

Cherry milk with Glubokoe registration

Tasty condensed milk from the Vitebsk Region's well-known Glubokoe is already proving popular on several continents: across Eurasia, Africa and, even, America

By Yuri Chernyakevich

On cold winter evenings, I often recollect summer sun and holidays to Odessa: as praised under the name 'Chernomorsk' in the famous novel by Ilf and Petrov — *The Little Golden Calf*. I remember famous Primorsky Boulevard, Potemkin's Stairs, the monument to the Duc de Richelieu and, of course, unforgettable Privoz market — all in the much-loved city 'of acacias, near the Black Sea', as Leonid Utesov sang...

At Privoz market, they sell condensed milk produced in Glubokoe, alongside pasta, cereals, coffee and drinks. Sellers advertise the 'made in Belarus' product as being of the 'highest quality' and boasting 'the taste of Soviet times'. Customers load their bags with these blue cans, even without this unsophisticated advertising.

Of course, it's always a pleasure to see Belarusian produce enjoying demand thousand of kilometres from Minsk. Glubokoe's condensed milk is also known on the shores of the Atlantic Ocean, as I learnt during my visit to the Glubokoe Factory. According to the Deputy Director of the enterprise, Sergey Stolyaronok, condensed milk from Belarus is sold in Eu-

rope and Asia (primarily, in Russia, Ukraine, Kazakhstan and Armenia), as well as in America and Africa. Last year, several batches were shipped to the USA, particularly, to New York, where emigrants from post-Soviet states, living on famous Brighton Beach Avenue, still remember those

cherished cans with their blue paper labels. The tins sell like hot cakes.

Recently, the company dispatched orders to Libya, Israel and Panama, with negotiations underway to supply such African countries as Togo, Gabon and Cameroon. It's quite possible that people

in these states will soon be enjoying sweet condensed milk, delivered from the centre of Europe.

The high quality of its goods has helped the enterprise win foreign markets and, of course, the use of good quality ingredients is essential. Suppliers have developed a trusting



relationship over the years and each batch is strictly controlled, with complete sterility observed. Visitors don gown and cap and must thoroughly wash their hands before entering the factory, using special antiseptic. A device administers more sterilising agent at doorways: obligatory for all.

The process of production is computerised and automated, to ensure efficiency and uniformity. Moreover, the company doesn't add any preservatives, sweeteners, flavour intensifiers or other food additives to frighten consumers. It's worth its weight in gold in our modern times.

Recently, the company launched a new Italian filling and packaging line, enabling 450 cans to emerge each minute. There's no need for such output yet, with the conveyor belt set to rattle off 300 cans per minute (or 5 per second) — like a machine gun. It's an impressive sight!

A new recipe was launched at the *Cherry Festival* in Glubokoe this year: condensed milk with cherry brandy flavouring. It sold rather well, so the enterprise is preparing a new batch.

The factory's 'hall of fame' is filled with 'Our Achievements': so many awards for quality that the wall is nearly filled. Belarusian diplomas, quality certificates and prizes hang alongside international awards. It's no surprise, since the enterprise supplies countries worldwide and is acquiring new markets all the time. Perhaps those living in Australia may be next to enjoy the sweetness of Glubokoe.



New Italian line at Glubokoe enterprise producing 300 cans of condensed milk per minute

Environmental factors above anything else

Gazprom Transgaz Belarus introduces first Belarusian gas-motor bus, with mass production to be organised next year at Minsk Automobile Works

By Vladimir Samsonov

The prototype running on natural gas not only saves fuel but has less of a negative effect on the environment. This May, Belarus began realising a state plan to transfer public transport to gas-motor fuel. "A network of refuelling and service stations is to be created. It's planned to set up production of vehicles and buses using natural gas, as well as the manufacture of special fuelling devices for vehicles," explains the Head of PR for Gazprom Transgaz Belarus, Dmitry Kostin.

The MAZ-203965 prototype, running on natural methane gas, is based on the existing MAZ-203, equipped with a Mercedes engine and automatic gearbox by Allison. Its low level of hydrocarbon emis-



Buses with gas engines pass final testing

sions makes it run much cleaner than usual diesel engines and, obviously, eco-friendliness is a great advantage for urban transport.

By the end of 2013, the MAZ-

203965 should receive certification, ready for mass production, with delivery planned to Russia and European Union countries, as well as within Belarus.

Impossible to make them bankrupt by artificial means

By Maxim Semenov

Pillars of Belarusian economy protected against insolvency

The state is ready to offer effective investors a share in certain enterprises, but only under mutually advantageous conditions and at a real market price. Meanwhile, exceptions are dictated by national security: a list of enterprises which ensure the functioning of strategically significant branches of the economy and which fulfil other important state needs. Included are 101 legal bodies — all subject to state intervention.

The list covers 26 Ministry of Industry enterprises (including Atlant, BelAZ, Vityaz, Integral and MTZ) as well as 20 State Military-Industrial Committee enterprises (among them Agat, Volat, Radar and Peleng). Those making sugar, potash and nitric fertilisers, chemical fibres, tyres and oil products are also listed.



To within microns

Their number is much smaller than previously but includes enterprises without which the economy cannot function. Another practical meaning of the approved document is that it represents a valuable guarantee, signalling to all organisations liaising with a particular company that this is a reliable enterprise, whose financial solvency will be supported.