

June Dairy Month – Time to Celebrate!

Kick-off your summer by celebrating with America's family dairy farms. June Dairy Month is filled with fun and exciting events, from on-the-farm breakfasts to dairy-themed festivals. This annual tradition brings families, friends, and farmers together who enjoy incredibly delicious and nutrient-rich dairy foods that come from our dairy farms.

Listed below are June Dairy Month events and on-the-farm breakfasts that are sponsored and/or hosted by Equity's producer-members. Mark your calendars and make June Dairy Month a great way to start the summer by attending an event, a dairy breakfast, or just by indulging in some of your favorite dairy products. Finally, thank a dairy farmer during June Dairy Month for their hard work and family values that they contribute all year long so we can have amazing and wholesome dairy foods!

SATURDAY, MAY 26
Green County Breakfast on the Farm – Danance Karlen Holsteins, W4876 County Hwy C, Monticello, WI
Adams County Dairy Breakfast – Breakfast at Adams Friendship High School Tour of New Chester Dairy, Grand Marsh, WI

SATURDAY, JUNE 2
Dunn County Dairy Breakfast – Jenson Family Farms LLC E9859 County Road M, Elk Mound, WI
Monroe County Dairy Breakfast – Valley Hill Farms 25635 Morningside Road, Kendall, WI

Jackson County on the Farm Dairy Breakfast – Nate & Karen Kling's Dairy Farm, W15503 Kelly Rd, Taylor, WI
Iowa County Dairy Breakfast – Miller Time Farms, 1796 Fairview Rd, Avoca WI

Clark County Thorp Dairy Breakfast – Nowobielski Farms, N14376 Bachelors Ave, Thorp WI

SUNDAY, JUNE 3
30th Annual Abbotsford Dairy Breakfast – Maki Farm Services, W1571 Willow Rd, Curtiss, WI
Stratford FFA Dairy Breakfast – Country Aire Banquet Hall, F1312 County Road P, Stratford, WI

Marathon County June Dairy Breakfast – Jim & Carol Benkelman, 6470 Mason Rd, Athens, WI
Dodge County Dairy Brunch – Dan & Paula Siegmann Farms, W1969 County Road N, Rubicon, WI

SATURDAY, JUNE 9
Winnebago County Breakfast on the Farm – Kasten's Waukau Creek Dairy, 3238 Senn Rd, Omro, WI
Washington County Breakfast on the Farm – Gehring View Farms LLC, 4630 Hwy 83 N, Hartford, WI
LaFayette County Dairy Breakfast – UW -Platteville Pioneer Farm, 29200 College Farm Road, Platteville, WI
Sauk County Dairy Breakfast on the Farm – Bender Family Farm, S4065 State Hwy 136, Reedsburg, WI

Rock County Dairy Breakfast – Dennis & Barbara Kersten Farm, 4522 W Mineral Point Rd, Janesville, WI

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

Congratulations to Bob Kesler!

Bob won a \$250 gift card and qualified by completing an annual district meeting survey at one of our meetings held during March. Bob and his wife, Lucy, operate Kesler Family Farm in Hilbert, WI. They attended our Reedsville meeting. He serves as a public works director for a village of 12,000 people and has been a farm operator for 39 years. He operates 188 acres, has 60 beef cows, four sows and 15 market hogs. Bob and his family continue to work the farm together. Crops grown include alfalfa, soybeans, wheat and corn. In addition to being a member of Equity, Bob is also a member of Country Visions Cooperative and serves on the Calumet County Fair's meat animal sale committee. Bob and his family are focused on farm-to-table connections and open up their farm to educating consumers on how food is produced, and how animals are cared for and raised. Bob markets cattle, hogs, hay and straw through the Reedsville market. He has tried other places for marketing, and is always drawn back to Equity. He also is a member of the Darboy Pedal Pullers organization, a member of the North Central Wisconsin Cattlemen's Association, and has been involved for more than 17 years with the Wisconsin Cattlemen's beef tent during Wisconsin Farm Technology Days.



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Equity Family Spotlight: The Vosbergs

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calving 150 cows in the spring and 90 in the fall. Since the Vosberg's raise all of their replacement heifers, calf care is very important to them. "Quality calf care takes a lot of hard work and dedication, especially when five or more calves are born in a day. Being patrons with Equity in Monroe helps us sell bull calves weekly, alleviating some of the calf care responsibilities without driving very far," replied Ruth.

Vosberg's love their Normandes not only for their easy grazing, milk components and gentle nature but also for their meat quality. Normandes are a dual purpose breed; meaning they have a life as a milk cow and a second life as a meat animal once they are no longer productive as a dairy animal. The Normande bull calves when born are larger in size and more muscular than other dairy bulls. Normandes fatten out similar to a beef animal in size and time frame and have high quality marbling in their meat. "Over the years we've noticed that our Normande bulls sell at a higher price at Equity than other dairy bulls," commented Ruth. Vosberg's attribute this to building a clientele with Equity buyers, who have over the years realized the value in Normande bulls. "We attribute the higher price to Equity and their marketing department as well as the auctioneers and the quality job they do during the weekly auctions," Derek stated.

Connect with Equity...

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- Twitter@equity_coop
- Instagram @equity_coop
- equitylivestockfocus.com

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

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- Johnson Creek..... 920-699-3588
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Equity News

A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

Heiman Holsteins and D&B Sternweis Farms Will Host the 2018 Wisconsin Farm Technology Days

The 2018 Farm Technology Days in Wood County will be hosted by Heiman Holsteins and D&B Sternweis Farms located at 9885 County Highway H, Marshfield, WI and the dates are July 10th, 11th and 12th. Mark your calendars; this is an event that everyone will enjoy. Here's a little information about the featured families.



This robot is used to dip udders before cows leave the carousel at Heiman's Holsteins.

The farms and families...

The Heiman family has a long history in the dairy industry in Wood County. They started in the cheese business over 50 years ago with the purchase of Nasonville Dairy, beginning with Arnie and Rena Mae Heiman, Kelvin and Ken's parents, which has served area farmers since 1885. Weber's Farm Store has been in Joellen (Weber) Heiman's family since her great-grandparents first purchased the property just outside of Marshfield back in 1904. The Weber family has been bottling milk in the community for over 60 years, along with the sale of meat and cheese products. Nasonville Dairy, located just a few miles away, processes milk from over 200 dairy farm patrons into more than 100,000 pounds of award-winning cheese each day.

Heiman Holsteins is always on the cutting edge of technology, and in 2015 they built a new freestall barn and rotary parlor. The dairy farm features a modern 40-cow rotary parlor and exhibition area for viewing the operation up-close, and has long-term plans to feature an on-farm education center. Forty cows are milked at a time on the rotary carousel. They milk three times a day; 11 a.m., 5:30 p.m., and 2:30 a.m. and milking shifts run around 4 hours each. They utilize a robot at the end of the carousel to dip each cow's udders before she leaves the carousel. The farm consists of Kelvin and Marilyn Heiman and Ken and Joellen Heiman families. Kelvin and Marilyn have four children; Kelvin Jr., Adam, MaKayla and Andrew. Kelvin Jr. helps with crops, MaKayla's husband, Kyle, also helps with crops, and son Andy plays a role in farm management. Ken and Joellen have three children; Michelle, Ryan and Josh. Ryan helps with crops and Josh is responsible for managing the farm with Andy, and their herdsman, Roger. Andy is married to Brittney and they have an infant daughter, Brynleigh, and he is responsible for feeding, maintenance and fieldwork for all of the planting and harvesting. Marilyn is in charge of employee scheduling at the farm and

providing year-round tours of the farm, with spring and fall being the most popular times of the year. Heiman Holsteins consists of 12 part and full-time employees. They operate 1,300 acres of corn, alfalfa and soybeans.

The D&B Sternweis Farm is a fifth-generation family operation first established in 1877. What started as a three-acre farm is now 1,200 acres. D&B Sternweis Farms consists of 410 cows. Daryl and Brenda Sternweis have seven children; Heather, Justin, Aaron, Brittany, Autumn, Brooke and Jonathon. Heather conducts herd management for D&B Sternweis Farms and also handles their public relations. Justin is responsible for crops, feeding and maintenance. Aaron serves as their mechanic and does shop work. Daughters Brittany, Autumn and Brooke all help out for week-end milkings. Their youngest, 10-year-old

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2019 Calendar Theme: *Family Traditions with Equity*

We want to see your photos that showcase stories involving family traditions with Equity. It could be a photo of:

- A trip to our auction markets
- Lunch at one of our auction markets
- Selecting animals with an Equity manager
- Attending an Equity livestock seminar
- At an Equity customer appreciation event

A panel of judges will select the winner and honorable mentions. Monthly and inset photo winners will be promoted on the cooperative's social media. The top photograph will be awarded the calendar cover and a \$50 cash prize. Photo requirements: digital photos preferred and sent at a high resolution (300dpi), a photo size at least 8" x 10", or use the hashtags **#familytraditionwiththeequity** and **#equitycoop** through a post on Facebook, Instagram or Twitter to enter. **ENTRY DEADLINE: August 1, 2018.** Digital photo entries can be sent via email to jkklitzke@equitycoop.com. A photo or digital photo on a CD can be mailed to:

**Equity Livestock
Attention: Julie Klitzke
P.O. Box 1003
Baraboo, WI 53913**

For each photo entered, please include: name of photographer, address, phone, email, location where photo was taken, and a short narrative about the photo to highlight your farm and family tradition with Equity.

If you have any questions please feel free to contact Julie Klitzke at 800-362-3989 ext. 121 or by email at jkklitzke@equitycoop.com

Good luck and happy photo taking!

Note: Low resolution photos will not be included in the contest. All entries submitted will become the property of Equity Livestock and could be used in future publications or projects. If you prefer to have your photo returned, provide a stamped, self-addressed envelope.

Heiman Holsteins and D&B Sternweis Farms Will Host the 2018 Wisconsin Farm Technology Days (Continued from page 1)

Jonathon, helps grind corn every night and cleans the stalls and the water cups. D&B Sternweis Farms is truly a family operation, along with having six part-time employees. They operate 1,200 acres of alfalfa, corn, soybeans and winter wheat. Daryl handles all aspects on the farm with wife Brenda who also oversees all the animals and works closely with Heather.

The connection...

Ken and Joellen's son, Josh, is married to Daryl and Brenda's daughter, Heather. They are expecting their first child this year. Both host farms are members of the Equity Stratford Livestock Marketing Cooperative Association and market their animals at Equity's Stratford market. Both farms credit their membership with Equity as being invaluable and Heiman Holsteins has a very solid relationship with trucker, John Kraus. D&B Sternweis Farms also appreciate Stratford's field representatives with assisting them in finding a group of heifers during their expansion project.

Both farms have utilized Equity for many, many years. "Convenience, customer service and proximity is the key," says Daryl. "Equity is a company that is solid, they have years of experience and are in the neighborhood," adds Josh. They both enjoy hearing market reports on B104.9, Channel 7 News, and both utilize Equity's website often.

Proud hosts...

Both farms are looking forward to hosting this year's Wisconsin Farm Technology Days. "Wood County is literally in the center of America's Dairyland. The county has over 220,000 acres of farmland. "It's truly an honor to host and educate," says Marilyn. "It's good for the entire community and it has allowed us to network with others," says Heather. Both families agree that they all have gotten to know so many people during this entire process, and that has been incredible. Milk for the show will be donated by Weber's Farm Store and beef will be donated by the host farm and local area farms. Also cheese slices will be made available by Dairy Pricing, Land O'Lakes and Nasonville Dairy. The farm families are interested in educating and promoting agriculture during the show, especially to the upcoming generations who don't always realize how food gets to the consumer's table.

Advocates...

The Heiman and Sternweis families are also advocates for telling their agriculture story. "Every day on the farm is different," says Josh. "I've always enjoyed working outside and caring for cattle." Daryl adds, "Working with family is a plus, and I love being my own boss." There are so many jobs in agriculture. Come see for yourself. This is a worthwhile event and everyone is invited!

Equity Family Spotlight: The Vosbergs



"Equity Cooperative not only helps us decrease our calf care work load during calving season, but also works hard to help us earn more money for our bulls."

Vosberg Valleyview Farm of South Wayne is a two generation dairy farm. Dan and Ruth, along with their son Derek and his wife Sarah, their daughter Megan and youngest son Jared, milk 230 Normande cross and Jersey cows and raise replacement heifers. The Vosberg's calve twice a year;

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Comments From Equity's New Chairman of the Board

As the new board of director's chairman, I look forward to leading Equity in the year ahead. The Equity board of directors is committed to serving producers of all sizes and providing them an equal voice in directing their cooperative. We believe Equity provides producers the best method of transparently pricing their livestock to assure fair value on a daily basis.

We look forward to another strong marketing year in 2018 as commodity prices slowly rebound. We also appreciate feedback from Equity patrons. Please don't hesitate to contact any board member with concerns or comments.

I wish to thank Norm Fruit for his 20 years of service on the regional board of directors and 18 years as chairman. Norm plans on retiring from the board at the end of his term in March 2019. He will leave a legacy of a financially sound co-op poised for continued growth.

A Tribute to Our Past Chairman

Norm Fruit has contributed to Equity as a patron, local board member and regional board member. Elected to the local Equity Rich Land Livestock Marketing Cooperative's board of directors in 1990, he has served as its secretary since 1992. Elected to Equity's regional board of directors in 1998, Norm has held the position of chairman for the past 18 years.

He was encouraged to run for the regional board by his predecessor, Fred Bergman. He credits Fred's encouragement for

his board participation. The motivation is to ensure a continuation of competitive livestock marketing for the Upper Midwest. Norm has stated, "Equity sets the bar for livestock price discovery and services offered for its members throughout the trade territory."

Norm has stepped down from the chairmanship this year, but will continue to serve on the regional board until his term expires in 2019. During Norm's tenure on the regional board, he lists three events as particularly significant:

1. The diversity in size and management style of livestock operations.
2. Funding of Equity's employee defined pension plan.
3. Recapitalization of Equity's credit subsidiary, Equity Livestock Credit Corporation.

Another significant issue addressed by the regional board under Norm's chairmanship was changes to Wisconsin's Cooperative Statutes. Equity's regional board opposed changes allowing cooperative voting based on patronage volume and to allow outside directors as voting members of the regional board. While the changes passed Wisconsin's legislature, its implementation is not mandatory. Equity will retain the fundamental cooperative tradition of one member one vote and outside directors, if any, as advisory only.

Participation in regional board activities has influenced Norm's agricultural outlook as well as enhanced his personal growth. He has had the chance to meet many outstanding people, from fellow producers, to corporate and industry professionals, to state and federal legislators. He particularly wants to emphasize the number of quality people he has met, both farmers and Equity employees.

To remain relevant in today's livestock marketing environment, Norm says Equity must, "Assess the changes occurring within our members' livestock operations and be willing to change to provide the necessary services required. Diversity among patrons along with increased regulations and mandates will provide future challenges," Norm contends.

Will Norm keep busy upon leaving the Equity regional board? The answer is yes. He and his wife Sandy, along with their son Kelly and Kelly's wife Rachael milk 215 cows, raise 200 replacement calves and crop 380 tillable acres, some of which has been in the family for 130 years.



Les Danielsen



Norm Fruit

Equity Partners with Allendale

Equity Cooperative Livestock Sales Association joins



forces with Allendale Risk Management Inc. to offer our customers additional marketing research. Allendale is a leading provider of market analysis for grains and livestock research, and we look forward to working with them to provide the best possible service to our patrons. Our Risk Management division continues to offer full service commodity trading and consulting for futures and options for both grain and livestock, along with live cattle contracts for Holstein steers and native cattle, and market hog contracts. If you are interested in managing your risk through the use of our services, please call Dave Johnson (ext. 131), James Schroeder (ext. 132) or Kadi Walsh (ext. 133) at 1-800-362-3989 and sign up for the Complimentary Wake-up Call from Allendale and/or the Midday Market update via text.

Distinguished Patron Recognition Awards

This year Equity presented 12 'Distinguished Patron Recognition' awards during many of our local shipping association's annual meetings, as well as at our annual district meetings. The following are those recently recognized and who were not included in our listing in the spring newsletter:

John B. Schroeder - April 5 - Black River Falls Cooperative Shipping Association

Lloyd Kragness - April 11 - Equity Western Livestock Marketing Cooperative

Mabel Sutrick - April 18 - Abrams Cooperative Shipping Association

Mel Lohr - March 26 - Equity Rich Land Livestock Marketing Cooperative
Questions? Contact George Roemer at (608) 963-4235.

June Dairy Month – Time to Celebrate!

(Continued from page 3b)

Vernon County Dairy Breakfast – Wall-Stone Holsteins, S7414 Fortner Road, De Soto, WI

Trempealeau County "On The Farm" Dairy Breakfast – Hamlin Valley Farms, N49128 County Road V, Strum, WI

SUNDAY, JUNE 10

Oconto County Breakfast on the Farm – Sunrise Dairy LLC, 9101 State Hwy 32, Suring, WI

Outagamie County Breakfast on the Farm – Van Handel Dairy Farm, N4884 Section Line Road, Kaukauna, WI

Manitowoc County Breakfast on the Farm – United Vision Dairy, 12434 Tannery Road, Mishicot, WI

SATURDAY, JUNE 16

La Crosse County Dairy Breakfast – Creamery Creek Holsteins, W1250 County Road U, Bangor, WI

Portage County June Dairy Day – Ostrowski Brothers LLC, 8931 Country Road SS, Amherst Junction, WI

Sheboygan County Breakfast on the Farm – Rockland Dairy, W4705 Road D, Random Lake, WI

Pierce County Dairy Breakfast – Ti-Shi Dairy, N6182 290th Street Elmwood, WI

Pittsville FFA 35th Alumni Annual June Dairy Breakfast – Grass Ridge Farm LLC, 5582 County Road E, Pittsville, WI

SUNDAY, JUNE 17

Kewaunee County Breakfast on the Farm – Junion Homestead Farm, E1939 County Road K, Casco, WI

Marshfield FFA Alumni Dairy Breakfast – Norm-E-Lane Farm, Meissner Family, W267 Panther Creek Rd, Chili, WI 54420

Loyal Dairy Breakfast, Clark County – Erlin and Bonnie Roehl Farm, N8429 Miller Avenue, Loyal, WI

SATURDAY, JUNE 23

Pepin County Town & Country Dairy Breakfast – Four C Dairy, W4034 State Rd 85, Durand, WI

SUNDAY, JUNE 24

Calumet County Sundae on the Farm – MATT-N-NEY Holsteins, 23226 W Hillcrest Rd, Brillion, WI

31st Annual Waushara County June Dairy Breakfast – Pine Breeze Dairy LLC, W1776 Aspen Ave, Pine River, WI

Marinette County Breakfast on the Farm – Carlson Farm, N3615 Carlson Lane, Peshtigo, WI

Envision Greater Fond du Lac Agri-Business Council Breakfast on the Farm – Wiese Dairy, N7661 Cty Rd M Rosendale, WI

Brunch on Shawano County Farm – Wagner Farm, N6928 County Hwy BB, Oconto Falls, WI

Colby Dairy Breakfast – Gumz Farms Inc, H4763 County Road F, Colby, WI

SATURDAY, JUNE 30

Chequamegon Dairy Day – Jon & Tracy TePoel Organic Dairy Farm, 11652 E TePoel Drive, Maple, WI

Menominee County Farm Bureau Breakfast on the Farm – Brock Dairy Farm, W5186 County Rd 360, Daggett, WI