

# Equity News

A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

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## A Rare Milestone – The Cooperative Way



**Curt Larson**  
President/CEO

Equity Cooperative Livestock Sales Association is currently in its 100th year of operation and still going strong. As we reflect back, this accomplishment was not always easy and without its challenges and we recognize that there is plenty of work yet to be done to maintain our leadership position in the industry.

During the 100-year span, we note that many competitors are no longer around and other new competitors have surfaced to saturate the market we serve. The long-term success that your cooperative has had is due to and dependent upon a combination of your dedicated employees that work on your behalf and committed members like you working together for the benefit of all.

Livestock agriculture has had its share of significant challenges in recent years, and your involvement as a member/owner has never been more important than it is now if we are to continue to grow and maintain our leadership role in livestock marketing. Your cooperative's future is always in your hands as member/owners. That seems like a rather simple statement that everyone knows is our strength. With competition today, we realize that livestock producers have options on how and where to market their livestock. As a cooperative member/owner, you have the ultimate control to determine the how by giving direction to shipping association directors and regional board of directors in your area. Or better yet, you can become more involved in the future by becoming a director on your shipping association or the regional board. Equally important is to encourage the next generation (your sons, daughters, and neighbors) to discover how effective the cooperative marketing system is and encourage them to work with Equity Cooperative Livestock as well. We do recognize that change is a necessary part of progress and want to be a part of that directional change in order to meet your needs for the future of both your business and your cooperative's.



**A Century of Excellence  
in Livestock Marketing**

With competition, we also know that there may be member/owners or your neighbors that find valid reasons for using other options unlike in the past when all of their business was done with your cooperative. This is where we need to work together to find solutions so your cooperative retains all of your business and continues to not only sustain but grow in the future despite a saturated market. We look forward to achieving other milestones in the future by working closer with each of you as we move forward.

## Congratulations Kyle Olson!

Every year at the Equity Annual District Meetings, we ask patrons to complete a survey which qualifies them for a chance to win a \$250 cash prize. Congratulations to Kyle Olson – he is the 2022 \$250 winner! At his March annual district meeting, he completed the Equity survey which qualified him to win the \$250 prize. Thank you Kyle, for your support, patronage, and services as an Equity Northeast Livestock Marketing Cooperative board member. Congratulations!



**Chris Jacobs, Bonduel Market Manager,  
Presenting to Kyle Olson**

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## Equity Announces 2022 Board of Directors

Equity Cooperative Livestock Sales Association is pleased to announce the results of its recent 2022 Regional Board of Directors elections. Adam Quandahl, Waukon, Iowa, will transition to the role of Chairman of the board. Adam has been serving as District X representative on the regional board of directors since 2011. David Wilke, Ripon, WI, District II representative, will continue to serve as Vice Chairman of the Board. Re-elected to Secretary/Treasurer of the Board is Steve Schleis, Kewaunee, WI, District III representative. Brad Solchenberger, Cazenovia, WI, District IX representative, has been elected to serve as Assistant Secretary/Treasurer of the Board. Completing the ten-member board of directors are Daniel Leischer, Neosho, WI, District I representative; Pete Kleiman, Wilson, MI, District IV representative; Todd Cummings, Ogema, WI, District V representative; Les Danielson, Cadott, WI, District VI representative; Karl Merow, Sparta, WI, District VII representative; and Dan Reeson, Blanchardville, WI, District VIII representative.

Two board members retired from the board, with our thanks and appreciation for their service, Allan Cihlar, District V and Dwight Truttmann, District VIII.

“I’m honored to be serving with these directors,” says Curt Larson, President/CEO. “These are both challenging and exciting times for the cooperative, as we continue to move forward on how to better serve our producer members with the marketing, managing and financing of their agricultural businesses.”



**STEVE SCHLEIS**  
DISTRICT III  
REEDSVILLE MARKET  
SECRETARY/TREASURER



**PETE KLEIMAN**  
DISTRICT IV  
BONDUEL MARKET



**TODD CUMMINGS**  
DISTRICT V  
STRATFORD MARKET



**LES DANIELSON**  
DISTRICT VI  
ALTOONA MARKET  
BARRON MARKET



**KARL MEROW**  
DISTRICT VII  
SPARTA MARKET



**DAN REESON**  
DISTRICT VIII  
MONROE MARKET



**DAN LEISCHER**  
DISTRICT I  
ARLINGTON MARKET  
JOHNSON CREEK MARKET



**DAVID WILKE**  
DISTRICT II  
LOMIRA MARKET  
VICE CHAIRMAN OF THE BOARD



**BRAD SOLCHENBERGER**  
DISTRICT IX  
RICHLAND CENTER MARKET  
ASSISTANT SECRETARY/TREASURER



**ADAM QUANDAHL**  
DISTRICT X  
WAUKON MARKET  
CHAIRMAN OF THE BOARD

## Equity Announces Mark Clarke as New Executive Vice President and Chief Operations Officer

Equity Cooperative Livestock Sales Association is excited to announce that Mark Clarke has joined the cooperative as its Executive Vice President and Chief Operations Officer. Mark comes with a wealth of experience in the agricultural industry.



**Mark Clarke**

Clarke, a lifelong native of Wisconsin, grew up in rural Rock County. Upon graduating from UW-River Falls with a degree in animal science, Clarke started his professional career as an independent sales and consulting rep for ABS Global. After nine years with ABS, Clarke opened and managed the first of its kind cloned transgenic pharmaceutical cattle company as part of Pharming Health Care. Pharming specialized in the production of pharmaceutical drugs for human use from the milk of cloned transgenic cattle. Clarke then moved to the dairy equipment side of the industry with BouMatic where he served as product manager for their dairy harvest division. Clarke assumed the position of General



Manager of World Dairy Expo in 2007. World Dairy Expo is recognized as one of the top 25 trade shows in North America and the largest gathering of elite cattle in the world. In 2012 Clarke took over as Executive Director of Alliant Energy Center in Madison, Wisconsin. Clarke oversaw all operations of this 500 event per year, million attendee self-funded facility. Clarke currently lives in DeForest with his wife Michele and has two grown children, Brandon and Mikayla.

As Equity's Executive Vice President and Chief Operations Officer, Mark will be responsible for overseeing the marketing of livestock, ensuring compliance with regulations, and building and maintaining other external relationships that are mutually beneficial to the producer-members and Equity Cooperative. Mark comments "I am excited to join the dedicated and passionate team at Equity Cooperative. I am looking forward to working with our producer-members, Equity's livestock market teams, and all cooperative staff. We are continually enhancing our capabilities to meet the needs of our producer-members in the marketing, managing and financing of their agricultural businesses. I am fortunate to be joining such a respected livestock marketing agency that prides itself on top quality service to its producers."

## Equity Distinguished Patrons

- **Gary Schoneck, Clintonville, WI**  
Equity South West Shawano Cooperative  
*Over 18 years of service*
- **Ernie Kramer, Stratford, WI**  
Equity Stratford Livestock Marketing Cooperative  
*Over 26 years of service*
- **Ken Clark, Monroe, WI**  
Equity Wisconsin-Illinois Livestock Marketing Cooperative  
*Over 30 years of service*
- **Jack & Nancy Finger, Oconto, WI**  
Coleman United Cooperative Shipping Association  
*Over 50 years of service*

## Tips for Marketing Your Dairy Cattle

When it comes to dairy sales, all too often producers wait to show interest in marketing their cattle the day of or only a couple days before our Equity dairy sales. When producers market their cattle on short notice, they can hinder the potential sale price of their cattle. At Equity, we strive to help our patrons receive the most competitive market price available.

Whether you are simply overcrowded or are looking to market a large number of high-quality milk cows, simple planning ahead of time can help you realize better returns. Our market managers and field representatives can offer expertise and up-to-date industry knowledge for you to make the best marketing decision for your dairy cattle. For instance, many buyers are showing interest in springing heifers bred to angus bulls. Whether its highlighting production data, breeding programs, or tracking down all previously administered vaccinations, a simple phone call to any of our markets can help you showcase all qualities of your stock. We can also schedule a farm visit to offer advice on when to market the cattle and other ideas to enable a successful sale. Equity can also help arrange trucking from just a few head to a semi load, as well as help coordinate out of state shipping requirements and health papers. With proper details and adequate time, our staff can inform all prospective buyers of your stock's key qualities, making it a fair and competitive sale.



**Wade Schoneck**  
Livestock Transportation/  
Field Representative  
Stratford Market

## Thank You for Your Years of Service!

In March of 2022 two of Equity's Regional Board of Directors retired from the board, Allan Cihlar, Regional Director serving District V- Stratford and Dwight Truttman, Regional Director serving District VIII - Monroe. Allan served on the regional board for over 12 years. Dwight served on the regional board for over 9 years. As a regional director they were very active at a national level advocating for farmer owned cooperatives. Our thanks and appreciation for their service and contributions to our cooperative over the years!



# Risk Management

## OPTIONS ON FUTURES

Market price fluctuations for the past year have been all over the board. Whether you feed cattle, produce row crops, buy, or sell any agricultural commodity, our risk management team has numerous tools to assist you in mitigating price risk. Within Risk management, options on futures are a flexible tool to set price floors and price ceilings depending on your operation.

### What is the futures market?

The futures market is a market in which buyers and sellers of commodities establish contracts for future delivery of a particular commodity at a certain price. Commodities traded within the futures market are made up of several thousand stakeholders (buyers, sellers, and speculators) who determine a competitive market price based on several market factors.

### What are options?

Options on futures allow buyers to participate in upside or downside price fluctuations while establishing a price floor or ceiling.

**Call option:** Gives the buyer a right to buy a futures contract at a specified price up until a contract month (protects against higher prices)

**Put option:** Gives the buyer a right to sell a futures contract at a specified price up until a contract month (protects against lower prices)

If you feed cattle and are purchasing grain, you would want to protect yourself from rising input prices (corn call) while protecting downside risk of cattle price (live cattle put).

If your farm grows crops, with options you can sell your grain at harvest while participating in an upside in the market by buying a corn call option without needing to own the physical corn post-harvest. This allows you to reduce your total storage and insurance costs.

Options are only one tool for mitigating price risk, if you would like to discuss potential risk management tools specific to your operation, please give us a call:



### David Johnson

*Commodities Broker and Vice President of Marketing Sheep, Goats & Calves*

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## Market Internship Program Available

Equity Cooperative Livestock Sales Association remains committed to promoting and engaging youth in the agricultural industry. In today's labor market shortage, Equity has implemented a market internship program to incorporate with our current recruiting strategies to support the cooperative's initiatives to provide educational support of livestock marketing career paths through hands-on training while also assisting with our market staffing needs.

The market internship program is available to qualified high school students, 16 years or older, and college students receiving academic credit in the agricultural field of study. The program consists of working in a minimum of one market location and learning various aspects and positions involved in making a livestock market successful, including the yard worker, dock-in clerk, auction clerk/weighmaster, and office assistant positions. Even with this comprehensive program, we also offer flexibility to create and support a plan to meet an individual's specific internship objectives.

We look forward to the success of this program in developing future agricultural leaders and ensuring the cooperative's sustainability for future livestock producers. For more information on the Market Internship Program or to apply, please visit [www.equitycoop.com](http://www.equitycoop.com) or contact Human Resources at **(608) 356-8311, ext. 150.**



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## Beef on Dairy

As dairies continue to search for ways of diversifying their income streams, beef on dairy programs certainly have become a major player in doing just that. At Equity Livestock, we are committed to providing patrons the best available market along with up-to-date market trends. In our markets we continue to see a significant difference between the price of Holstein and crossbred calves.

Of the total calves marketed at Equity this year, 70% of all bull calves have been straight Holsteins with only 30% being crossbred. In the case of heifers, we see almost the opposite, with 30% of all heifers sold being straight Holsteins and 70% crossbred. Although we are seeing a stronger shift towards crossbreds on the heifer side, the proportional price difference within the two groups remains far greater for heifers. In other words, crossbred bull calves are averaging 200% greater returns at calf level than their straight Holstein counterparts. Crossbred heifers average 400% greater returns than straight Holsteins.

There are a few differences between straight Holsteins and crossbreds. One being crossbreds offer superior genetic potential and increased general performance when being fed out. Health is also a significant factor when marketing calves. Calves should consume 4 quarts of colostrum within 2 hours of birth and be kept in a low stress, draft free environment. Calves in good body condition and better overall health will always be more competitive and dollar up greater than those in poor condition. If your dairy is looking for ways to create a diversified income stream, crossbred calves might just be one way to do so, especially with a strong buying presence at our markets. If you have any questions unique to your operation or would like additional information, please contact us at **1-800-362-3989, extension 132.**



**Abdullah Hussaini**  
Commodities Division

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### BOARD & OFFICERS

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Secretary/Treasurer  
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Pete Kleiman ..... District IV  
Todd Cummings..... District V  
Leslie Danielson ..... District VI  
Karl Merow ..... District VIII  
Dan Reeson ..... District VIII  
Curt Larson..... President & CEO  
Julie Klitzke ..... Editor  
Maureen Tobias ..... Copy Editor

### MARKET DIRECTORY

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Barron..... 715-537-5618  
Bonduel..... 715-758-2125  
Johnson Creek ..... 920-699-3588  
Lomira..... 920-269-4351  
Monroe ..... 608-328-8344  
Reedsville ..... 920-754-4361  
Richland Center ..... 608-647-6151  
Sparta ..... 608-269-3104  
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Waukon ..... 563-568-4501

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Abdullah Hussaini..... 608-460-1127

Please recycle this newsletter.

## We Buy Them, You Feed Them

### IS THIS PROGRAM FOR YOU?

- Do you enjoy managing and feeding livestock?
- Do you have the capacity to raise livestock?
- Would you like to raise them without any initial capital outlay?
- Would you like to reap the benefit from the profits?

**If you answered “yes” to all of these questions... Equity’s Livestock Feeding Program is for you!**

The Livestock Feeding Program is an innovative alternative to conventional financing of livestock raising. Since Equity Livestock Credit Corporation retains ownership of the livestock, the feeder receives the benefits of ownership without the typical financial outlays.



CONTACT US FOR MORE INFORMATION:

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