the key elements that

drive any business, especially agriculture. Modern technology and precision farming systems are two more components of success in the sphere. In this respect, AgroCentreZakharovo is a reliable partner for our enterprise.'

Vektor chooses reputable and efficient machinery. A Massey Ferguson 8690 has been used on the farm for more than three years. It is a versatile tractor with a capacity of 370 hp which incorporates all the latest technology advances aimed at reducing fuel consumption and maximising efficiency.

'Before the New Year, we purchased a Horsch Pronto 12NT seed drill as a present for our farm', continues Yuriy Kozarenko. 'Now, in the midst of the sowing campaign, we are taking full advantage of all the options of the machine. The seed drill with a large working width and a 12,000 sq. m seed wagon has an operating speed

of 20 km/h. It can be coupled with an average capacity tractor, which saves a lot of our resources and gives us the opportunity to finish the sowing campaign earlier.'

The Horsch Pronto 12NT seed drill with a large working width has been the only one in Penza oblast so far. Vektor farming enterprise provides a testing ground, they warmly welcome technological innovations. Yuriy Kozarenko was one of the first farmers in the area to introduce precision farming in his fields, and he believes that the approach holds the key to the future.

'It is impossible to develop and keep up with the latest technological advances without the use of cutting-edge technology and high-performing machinery', stresses Yuriy Kozarenko. 'You should aspire to nothing else but the best performance and aim to achieve new goals.

Today we have 720 cows and there is still great potential for development. We are planning to increase the herd in the nearest future. The construction of one more dairy, which will require reliable machinery, is currently underway.'

Some weeks ago, AgroCentreZakharovo delivered a Massey Ferguson 6713 tractor to the farm. The operator-friendly versatile machine is an indispensable tool in crop farming and cattle breeding. The model ensures maximum efficiency with minimum fuel consumption. At the same time, it is good value for money.

'We appreciate our collaboration with AgroCentre because they always keep us up to date with all the latest technical novelties', says Yuriy Kozarenko. 'Extensive training sessions, business trips, experience exchange and networking are valuable for us as well. We are not just partners – we are a close-knit team. Our dealer always stays in touch and we are ready to grow stronger together!'

by Tatyana IGNATENKO



# Superior plant nutrition with Gustrower

**AgroCentre has commenced supplying the innovative Gustrower GFI 3A injection machine to the Russian agricultural equipment market, thus enabling domestic farmers to gain insight into the Controlled Uptake Long Term Ammonium Nutrition (CULTAN) technology which is widely practiced in the West.**

It is common knowledge that one of the elements essential for plant growth is nitrogen. Mineral nitrogen fertiliser contains nitrogen as nitrate, ammonium and amide. In the soil solution,

nitrogen is present in the nitrate form, which is easily taken up by plants together with water. However, the form is also quick to move into the groundwater and escape into the atmosphere. Ammonium

is readily available for absorption by plants and takes an active part in metabolic processes, but the form has low mobility, it is mainly bound to clay minerals and humus particles. Besides, ammonium absorption is not hindered by lower temperatures, facilitating earlier fertiliser application. The amide form is absorbed only through leaves. Until today, surface application of mineral fertiliser has been the prevalent method in Russia. However, due to leaching, high

volatility and other factors, losses, including money, time and resources, associated with this method, can reach 80%. The use of the Gustrower GFI injector machine allows to eliminate these losses with liquid root fertilisation.

On each independently sprung injection wheel (50-kg pressing force), there are 12 hard-metal spokes, through which liquid fertiliser is injected to a depth of 6 cm into the soil under up to 8 bar of pressure. The distance



## AGROCENTRE RECOMMENDS

between the separate depots is 13 cm, between the rows — 25 cm. This system of prolonged controlled injection is patented, and its distinguishing feature is represented by the opportunity to independently adjust the distance between the rows of the wheels.

Automatic dosing adjustment allows to introduce from 50 to 3,000 litres of fertiliser per hectare (as compared to offers of counterparts ranging from 150 to 1,800 l/ha), in accordance with the established application rate and speed. Each injector is equipped with its own speed sensor, which ensures uniform injection at a varying speed. The Gustrower GFI is available in working widths from 3 to 27 metres.

The machine series is fitted with ISOBUS including the SMART FARMING system and is ready to work with the fertiliser prescription maps with maximum precision. When changing over from one fertiliser to another or when putting the machine into storage, its own purging system allows to carry out prompt and

proper system cleaning.

The field of the machine's application is cereals (before the booting stage), grasses, vegetables as well as maize, sunflower, beet, and other row crops. The payback period is about two years (or 8,000 ha). Over time and influenced by the germs, the high concentration of amide nitrogen injected near the roots turns into the ammonium form and then into the nitrate form. Nitrogen does not evaporate into the atmosphere, and the concentration of the active substance in the liquid fertiliser is higher than in the granulated one. In this regard, the roots cannot quickly penetrate deep into the depot — the place of soil injection — and quickly absorb the nutrients. Thus, the growing period is marked by a prolonged uniform balanced nutrition. The plant does not compete with the fertiliser for moisture, it is consistently nourished through the roots assimilating the necessary substances as required for growth. All the features mentioned above make the

injector effective in the drought-stricken areas. Morning dew is enough to get the fertiliser working, the machine can run round the clock at minimum humidity. In addition to this, the use of Cultan technology leads to the reduction of fungal plant diseases.

'With Gustrower GFI, one can increase yields by 10–15%', says Ali Umarov, Head of the Penza branch of AgroCentreZakharovo. 'Moreover, when spreading granulated fertiliser, it is necessary to treat the field three or four times per season, whereas with Gustrower one pass is enough, which in addition to automatic section shutoff allows to avoid overlapping and thus lowers the cost of plant feeding by 10-30%.'

Nikolai Bashkirov, Head of the Equipment Order Department of AgroCentreZakharovo, believes the Gustrower GFI injection machines will quickly gain popularity among domestic farmers as the equipment serves the main purpose of intensive agriculture — increasing productivity along

with optimising the use of resources. In April, one of the first demo shows of the machine coupled with the Massey Ferguson 8690 tractor took place at Studenets Milling Plant, LLC (a subsidiary of Sudden holding, Penza oblast). The company grows sugar beets and cereals on an area of more than 40 thousand hectares.

'We do not just hold shows, but we want to trace the whole process cycle, get a result and understand how the use of the machine has affected the yield, soil compaction, root system development and the economic aspects in general, as compared to the previous practice', explains Ali Umarov. 'This time fertiliser has been applied on the shoots of winter wheat as well as on sugar beet. This feeding should last the plants the entire growing period. And throughout the farming season we will monitor the site.'

In the near future, AgroCentre will demonstrate the capabilities of the injector to partners in a number of other regions. Follow the news!

by Aleksandr KUTISHCHEV



# The Lucky Seven

**EXPERIENCE**  
MASSEY FERGUSON



We would like to draw your attention to the new generation 7 Series Massey Ferguson tractor, which is equipped with the AGCO POWER TIER III engine and the DYNA-6 transmission.

**0% appreciation rate for 24-month leasing period**

#### MF 7715

Engine

- 6 cylinders
- 6.6 litres
- 150 hp – maximum power

#### MF 7718

Engine

- 6 cylinders
- 6.6 litres
- 175 hp – maximum power

#### MF 7722

Engine

- 6 cylinders
- 7.4 litres
- 215 hp – maximum power

#### MF 7724

Engine

- 6 cylinders
- 7.4 litres
- 240 hp – maximum power

For more details please visit AgroCentre dealership nearest to you or our website [www.agrocentr.ru](http://www.agrocentr.ru) in Promotions

Scan QR code to get to the Promotions page



## Announcements

#### 21-24 May

Zolotaya Niva Trade Show  
Ust-Labinsk, Krasnodar area

#### 11-15 June

Trip to JCB plant, England

#### 19-20 June

Siberian Field Day-2019  
37<sup>th</sup> km of Pavlovsk highway, Siberian Agropark,  
Barnaul, Altai area

#### 19-20 June

Oryol Field Day-2019  
Shatilovo, Oryol oblast

#### 20-21 June

Kaluga Field Day-2019  
Kaluzhskaya opytnaya selskokhozyaistvennaya stantsiya,  
Peremyshl district, Kaluga oblast

#### 27-28 June

Voronezh Field Day-2019  
Ostrogzhskadpitomnik CJSC, Grushevaya polyana,  
Ostrogzhsk district, Voronezh oblast

#### 26 June

Kuzbass Field Day-2019  
Malaya Salairka, Guryevsk district, Kemerovo oblast

#### 27-30 June

Kursk Korenskaya Fair-2019  
Svoboda, Kursk oblast

#### 5 July

Tambov Field Day  
Privolye LLC, Gavrilovsky district, Tambov oblast

#### 16-22 July

AgroOmsk-2019 Trade Fair  
20, Korolyova ave., On Korolyova Park, Omsk

**12+**

AGROЦЕНТР

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**Editor-in-Chief:** Ms. Svetlana Ivanovna Weber  
**Address of the editorial office:**  
79A Radishchev Street, 305004, Kursk,  
tel. +7 (4712) 39-26-60  
[news@agrocentr.ru](mailto:news@agrocentr.ru)

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