



Equity News



A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

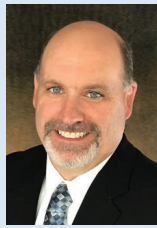
SPRING 2024
VOLUME 62 NUMBER 1

Focused on our Future

Attend Your 2024 District Annual Meeting to Stay Informed About Your Cooperative

Connect with your cooperative at the 2024 district annual meeting. Attending your district annual meeting gives you the opportunity to connect with cooperative staff and board of directors both at the regional and local association level. These individuals dedicate themselves to adding value to our patrons' resources and help guide us towards success. The business meeting will inform you about your cooperative's past year, become aware of current operations and strategies, hear about industry topics affecting agriculture, and learn how your cooperative is focused on the future.

I invite and hope to visit with each of you at the annual meetings. Please plan to attend as your support and contributions at these meetings aid both the regional board and management staff to discuss the future of our cooperative.



Curt Larson
President/CEO

Curt Larson

Friday, March 8

District IV, Bonduel Market

The Gathering, Shawano, WI

2600 E Richmond Street, Shawano, WI 54166

- Registration 11:00 a.m., 11:30 a.m. Lunch and Business Meeting

Monday, March 11

District X, Waukon Market

Farm Bureau Building, Waukon, IA

14 1st Ave NE, Waukon, IA 52172

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Tuesday, March 12

District VIII, Monroe Market • Regional Director Election

The Rafters Restaurant, Lena, IL

9426 Wagner Rd, Lena, IL 61048

- Registration 11:00 a.m., 11:30 a.m. Lunch and Business Meeting

District I, Arlington/Johnson Creek Markets

Turner Hall, Watertown, WI

301 South 4th Street, Watertown, WI 53094

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Monday, March 18

District VI, Altoona/Barron Markets

The Florian Gardens Conference Center - Eau Claire, WI

2340 Lorch Ave, Eau Claire, WI 54701

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Tuesday, March 19

District VII, Sparta Market

Drugan's Golf Club, Holmen, WI

W7665 Sylvester Road, Holmen, WI 54636

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Thursday, March 21

District III, Reedsville Market

Van Abel's of Hollandtown, WI

8108 County Road D, Kaukauna, WI 54130

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Friday, March 22

District V, Stratford Market • Regional Director Election

Country Aire, Stratford, WI

118600 (formerly F1312) County Rd P, Stratford, WI 54484

- Registration 11:00 a.m., 11:30 a.m. Lunch and Business Meeting

Monday, March 25

District II, Lomira Market • Regional Director Election

The Rock Golf Club, Waupun, WI

700 County Park Rd, Waupun, WI 53963

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Tuesday, March 26

District IX, Richland Center Market

The Phoenix Center, Richland Center, WI

100 S Orange Street, Richland Center, WI 53581

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Your RSVP is required for the meal. RSVP your attendance to socialmedia@equitycoop.com or call, **608-460-1135. RSVP deadline is March 1, 2024.**

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Equity News



Equity Attends the National Livestock Producers Association (NLPA)



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.

Pictured (left to right) Equity's VP of Credit Services, Gary Williams, Equity's Regional Director Peter Kleiman and Dan Reeson, Equity's Chairman of the Board, Adam Quandahl, and Equity's Jr. VP of Marketing, Abdullah Hussaini.

Dave Johnson Retires after 27 Years of Service to the Cooperative



David Johnson

Dave Johnson, Vice President of Marketing, has announced his retirement. Dave has been dedicated to Equity Cooperative Livestock Sales Association for 27 years, beginning his career with Equity in 1997 as Vice President of Sheep Marketing.

During Dave's career at Equity, he provided excellent service to many of our producer-members. He was very instrumental in the growth of our livestock marketing, not only through the markets but also with online marketing opportunities. Dave always had the best interest in mind for our producer-members and never turned away an opportunity to help a producer succeed in their operation.

Johnson contributed to services the cooperative added during his years of service. He was very active in the startup and growth of our commodities and calf division and provided support to Equity Livestock Credit Corporation's loan committee and feedlot programs.

Dave represented the interests of Equity and its members through the participation on state and national boards including two terms on Wisconsin Beef Council and two terms on Wisconsin Sheep Breeders. Dave was a founding member and served 20 years on the National

Livestock Producer Association's sheep and goat loan committee where his expertise and knowledge contributed to the growth of the fund which helps smaller producers and young producers grow their businesses. He was a recipient of the Wisconsin Master Shepherd Award in 2001.

We thank Dave for the leadership, dedication, and service he has provided over the years! We wish Dave all the best, and we hope he enjoys a happy, healthy, well-deserved retirement!



Dave states that one of his favorite titles during his 27 years at the cooperative's corporate office was "Equity Grill Master". Those of us that were privileged to enjoy his mastery of grilling during May beef month and the many other occasions, would agree he is a master at grilling!



Equity Awards 2024 College & Technical College Scholarships

Equity has announced the names of ten 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: Taylor Himebauch, East Troy, WI – studying animal science at the University of Wisconsin-Platteville.

District II Recipient: Parker Litterick, Theresa, WI – studying agribusiness at the University of Wisconsin-Platteville.

District III Recipient: Cady McGehee, Elkhart Lake, WI – studying Doctor of Veterinary Medicine at University of Wisconsin-Madison.

District IV Recipient: Jesse Meyer, Pound, WI – studying Doctor of Veterinary Medicine at University of Wisconsin-Madison.

District V Recipient: Cortney Zimmerman, Spencer, WI – studying agricultural communications at Oklahoma State University.

District VI Recipient: Ben Styer, Menomonie, WI – studying animal science at the University of Minnesota-Twin Cities.

District VII Recipient: Shade Bunker, Sparta, WI – studying agricultural business at Iowa State University.

District VIII Recipient: Molly Biggs, Dixon, IL – studying agricultural communications at Kansas State University.

District IX Recipient: Sophie Larson, Reedsburg, WI – studying meat animal science at the University of Wisconsin-River Falls.

District X Recipient: Megan Katzung, Bagley, WI – studying agronomy and horticulture at Iowa State University.

Technical college recipients include:

District II Recipient: Sam Mess, Rosendale, WI – studying animal science, agribusiness and agronomy at Fox Valley Technical College.

District III Recipient: Makayla Loppnow, Reedsville, WI – studying radiography at Northeast Wisconsin Technical College.

District V Recipient: Mary Lewandowski, Hatley, WI – studying agri-business and dairy science at Northcentral Technical College.

District VIII Recipient: Breanna Brooks, Juda, WI – studying agribusiness/science technology at Blackhawk Technical College.

Contact your local shipping association to see if your local cooperative has scholarships available to graduating seniors and current college students

Staff Update: Equity Livestock Credit Corporation

Equity welcomes Dana Moose to the Equity Livestock Credit Corporation (ELCC). Dana joined the Equity Livestock Credit Corporation on January 2, 2024. She is based out of Equity's headquarters in Baraboo, Wisconsin.



Dana Moose

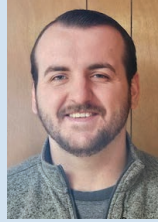
As ELCC's Agricultural Loan Officer, Dana's focus will be to assist producer members in achieving their financial goals by creating and maintaining strong working relationships with the producer members and ELCC's financial partners as well as helping make credit available for the production of livestock.

Dana's prior work experiences are deeply rooted in agriculture, livestock production, risk management and finance. She has a bachelor's degree in animal science from University of Wisconsin – Madison. Dana is currently working on her MBA - Accounting Emphasis at Upper Iowa University.

Dana lives on a farm near Waterville, Iowa, with her husband and two sons. They raise beef cattle, sheep, horses and mules.

Finding Value

Weight is a crucial factor when determining livestock prices. There are several types of weighing conditions producers can use when marketing cattle. Cattle sold with an overnight stand may bring more per hundred weight than cattle coming off the bunk. To potentially maximize your prices, sellers may consider bringing fed cattle to the auction market one night before the sale. This allows the livestock to reduce some amount of feed in their system and gives buyers additional confidence in the pounds they are bidding up on sale day.



Hut Amend
Sparta Market
Manager

Another important factor in increasing buyer interest is to become BQA certified. BQA certification educates beef producers on best management practices. Topics include cattle handling, record keeping, herd health, biosecurity, and transportation to name a few. Certification will not only help you make the best management decisions for your operation, but also help buyers gain confidence in your cattle. Certification can be done online or through local in-person events and must be renewed every three years. For more information on becoming BQA certified, visit www.bqa.org.

If you have any questions regarding livestock marketing and want additional information on ways you can get the most value out of your animals on sale day, please contact your local Equity market.

Wisconsin Beef Council Values Your Input

The Wisconsin Beef Council is looking for feedback from WI beef and dairy producers. This short, flexible and confidential survey will provide direction on Checkoff program investments.



Equity Represented at 2024 CattleCon



January 31 through February 2, Mark Clarke, Executive Vice President of Marketing and COO, and Cora Carpenter, Marketing and Communications Coordinator, represented Equity at the annual National Cattlemen's Beef Association (NCBA) CattleCon. The three-day event and tradeshow is filled with educational, networking, and advocacy opportunities. Important industry meetings on policy, animal welfare, market research, and industry trends were just a few of the many topics covered at the convention. Opportunities to connect with both our State Beef Council team and cattlemen across the nation helps Equity stay up to date on the latest industry trends and changes that allows us to best support our patron members.



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Equity Attends 2024 National Council of Farmer Cooperatives Conference



February 13th through the 15th, the National Council of Farmer Cooperatives (NCFC) hosted its 95th Annual Meeting in Fort Lauderdale, 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.

The conference this year revolved around the theme "The Next Generation of Co-op Boards: Evolving for the Future." The meeting kicked off on Tuesday, February 13th, with a joint session with the Public Policy Conference including discussions on; Agriculture & the Rural Economy: A View from the Administration, Finding Partnerships in a Chaotic Political Environment, Using Your Voice in the Upcoming Tax Debate, and Director Education: Engaging with Millennials and Gen Z Consumer Panel. On Wednesday, February 14th, our regional directors participated in director education sessions on navigating the board's role on social issues and the importance and value of board assessments and generating successful outcomes from such assessments. The conference wrapped up on Thursday, February 15th with continued director education on success in the board room from the CEO's perspective and the panel consisted of recently retired farmer co-op CEOs reflecting on their experiences with boards and discussing the elements they believe create a high-functioning board and a powerful board-management relationship.

Equity regional board directors, Steve Schleis, David Wilke, Dan Leischer and Christina Olson attended the annual meeting.

Equity Acquires Livestock Market in Maquoketa, Iowa

Equity Cooperative Livestock Sales Association is pleased to announce the acquisition of the former United Livestock Center in Maquoketa, Iowa.

This will make the twelfth full-service auction market operated by Equity, and the second in Iowa. "We are excited to expand our services in eastern Iowa," said Curt Larson, President and CEO. "This acquisition aligns with our goal of supporting local producers with more opportunities to market, manage and finance their agricultural operations."

As a cooperative, the best interest of our producers is always in mind when making business decisions. Equity plans to invest in infrastructure upgrades to improve livestock flow and safety, implement technology integrations by adding our proprietary livestock marketing software system, and participate in community outreach as we bring our services to the area. We are not just adding a market to the area but cultivating a foundation for shared success and a more connected agriculture community.

With over 100 years of experience in livestock marketing, Equity is pleased to be bringing enhanced services, increased market access, and a fresh wave of energy to the area.

Equity Cooperative Livestock Sales Association is excited for this new chapter, and our first priority will be to locally hire a market manager and staff to successfully open the facility. Stay tuned for upcoming events and future sale date announcements.

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- Pete KleimanDistrict IV
- Christina Olson.....District VI
- Mike Kunes..... District VII
- Dan Reeson District VIII
- Curt Larson.....President & CEO
- Cora Carpenter Editor
- Julie Klitzke Co-Editor
- Maureen Tobias Copy Editor

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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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