

Second youth of the plant brings prosperity

Modernisation enables cheese makers from Pruzhany to find new foreign partners

By Irina Alexeeva

Pruzhany Milk Mill's participation in an international exhibition in Astana has led to partnerships with Kazakhstan. Guests decided to visit the plant to view production and were pleasantly surprised, bringing rapid signing of contracts.

Geography spreads

This year, Turkmenistan is the latest partner for the Belarusian enterprise, while negotiations are underway with Moldova. The 20th International *Prodexpo-2013* Food Fair, hosted by Moscow, saw the participation of manufacturers from 62 countries, allowed further expansion within the Russian market for the Pruzhany firm. Contracts are being signed with such remote regions as the Republic of Khakassia and Khabarovsk Krai.

Russia remains the main strategic partner of the enterprise. There have been three official distributors for over ten years and, last year, two new contracts for cheese delivery were signed with partners from St. Petersburg. Over the last five months, sales in Roubles have almost

doubled, to reach \$15.7m. Almost 75 percent of production is exported, while warehouses have a constant turnover; in comparison with 2012, they are relatively empty. The 'Shchedraya Maslenitsa' trademark has always been associated with natural ingredients and high quality — at home and abroad.

Foundation of investment policy

The 74-year-old enterprise has been updating its production lines to ensure efficiency in all spheres. Fundamental change began in 2004, with the arrival of new director Vladimir Mikitich. Within a year, the line making dried skimmed milk had been updated, gaining a compressor facility and amenity rooms.

A new cheese-making line came into operation in 2009, using the latest equipment from leading European and world manufacturers, at a cost of about 7 million Euros. All processes are now automatic, from the arrival of milk to the end product. Meanwhile, the capacity has increased from two to seven tonnes per shift: 24 tonnes daily. Amazingly, consumption of energy and water has fallen as much as four-fold.

The enterprise is going from strength to strength, building upon its reputation for using the healthiest ingredients from wonderful countryside locations, such as near the Belovezhskaya Pushcha reserve. 'Shchedraya Maslenitsa' goods are known far and wide for their quality and emphasis on consumer satisfaction. It's no surprise then that each year sees more partners attracted.

Nothing goes to waste

"Plans for modernisation in 2013 include reconstruction of our butter-making line, replacing the equipment for butter and cottage cheese production," explains the chief engineer of the enterprise, Alexander Los. "Construction works are almost completed, having installed the most up-to-date Bulgarian and Russian machinery, at a cost of 750,000 Euros. These innovations, in my opinion, will considerably improve the quality and hygiene safety of products."

Belarusian processing enterprises are now considering how best to utilise the 'waste products' of their dairy production. In developed countries, whey is a valuable ingre-



Cheese makers from Pruzhany famous for tasty delicacies

dent, being used in America on an equal footing with the primary cheese produced. This appears a promising avenue, especially as Russia imports 98 percent of dry dairy

whey for animal fodder.

The enterprise is also gaining new waste treatment facilities this year, bringing its total modernisation spending to about 15 million Euros

over the last five years. About nine billion Roubles are being spent this year alone.

It goes without saying that no one can afford to 'stand still' in business.



Savushkin Produkt JSC manufacture

International symbol of trust and safety

By Artem Andreev

Savushkin Produkt brand soon to enter Western markets

On June 24th, the Brest company gained two certificates confirming compliance with safety standard FSSC 22,000, allowing its products to be sold in the EU. The enterprise's Brest and Pinsk factories process milk, sour cream, yoghurt, kefir, quark, semi-solid cheeses, dried curdled

milk, dessert quark and butter.

The Director General, Alexander Savchits, notes that the first production-run certificated to meet international standards is destined for the Baltic Region: about 20 tonnes of quark, yoghurt and desserts. Annual inspections will now become the norm, to retain certification, and a major inspection will take place when the initial three-year term expires.

Effective production, aimed at foreign export of electricity

Brest Region's thermal gas-fired power station attracts Italian investments

According to the Ambassador of Belarus to

Italy, Yevgeny Shestakov, investments could reach 400-450 million Euros, with the newly constructed plant designed not only to supply the region but to

export electricity.

Italian investments are also being guided towards the building of a new hydroelectric power station on the Niemen, which will

use the river's resources effectively and without an adverse affect on the environment: 70-80 million Euros are required for the venture.

Each sweet tonne of honey counts

Forestry enterprises of Belarus to increase honey volumes

This year, forestry enterprises across Belarus intend to produce 100 tonnes of marketable honey: up

from 73 tonnes last year. The process involves serious work to develop bee-farming, following the Ministry of Forestry plan for 2011-2015. This encourages local households to increase

their number of bee families and to improve breeding regimes, as well as buying new beehives and migratory platforms.

Over the last six months, households have bought or

made 1,044 beehives, and another 400 are planned by the end of the year. In addition, 35 migratory platforms are in use and suitable flowers to provide nectar and pollen are being promoted.

Work four times more powerful

Power engineers begin reconstruction of large substation in Mosty

OJSC Mostovdrev is one of the largest investment projects in the Grodno Re-

gion, making fibreboard, and will soon benefit from modernisation of Mosty substation.

Belenergosetproekt is installing two transformers,

able to produce 40 MVA (megavolt-ampere) daily (up from 10 MVA previously). As the substation is located in a residential suburb, sound insulation

is being used. Meanwhile, high-voltage lines Ross-Mosty-Rozhanka-Shchuchin are being updated. All should be complete by December, 2014.