

# Equity News

## WHAT'S INSIDE

2023 Calendars Now Available.....	2
NCFC GAC Meeting.....	2
Maintaining Balance.....	2
BQA Certification Reminder.....	3
Staff Update.....	3
Moving Into 2023.....	4
A wrap on Equity's 100th Anniversary ...	4

A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

WINTER 2022  
VOLUME 60 NUMBER 4

## Happy Holidays from All of Us at Equity



**Curt Larson**  
President/CEO

As we walk through the holiday season this year, the end of one year and the start of another, it naturally seems to inspire us to reflect. For me, on the work front, it typically is filled with wrapping up projects, reflecting on the cooperatives accomplishments and planning strategic initiatives for the coming year. On the home front, it is holding close to family traditions and celebrations and the review of my own personal accomplishments. As we all eagerly await the freshness of a new beginning on January 1, we can't help but look back on our year's successes and failures.

This year our cooperative celebrated a major milestone in its history - 100 years of livestock marketing. This indeed is a success that happened because of our patron members' commitment to their cooperative. Without stating the obvious, the past few years have been challenging; marked by historic events and unforeseen changes to work and home lives. The year 2022 provided opportunities for the cooperative to continue discovering and implementing new ways to help our producer members react to the changing nature of their agricultural business needs.

As I reflect on this past year, I am proud of all we have accomplished. With the current employment challenges, I am grateful for the tireless efforts of our employees and truckers, the continued support of our buyers, and you, our patron members, the backbone of our cooperative.

In 2023, we will continue to listen to your needs, and we look forward to providing you with top-notch, high-level, and uniquely tailored services for all your agricultural marketing, managing, and financing needs.

During the holiday season, may your time with family and friends be merry and bright. From all the staff at Equity, we wish you the happiest of holidays and a prosperous new year!

## A Holiday Note from our Board President

As your chairman of the board, I want to thank all of you for the honor and privilege to serve. Giving back to the cooperative's patron members is a rewarding experience, and I am grateful for the opportunity. Although I have sat on Equity's regional Board of Directors representing District X - Waukon for the past eleven years, this is my first year as Board Chairman.

The year 2022 continued to present challenges to the cooperative, from staffing shortages to the burden of uncertainties in cattle volumes. It was a time of change and transition for the board of directors as two of its long-term directors retired off the board and we welcomed two new directors along with a change in the board chairman role.

The cooperative celebrated its hundredth year of operation in 2022. Every patron member should have a sense of pride, ownership and responsibility for this milestone in our cooperative's history. Our centennial anniversary is an opportunity to remember that each of us has the ability to make a difference in the cooperative and should strive to continue our support and involvement.

As we head into 2023, we are in a strong position, ready to take advantage of numerous prospects and deliver outstanding results for our patron members. We have a proud history of overcoming all obstacles to achieve success. We've done it before, and we will do it again just as our founding members had a century ago. Your regional Board of Directors are optimistic about what lies ahead and embrace the opportunities for our cooperative. I can honestly say that we have a fantastic Board of Directors.

On behalf of your regional board of directors, may your holidays be filled with cheer, warm memories, and happiness. We express our gratitude for your patronage and support this past year and wish you a prosperous 2023. Happy holidays!



**Adam Quandahl**  
District X Regional  
Board Director

# Equity News

## 2023 Calendar: Country Roads

There are many benefits to rural life, one of those being the beautiful countryside scenery. We had so many beautiful entries for our 2023 calendar contest. Congratulations



to patron member, Jeni Melcher from Castalia, IA, for submitting the photo selected to be on this year's cover.

The 2023 calendar is now available. Feel free to stop by and pick one up at your local Equity market.

## NCFC GAC Meeting



Every November, the National Council of Farmer Cooperatives (NCFC) hosts the Governmental Affairs Committee (GAC) meeting. This year Steve Schleis, Regional Board of Directors Secretary/Treasurer, and Curt Larson, President/CEO, joined many other representatives from different cooperatives in Savannah, Georgia, for the annual meeting. NCFC has been the voice of America's farmers cooperatives since 1929. GAC monitors and analyzes legislative and regulatory issues, and they recommend and assist with implementing policies related to matters that are important to our cooperative and our patron members.



**Steve Schleis**  
District III Regional  
Board Director

Regional Director Schleis has been attending NCFC's GAC for the past 13 years. Attending provided him the opportunity to share his and the cooperative's views and bring back ideas for the benefit of agriculture. His continued participation on the Governmental Affairs Committee allows him to interact with elected representatives in Washington, DC and utilized the opportunity to be a two-way communicator by giving input from grass roots agriculture, getting legislature's take on issues, and trying to make a difference for our industry.

## HOLIDAY SCHEDULE

All markets will run as normal through the holiday season. For sale schedules, please visit the website at [www.equitycoop.com](http://www.equitycoop.com) or contact your local Equity market.

## Maintaining Fair Representation and Balance for Our Patron Members

Your member-owned cooperative continually strives to meet its producer members' needs and provide them with representation through the voice of their elected regional director. As a federated cooperative, all of Equity Cooperative Livestock Sales Association's common stock is owned by 34 local shipping associations. These shipping associations are the link between the parent cooperative and the patron members. The patron members are responsible for electing peers to represent them on the 10-person regional board of directors.

The federated cooperative's bylaws require that at regular intervals, not to exceed three years, a Districting Committee shall be formed to review the number and location of common stockholders assigned to each district. At the 2022 March Annual District Meetings, each district appointed one representative to sit on the Redistricting Committee. Each of these representatives are a producer member of the district they represent. The committee is tasked with the review of statistical information determining if Equity Cooperative Livestock Sales Association's district lines maintain balance and fairness throughout the districts, and make, if any, recommendations to the Regional Board of Directors.

This past November, the redistricting Committee performed their duties and submitted a recommendation to the regional board of directors. The board convened to review the recommendation of the committee. The board's review led to the approval of the recommendation and all directors present voted to approve that the federated cooperative's district lines needed redistricting to best serve the interests of its producer members.

Effective January 1, 2023, the federated cooperative will redistrict 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 will be moved from District VI - Altoona/Barron into District VII - Sparta. Patron members of the Beef River Livestock Cooperative will be moved from District VI - Altoona/Barron into District VII - Sparta. Patron members of the Cambria Farmers Union Cooperative Shipping Association 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.

As your cooperative's Management Team and regional Board of Directors continue to work together to ensure that our patron members have fair representation, it

*(continued on page 3)*

(continued from page 2)

is important that our patron members know we are committed to helping producers in the marketing, managing, and financing of their agricultural businesses. Equity values our patron members and welcomes their input.

## BSE/Drug Residue Certification on File

If you received a letter regarding your BSE certification in the mail towards the end of October, please take the time to fill it out and return it to us. If you have already returned it, thank you for your promptness in this matter. With questions, contact your local market.

## Equity Staff Update

Equity is pleased to announce the promotion of Brittany Stelter to Office Manager at our Barron and Altoona markets. Brittany has worked at Equity for almost a year now helping wherever she is needed. She has always had a passion for the agriculture industry, and that shows through. Outside of work, Brittany is continuously growing her own herd of beef cattle as well as helping other farmers in the area. In her free time, she enjoys photographing livestock and rural life. If you are in Altoona or Barron, be sure to stop by the office to meet Brittany.



**Market your certified organic livestock with Equity Cooperative!**

- Charging same fees for organic livestock as conventional livestock
- Early consignments lead to maximum buyer support for your organic livestock
- Multiple locations for your convenience

**EQUITY** [www.equitycoop.com](http://www.equitycoop.com)  
 Organic Certification Received from Nature's International Certification Services



<b>Altoona Market</b> SELLING EVERY TUESDAY 5150 HWY. 53 SOUTH EAU CLAIRE, WI 54701 PHONE: 715.835.3104	<b>Bonduel Market</b> SELLING EVERY MONDAY 455 N. CECIL ST. BONDUEL, WI 54107 PHONE: 715.758.2125	<b>Lomira Market</b> SELLING EVERY MONDAY STARTING 2022 111575 INDUSTRIAL DRIVE LOMIRA, WI 53048 PHONE: 920.269.4351	<b>Sparta Market</b> SELLING EVERY MONDAY 6083 STATE HWY. 16 SPARTA, WI 54656 PHONE: 608.269.3104	<b>Stratford Market</b> SELLING EVERY TUESDAY ORGANIC MAY SALE EVERY TUESDAY 214910 STATE HIGHWAY 97 STRATFORD, WI 54484 PHONE: 715.697.4101
---	---	--	---	---

**ELCC**  
 equity livestock credit corporation  
**FINANCIAL SOLUTIONS FOR YOUR SUCCESS**

• Operating Loans • Term Loans • Real Estate Loans

**CONTACT US FOR MORE INFORMATION:**



**Gary Williams**  
 VICE PRESIDENT OF ELCC

**DIRECT: 608.460.1141**  
**MOBILE: 608.434.4041**  
**EMAIL: gwilliams@equitycoop.com**

## Reminder: Beef Quality Assurance (BQA) Certification



BQA is a nationally coordinated, state implemented program that provides information to producers and consumers. Buyers representing some large packers and processors, including Tyson, only purchase cattle from farms selling beef breed types of finished cattle that are BQA Certified. In addition, JBS requires that producers selling cattle directly to their plants sign an affidavit stating that they are “in compliance with all applicable state or national BQA certification and verification programs.”

BQA does more than just help beef producers receive the best value for their cattle; BQA also reflects a positive image and instills consumer confidence in the industry. When producers implement best management practices of a BQA program, they assure the cattle they sell are the best they can be. With questions about BQA requirements, contact your local market directly.

Find out how to complete or recertify online by going to <https://www.bqa.org/> and clicking on ‘Certification’. Any questions related to BQA certification courses or upcoming meeting dates in Wisconsin, please contact the Wisconsin Beef Council at 800-728-2333. For questions related to Iowa’s BQA certification classes, contact Iowa’s BQA Coordinator at 515-296-2305.

## CattleUSA coming soon to Stratford

Exciting news- Equity’s Stratford market auctions will soon be live on CattleUSA. Watch our website and social media accounts for initial auction date details. Equity’s Altoona, Monroe, and Waukon market auctions are all currently on CattleUSA. With questions, contact your local Equity market.



*on the farm ~ in the market ~ working together*

## We're Much More Than Just A Livestock Auction Barn

- ✓ 11 Full-Service Auction Markets
- ✓ Fair and Equitable Prices
- ✓ Immediate Guaranteed Bonded Check
- ✓ On the Farm Cattle Evaluations, Sorting Purchases and Sales
- ✓ Experienced and Knowledgeable Marketing Professionals
- ✓ Trucking Services
- ✓ Contracting
- ✓ Private-Treaty Transactions
- ✓ Risk Management
- ✓ Agricultural Loans



[www.equitycoop.com](http://www.equitycoop.com)  
800.362.3989



**UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)**

**Statement of Ownership, Management, and Circulation**

1. Publication Title: **Equity News**

2. Publication Number: **1531-1171**

3. Filing Date: **September 12, 2022**

4. Issue Frequency: **Quarterly**

5. Number of Issues Published Annually: **Four**

6. Annual Subscription Price: **\$1.00**

7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®)  
**Equity Cooperative Livestock Sales Association**  
**PO Box 1003 401 Commerce Avenue**  
**Baraboo, Wisconsin 53913-0901**

8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer)  
**Equity Cooperative Livestock Sales Association**  
**PO Box 1003 401 Commerce Avenue Baraboo, Wisconsin 53913-0901**

9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)  
 Publisher (Name and complete mailing address)  
**Equity Cooperative Livestock Sales Association**  
**PO Box 1003 401 Commerce Avenue Baraboo, Wisconsin 53913-0901**  
 Editor (Name and complete mailing address)  
**Cora Carpenter**  
**Equity Cooperative Livestock Sales Association**  
**PO Box 1003 401 Commerce Avenue Baraboo, Wisconsin 53913-0901**  
 Managing Editor (Name and complete mailing address)  
**Curt Larson - CEO and President**  
**Equity Cooperative Livestock Sales Association**  
**PO Box 1003 401 Commerce Avenue Baraboo, Wisconsin 53913-0901**

10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all individuals owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a record or syndicate, give its name and address.)

Full Name	Complete Mailing Address
Equity Cooperative Livestock Sales Association	PO Box 1003 401 Commerce Avenue, Baraboo WI 53913
Adam Quandahl - Chairman of the Board	1510 West Ridge Road, Waukon IA 52172
Curt Larson - President and CEO	PO Box 1003 401 Commerce Avenue, Baraboo WI 53913

11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box  None

Full Name	Complete Mailing Address

12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)  
 The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes.  
 Has Not Changed During Preceding 12 Months  
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

PS Form 3526, July 2014 (Page 1 of 4) (see instructions page 4) PSN 7530-01-000-9031 PRIVACY NOTICE: See our privacy policy at www.usps.com

13. Publication Title: **Equity News**

14. Issue Date for Circulation Data Below: **Fall 2020 - 09/30/2021**

15. Extent and Nature of Circulation

		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		20,905	20,905
b. Paid Circulation (By Mail and Outside the Mail)	(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	20,705	20,705
	(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	200	200
	(3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS	0	0
	(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	0	0
c. Total Paid Distribution (Sum of 15b(1), (2), (3), and (4))		20,905	20,905
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)	(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541		
	(2) Free or Nominal Rate In-County Copies included on PS Form 3541		
	(3) Free or Nominal Rate Copies Mailed of Other Classes Through the USPS (e.g., First-Class Mail)		
	(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)		
e. Total Free or Nominal Rate Distribution (Sum of 15d(1), (2), (3) and (4))		0	0
f. Total Distribution (Sum of 15c and 15e)		20,905	20,905
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		0	0
h. Total (Sum of 15f and g)		20,905	20,905
i. Percent Paid (15c divided by 15h times 100)		100%	100%

\*If you are claiming electronic copies, go to line 16 on page 3. If you are not claiming electronic copies, go to line 17 on page 3.

PS Form 3526, July 2014 (Page 2 of 4)

**UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)**

**Statement of Ownership, Management, and Circulation**

16. Electronic Copy Circulation

	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Paid Electronic Copies		
b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a)		
c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a)		
d. Percent Paid (Both Print & Electronic Copies) (16b divided by 16c times 100)		

I certify that 50% of all my distributed copies (electronic and print) are paid above a nominal price.

17. Publication of Statement of Ownership

If this publication is a general publication, publication of this statement is required. Will be printed  Publication not required.

In the **Winter** issue of this publication.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner

Cora Carpenter, Editor Date: 9/12/22

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).



Equity Cooperative  
Livestock Sales Association  
P.O. Box 1003  
Baraboo, WI 53913  
1-800-362-3989  
www.equitycoop.com

## Moving Onto 2023

As the end of the year approaches, it brings with an opportunity to recall all the accomplishments made this year. The amount of hard work and dedication our producers put into each of their operations is outstanding. Year in and year out, our producers continue to push through the ups and downs of the industry. Hopefully, this year marks a start to what seems like an up-trending cattle market, bringing with it, a curiosity to what the next year could hold. As we continue to move forward to the new year, we, as producers, should be asking ourselves- what can I do to improve my current operation?

Even with the best of operations, there is always opportunity for betterment and growth. Growth is key to keeping any operation viable for the long term. Growing your operation doesn't only mean increasing its total number of head in the pasture, it also means growing out of inefficiencies, getting your budgets inline, and paying attention to each aspect of your operation. As many of you know, we have several marketing tools available for our producers. Whether it be focusing on risk management, growing your operation with our lending division, widening your marketing potential with our private treaty sales or online auctions, Equity is dedicated to providing options to producers large and small. Whether it be finances, production planning, or anything marketing related, our staff at Equity can help answer your questions. Please share with us your story, so we can do our part in helping your operation get closer to its full potential. To learn more, visit our website at [www.equitycoop.com](http://www.equitycoop.com) or give us a call at 800-362-3989.



**Abdullah Hussaini**  
Commodities Broker AP

## A wrap on Equity's 100th Anniversary



Just like that, 2022 has flown by. Throughout the year, Equity team members have been traveling to each of our markets connecting with you, our patron members, to celebrate our 100th Anniversary. We handed out special edition 100th anniversary hats, gave out treats, and joined in on customer appreciation events. It is very rare this day and age for a business to reach 100 years in operation and we are proud of our longevity. It didn't just happen; it took a lot of working together, tweaking, and implementing new ideas. All of which has been done and continues to be done to better meet your needs, as producers. Although the 100th anniversary logo will begin to disappear, and the anniversary celebration events have come to an end, we will continue to achieve other milestones as a cooperative by moving forward together. Thanks for making our 100th year a special one!



*Equity News* is published quarterly by Equity Cooperative Livestock Sales Association, P.O. Box 1003, Baraboo, WI 53913. Subscription \$1.00. Periodicals postage paid at Baraboo, WI 53913 and additional mailing offices. ISSN#: 1531-1171. Postmaster, send address changes to:

### Equity News

c/o Equity Cooperative  
Livestock Sales Association  
P.O. Box 1003  
Baraboo, WI 53913

### BOARD & OFFICERS

Adam Quandahl..... District X  
Chairman of the Board  
David Wilke .....District II  
Vice Chairman  
Steven Schleis.....District III  
Secretary/Treasurer  
Brad Solchenberger ..... District IX  
Assistant Secretary/Treasurer  
Dan Leischer ..... District I  
Pete Kleiman ..... District IV  
Todd Cummings..... District V  
Leslie Danielson ..... District VI  
Karl Merow ..... District VII  
Dan Reeson ..... District VIII  
Curt Larson.....President & CEO  
Cora Carpenter .....Editor  
Julie Klitzke .....Co-Editor  
Maureen Tobias ..... Copy Editor

### MARKET DIRECTORY

Altoona..... 715-835-3104  
Arlington..... 608-635-4376  
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  
Stratford .....715-687-4101  
Waukon ..... 563-568-4501

### EQUITY LIVESTOCK CREDIT CORPORATION

Gary Williams..... 608-434-4041

### COMMODITIES DIVISION

Dave Johnson .....608-460-1133  
Abdullah Hussaini ..... 608-460-1127



Please recycle this newsletter.