



Equity News



A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

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Onward and Upward

After celebrating Equity's milestone of 100 years in business, we now begin our 101st year even more progressive and aggressive than in the past on your behalf. It is not our intent to coast, but rather grow and adjust to the rapidly changing marketplace.

Your cooperative has a lot of accomplishments to review since our last annual update, and I encourage you to join us at one of the district's annual meetings to participate in our shared purpose and the unity we have as we, together, look to the future.

At the upcoming annual district meetings, you have a real opportunity to see your cooperative in action. This is your chance to review the past year's activities, actions and financial performance, as well as learn of some strategic changes including recent redistricting adjustments.

Five of our districts will be holding regional director elections, District I, District IV, District VI, District VII and District X. As an active patron member, this is your opportunity to select your voice for the cooperative! If you are unable to attend, an absentee ballot may be requested and mailed to you by simply contacting our office at 800-362-3989 Extension 200. Deadline for mailing an absentee ballot is March 1, 2023. Please note that you must be an active patron and can only vote for a nominated candidate in the district you are assigned. All ballots will be verified for active patron status.

2022 brought the addition of team leaders in our marketing department. We have already seen significant contributions and they continue to work closely with your market managers, field service representatives and other staff to help you achieve your individual objectives in marketing or acquiring livestock. They are the boots on the ground who represent your cooperative in the market and on the farm, while delivering on our mission of providing you with the most reliable, secure way to market your livestock. They ensure that the services are there when and how you want them. I'm proud of our team's commitment to provide exceptional service to our patron members, and I'm honored to work alongside them as we diligently continue to serve our patron members. You see, as a cooperative, our members are the reason we exist; serving you is our purpose!

You are a valued patron member of Equity and I invite you to attend an annual district meeting. From all of us at



Curt Larson
President/CEO

your cooperative, we look forward to hearing your input, questions, and discussions. Please join us for a meal, hearing an update on your cooperative, recognizing our 2023 scholarship recipients, and enjoy door prizes and a door giveaway. Your RSVP is required for the meal. RSVP your attendance to socialmedia@equitycoop.com or call 608-460-1135. RSVP deadline is March 1, 2023.

Looking forward to seeing you soon!

Thursday, March 9

District III, Reedsville Market

Cobblestone Creek Supper Club, Brillion, WI

740 W. Ryan Street, Brillion, WI 54110

- Registration 7:00 p.m., Dinner 7:30 p.m., Business Meeting 8:15 p.m..

Friday, March 10

District IV, Bonduel Market | Regional Director Election

The Gathering, Shawano, WI

2600 E. Richmond Street, Shawano, WI 54166

- Registration 11:00 a.m., Lunch 11:30 a.m., Business Meeting 12:15 p.m.

Monday, March 13

District VI, Altoona/Barron Markets | Regional Director Election

Off Broadway Banquet Center, Menomonie, WI

1501 N. Broadway St, Menomonie, WI 54751

- Registration 11:00 a.m., Lunch 11:30 a.m., Business Meeting 12:15 p.m.

District VII, Sparta Market | Regional Director Election

Beedle's Bar & Restaurant, Galesville, WI

W24966 State Road 54 93, Galesville, WI 54630

- Registration 7:00 p.m., Dinner 7:30 p.m., Business Meeting 8:15 p.m.

Tuesday, March 14

District VIII, Monroe Market

Ludlow Mansion, Monroe, WI

1421 Mansion Drive, Monroe, WI 53566

- Registration 11:00 a.m., Lunch 11:30 a.m., Business Meeting 12:15 p.m.

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Equity News



Onward and Upward

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Tuesday, March 14

District I, Arlington/Johnson Creek Markets | Regional Director Election

Plattdeutscher Hall, Watertown, WI

115 S. 2nd St, Watertown, WI 53094

• Registration 7:00 p.m., Dinner 7:30 p.m., Business Meeting 8:15 p.m.

Wednesday, March 15

District X, Waukon Market | Regional Director Election

Old Rossville Store, Waukon, IA

851 Volney Road, Waukon, IA 52172

• Registration 11:00 a.m., Lunch 11:30 a.m., Business Meeting 12:15 p.m.

District IX, Richland Center Market

The Phoenix Center, Richland Center, WI

100 S. Orange Street, Richland Center, WI 53581

• Registration 7:00 p.m., Dinner 7:30 p.m., Business Meeting 8:15 p.m.

Thursday, March 16

District II, Lomira Market

The Rock Golf Club, Waupun, WI

700 County Park Rd, Waupun, WI 53963

• Registration 7:00 p.m., Dinner 7:30 p.m., Business Meeting 8:15 p.m.

Friday, March 17

District V, Stratford Market

Country Aire, Stratford, WI 118600 (formerly F1312)

County Road P, Stratford, WI 54484

• Registration 11:00 a.m., Lunch 11:30 a.m., Business Meeting 12:15 p.m.

Redistricting – Attending Your Assigned District Annual Meeting

Effective January 1, 2023, the federated cooperative redistricted its District I – Arlington/Johnson Creek, District II – Lomira, District VI – Altoona/Barron and District VII – Sparta. Patron members of the Black River Falls Cooperative Shipping Association have been moved from District VI – Altoona/Barron into District VII – Sparta. Patron members of the Beef River Livestock Cooperative have been moved from District VI – Altoona/Barron into District VII – Sparta. Patron members of the Cambria Farmers Union Cooperative Shipping Association have been moved from District I – Arlington/Johnson Creek into District II – Lomira.

The redistricting of a district's boundaries only effects the patron member's voting location. A patron member can market livestock at any of the federated cooperative's markets and their association fees will remain with their association.

Note: District VII – Sparta will hold a Regional Director Election. If you are a patron member of Black River Falls Cooperative or Beef River Livestock Cooperative, you are now assigned to District VII – Sparta, and need to attend the District VII – Sparta annual meeting to exercise your member vote for regional director.

Registering to Bid Online Through CattleUSA



Equity is proud to announce the addition of CattleUSA to our fourth market. In December, our Stratford market went live with this online service. CattleUSA allows the streaming of video and audio directly from our auction to you live, from anywhere. "We are committed to offering the tools and services needed to assist our producers in marketing their livestock in the most profitable way possible," says Mark Clarke, VP/COO at Equity. Equity is excited to be offering CattleUSA at our Altoona, Monroe, Stratford, and Waukon markets. If interested in bidding online through CattleUSA at one of our markets, you must register as a buyer on their website, www.cattleusa.com. First, create a username and password, then find the market you plan to buy through and submit the buyer approval form. Those who do not have prior credit history with Equity Cooperative Livestock Sales Association will also need to complete our buyer application form that is available on the home page of our website, www.equitycoop.com. You must register in advance, as it may take several days for buyer application forms to be approved. If you have questions on bidding through CattleUSA, contact your local market or give us a call at 608-356-8311.

Equity Staff Update

Equity is pleased to announce the hire of Samantha DeMars as Office Manager at our Monroe market. Samantha grew up in the Baraboo, WI, area where she was very involved in 4-H and FFA throughout her youth and active in the community as the FFA Alumni President. She currently lives in Monticello, WI, with her fiancé, Casey, and their dog Mylee. She enjoys spending her free time on the ATV trails, going on car cruises, hunting, supporting Wisconsin sports, and spending time outdoors. She is looking forward to working with our patrons and buyers in Monroe. If you are at the Monroe market, be sure to stop by the office and meet Samantha.



Samantha DeMars

Official Notice of Unclaimed Preferred Stock

Equity is holding unclaimed preferred stock for shareholders. The full list of names can be found on our website, www.equitycoop.com, under the Patron Info heading. If you find a name you are familiar with, please ask the person or the estate executor to contact our Accounting Department at 1-800-362-3989 or email accounting@equitycoop.com.

The stock must be claimed by the rightful owner, or their estate, on or before February 28, 2024. In accordance with the cooperative's bylaws and state statutes, if not claimed by this date, the value of the stock will be forfeited and used for educational scholarships.



Equity Awards 2023 College & Technical College Scholarships

Equity has announced the names of nine university college students who will receive \$1,250 scholarships and four technical college students will receive \$1,000 scholarships.

The winners were chosen from a large pool of qualified applicants. The scholarships are funded through Equity Cooperative Livestock Sales Association and selected by the Federated Youth Foundation. Applicants who applied but were not recipients are encouraged to apply again next year, if eligible.

To be eligible, either the student, their parent(s) or grandparent(s) must be an active shipping member or employee of Equity Cooperative Livestock Sales Association. "As we look forward to the future of agriculture, our board of directors continue to be dedicated to helping today's youth become tomorrow's leaders," says Curt Larson, President/CEO. "Congratulations and best wishes for a successful future."

University college recipients by district include:

District I Recipient: Michelle Stangler, Watertown, WI – studying agricultural marketing communications and journalism at the University of Wisconsin-River Falls.

District II Recipient: Alisha Klemme, Plymouth, WI – studying animal science at the University of Minnesota Twin-Cities.

District III Recipient: Aliza Jacobs, Luxemburg, WI – studying agriculture education at the University of Wisconsin-Platteville.

District IV Recipient: Nicole Kirchner, Clintonville, WI – studying unified early childhood at the University of Wisconsin-Eau Claire.

District VI Recipient: Taylor Lindsay, Boyd, WI – studying agriculture business at the University of Wisconsin-River Falls.

District VII Recipient: Katelyn Schmitz, Norwalk, WI – studying elementary education at Viterbo University.

District VIII Recipient: Brenna Meier, Belleville, WI – studying agribusiness at the University of Wisconsin-Platteville.

District IX Recipient: Rachel Durst, Richland Center, WI – studying agriculture education at the University of Wisconsin-Platteville.

District X Recipient: Matthew Cody, Eastman, WI – studying animal science and food science at the University of Wisconsin-River Falls.

Technical college recipients include:

District II Recipient: Sarah Doll, Mt. Calvary, WI – studying agribusiness- animal science and agribusiness- science technology at Fox Valley Technical College.

District IV Recipient: Brock Strassburg, Bowler, WI – studying master electrician at Fox Valley Technical College.

District V Recipient: Brooke Aue, Auburndale, WI – studying agribusiness science and technology- animal science at Southwest Wisconsin Technical College.

District IX Recipient: Kylee Sebranek, Lone Rock, WI – studying agribusiness science and technology- animal science at Southwest Wisconsin Technical College.

Contact your local shipping association or visit our website to see if your local cooperative has scholarships available to graduating seniors and current college students. Scholarship information is available under the about us tab at www.equitycoop.com.

Getting the Most Out of Your Cull Cows and Bulls

Like many seasonal trends in the cattle market, cull cows and cull bulls have their own. Over the past few years, I have observed the prices of cull cows and cull bulls tend to be high starting in April until late September. As the supply of western cattle increases in packing plants during the fall, the price for culls continues to trend downward until spring. With constant changes in the market, it is important to consider a few factors when selling your culls.



Jim Lindsay

- 1) Sell your cull bulls as soon as they have done their job. Most producers who calve in April or May should be looking at marketing towards the end of August. This month is typically better to sell than later in the fall. Remember, larger bulls with big necks that are not overly fleshy will sell best at the market. Think of a 5 to 6 year old Limousin or Charolais bull that weighs 1,800 to 2,100 pounds.
- 2) If you can, increase the body condition of cows to the point where you cannot see their ribs. This can be done shortly after weaning the calves, sending them to market by mid-October.
- 3) Consider selling cows over 10 years old. Many times, cows end up in the ring well past their

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Equity Attends the National Livestock Producers Association's 2023 Annual Meeting in Fort Worth, Texas



Pictured (left to right): Gary Williams, VP of Credit Services for Equity Livestock Credit Corporation, Curt Larson, Equity President/CEO, Todd Cummings, Equity Regional Board of Director, Adam Quandahl, Equity Board of Director Chairman, and Peter Kleiman, Equity Regional Board of Director

National Livestock Producers Association serves as a voice, speaking out on behalf of members and their patrons. Strong alliances with other livestock and credit organizations aid in providing a clear voice on regional and national issues.

Equity Attends National Council of Farmer Cooperatives Conference in Orlando, Florida



February 8th through the 10th, the National Council of Farmer Cooperatives (NCFC) hosted its 94th Annual Meeting in Orlando, Florida. This conference provides a fantastic opportunity for Equity's farmer regional directors to engage with the issues that are at the core of the work NCFC does in Washington.

This year's conference revolved around the theme "Strategy and Action: Thriving in a Disruptive Ag Landscape". The meetings kicked off on Wednesday with NCFC's Public Policy Conference, which looked at the key issues facing co-ops and their members as the new Congress begins the process of writing the next farm bill. The Legal, Tax and Accounting Conference started on Thursday, February 9th. Topics included the tax impacts of the COVID-19 pandemic, inflation and renewed attention on price gouging, finding creative solutions to building a workforce, supply chain disruptions, and a focus on developments of water law, which was especially timely with the pending Supreme Court case on WOTUS.

Equity regional board directors, Steve Schleis, David Wilke, Dan Leischer and Curt Larson, President/CEO, attended the annual meeting.



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Getting the Most Out of Your Cull Cows and Bulls

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useful life. It is important to consider selling these culls while the salvage value is still high.

- 4) Thin cows, especially those under 1000 pounds, will gain weight rapidly assuming they are healthy and on a proper diet. Feeding these cows corn silage, grain, or a combination can increase their value. Current grain prices should be considered, and you should consult with a nutritionist when considering rations. I recall a customer who purchased a few 50 cent 880 pound cows, fed them for 90 days averaging a 4.7 pound daily gain, and resold them for 75 cents. With a little work and feed, there is a significant amount of opportunity to add value to what could have been your lowest priced cows.
- 5) Sell your cull cows and bulls with an overnight stand to empty their stomachs. Cull prices are determined by how the animal will dress. Most cull animals in our area are fed free choice hay. These cattle typically have large barrel like stomachs. Certain breeds such as Angus and Herefords tend to

have deep sweeping ribs. This deep rib increases the capacity for feed, which in turn increases rate of gain and milk production. However, it does not help with their dressing percentage, which is typically the way these are purchased at market. Breeds like Limousin and Charolais are usually tighter ribbed and under same circumstances may tend to have a better dressing percentage.

Remember these are tendencies and might not be applicable with every case. However, these suggestions are key factors in understanding when and how you should be looking at marketing your cattle. With cattle numbers on the decline and a strong meat demand, it is hard not to be excited for what the next couple years have in store for beef producers like us. Visit our website at www.equitycoop.com or contact your local Equity market to learn more about getting the most value out of your livestock.

Jim Lindsay, Market Manager
Equity Livestock, Altoona
608-963-3324

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CONTACT US FOR MORE INFORMATION:

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