

# Those that pay more, will win against all their competitors

As an experiment, free pricing on milk raw materials will be introduced in the Mogilev Region. If successful, this experience will be extended across the country.

By Vasily Khvorostov

During a recent trip to the Belynychy District, the President of Belarus Alexander Lukashenko visited a cheese factory, which is part of the Mogilev dairy company, Babushkina Krynka. It is a rather big and modern enterprise. Its modernisation is a good example for replication at similar enterprises. The project, which according to estimations should pay for itself in four years, has justified itself already in one and a half years. Production is selling like hot cakes! Only one and a half percent of monthly production is stored in a warehouse. The factory studies the requirements of the market and according to this data, develops production policy. Shipments for export are made only on advance payment. Thus buyers, for example in Russia, are ready to pay 20-30 percent more for our production, than for production of their own manufacturers. Belarusian cheese, as well as other dairy products, are the goods for which people are ready to pay more as the quality is always excellent.

The Babushkina Krynka-Holding develops dynamically. Farms of 21 districts in the region produce milk. At the beginning of the formation of the holding, it completely consumed the raw materials of 9 districts; today it's raised to 19. In Shklov and Gorki



On the factory floor of the Mogilev dairy company, Babushkina Krynka

districts it takes 32 and 19 percent accordingly. Production increases, but demand for milk also grows. The task should be solved at by an increase of the efficiency of livestock breeding, but also in an atmosphere of healthy competition in order that it remains profitable for farms to deliver their production to the enterprises where the best conditions are offered.

The President asked the Director of the holding, Igor Kononchuk, how to stimulate farmers to give their raw materials to Babushkina Krynka. It's a simple process. The determining factors are price, conditions of payment and prepayment for agricultural manufacturers. Moreover, Krynka also participates in the construction of modern dairy complexes and helps

farms to replenish their livestock populations. It means that the enterprise works towards the strengthening of the raw-material base.

Whilst there, the President made a decision. "Mogilev Region will introduce free pricing and access of milk manufacturers to consumers. If you win, then you will get the milk in the Mogilev Region. And nobody will

reproach us. We have given the opportunity to secure the raw materials zone," said the President.

Milk has become one of our main strategic resources. Dairy products provide a considerable inflow of currency from exports into the country. The competition among processors for the supply of raw materials becomes more intense. And now it is time to place this situation at the service of the villagers. If factories start to compete against each other, as to who will pay more, then maybe farms will receive additional benefits too. Superfluous administrative pressure is not needed here.

Alexander Lukashenko insistently warned against one thing — there should not be any cases of corruption or collusions of suppliers and consumers. However, it is easy to reveal such cases. If one factory gives obviously better conditions, but the raw materials are supplied to another factory, then it is an occasion to look into it more deeply.

During his working trip to Belynychy, the President gave a number of important instructions.

## Personnel

Alexander Lukashenko demanded better work on the formation of the reserve of managerial personnel. He asked Igor Kononchuk

whether he prepared the replacement for himself in case he will change his job. The director was at a loss with an answer. And the President noted that the problem has a wider interpretation. At times, it is difficult to find candidates in the country to fill vacant positions of various levels. However, it does not mean that there are no good specialists. Alexander Lukashenko is convinced that it is the system of appointment of successors for responsible posts, which malfunctions. It should be noted by corresponding Heads who are responsible for working with personnel.

## Harvest campaigns

Alexander Lukashenko called the forthcoming harvest season 'very hard'. Crops have grown excellently and they should be harvested lost-free.

## Cement holdings

The President supported offers on the creation of a single company based around Belarusian Cement Plant JSC with a branch in Klimovichy and two industrial platforms in Krichev.

Both enterprises are only 30km from each other, but compete between themselves. Each of them has their own repair and marketing services. At the expense of optimisation, they will be able to essentially reduce costs and to raise overall performance.

# All is important in such matter as motherland protection

By Vladimir Khromov

**Alexander Lukashenko decided to personally estimate the quality of soldiers' food during his visit to the 103rd Independent Guards Mobile Brigade of the special operations forces of the Armed Forces of Belarus**

Having examined soldiers' dining hall and having heard the report on the organisation of food supplies for the Armed Forces and special operations forces, Alexander Lukashenko asked the Minister of Defence to give him several meal-packs and canned foods to test. As the Head of State was informed, military rations were changed this year, taking into

account the energy needs of the military.

Alexander Lukashenko also visited the training base, familiarised himself with equipment of training classes, armaments and the military equipment of the special operations forces. The President also visited the multi-purpose complex military camp of tactical and special training and an airborne complex. He examined how the preparation of fighters is conducted, and was satisfied with what he had seen. According to the commander of the 103rd Independent Guards Mobile Brigade, the existing base allows them to carry out preparation of military personnel at the proper level.

Perhaps each man called

Alexander Lukashenko noted the importance of the increase of mobility of the Belarusian army. He paid attention to this fact during a visit to the 103rd Independent Guards Mobile Brigade of the special operations forces of the Armed Forces of Belarus.

up for military service dreams to wear a blue beret, but landing force is an elite unit of troops, and only the best get there. Health should be perfect, discipline ideal, while responsibility should be increased. But the requirement for these guys

is special. Soldiers of the 103rd Independent Guards Mobile Brigade are participants of all the large-scale training exercises, including jointly with Russia. High estimations of their actions is in the evidence that these soldiers can cope even with the most difficult fighting tasks.

The Head of State examined a combat vehicle depot, and was introduced the hardware, its state and prospects of its improvement. The President watched how work on technical services and the repair of hardware, military and special machinery is organised.

Alexander Lukashenko paid attention to the fact that it is necessary to equip the Belarusian army with mobile



Training exercises in mobile brigade

means. One sample of such vehicles, assembled at Minsk Wheel Tractor Plant using Russian components, was shown to the President. The President gave instructions to localise production of such vehicles in Belarus, with special emphasis on the quality. "Such vehicles are necessary to us to increase the mobility of the army," the Head of State said. "Air defence is good but we will need it if, God forbid, our brothers will not be able

to support us from the rear and we have to wage a war on our own," he noted. Alexander Lukashenko considers that it is relevant armament.

The Head of State took interest in terms of modernisation of the hardware which is available to units of the Armed Forces. As the President was reported, this work will come to end in 2017-2018. A check of the condition of the current hardware is being carried out at the present time.