



A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

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2022 Annual District Meetings Dates

We at Equity Cooperative Livestock Sales Association have the good fortune to have the support of our patrons, the regional board of directors, management team, and our dedicated employees, all of which continued to keep our cooperative moving forward through such unprecedented times.

Attending your district annual meeting allows you, our patron-member, to stay informed about the past year's results, current and upcoming issues which may affect us all. Patron-member involvement is going to be essential as your cooperative moves forward.

The cooperative will hold eight regional director elections and your member vote counts! If you are not able to attend your district meeting and would like your vote for regional director to be counted, you may request an absentee ballot to be mailed to you by contacting our office at 800-362-3989 ext. 200. The deadline for mailing an absentee ballot is Friday, March 4, 2022. Please note that you must be an active patron and must vote only for the nominated candidate in the district that you are assigned. All ballots will be verified for active patron status.

We will host a meal prior to the business meeting. An RSVP will be required to attend the lunch or dinner.

RSVP your attendance to socialmedia@equitycoop.com or call 608-460-1135. Due to venues experiencing staffing shortages and increased food costs, RSVP is required for attendance. If you do not RSVP a meal may not be provided for you. RSVP Deadline is March 1, 2022.

Join the discussion, your patronage is valued, and we want to listen to what is important for your livestock marketing needs.

Thursday, March 10

District II, Lomira | Regional Director Election
Radisson Hotel (formerly Holiday Inn), Fond du Lac, WI
625 W. Rolling Meadows Drive, Fond du Lac, WI 54937
• Registration 7:00 p.m., Dinner 7:30 p.m., Business Meeting 8:15 p.m.

Friday, March 11

District IV, Bonduel
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.



Curt Larson
President/CEO

Monday, March 14

District VI, Altoona/Barron | Regional Director Election
The Florian Gardens, Eau Claire, WI
2340 Lorch Avenue, Eau Claire, WI 54701
• Registration 11:00 a.m., Lunch 11:30 a.m., Business Meeting 12:15 p.m.

District VII, Sparta
Club 16, Sparta, WI
1615 W. Wisconsin Street, Sparta, WI 54656
• Registration 7:00 p.m., Dinner 7:30 p.m., Business Meeting 8:15 p.m.

Tuesday, March 15

District VIII, Monroe | Regional Director Election
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.

District I, Arlington/Johnson Creek | 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 16

District X, Waukon | 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 | Regional Director Election
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 17

District III, Reedsville | Regional Director Election
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 18

District V, Stratford | Regional Director Election
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.

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Equity News



Lomira Market is Now Certified Organic!

Equity Cooperative Livestock Sales Association is pleased to announce that its Lomira market is now certified organic! Approval was granted by Nature's International Certification Services (NICS), USDA's National Organic Program (NOP). The cooperative's Altoona, Bonduel, Sparta and Stratford markets have been certified and are providing organic cattle sales.

"Certifying additional market locations are steps we continue to take in an effort to provide our producers with alternative livestock marketing options in our markets," states Curt Larson, President and CEO. "Lomira adds to our list of locations that are currently marketing organic livestock which is our Altoona, Bonduel, Sparta and Stratford markets." Equity is not charging extra for this premium service and organic cattle will sell at the same commission as conventional livestock.

Lomira's organic livestock sales will be every Monday starting January 24, 2022, at 3:00 p.m. Lomira's dock will be open at 7:00 a.m. the day of organic sales for livestock drop off. Organic producers are asked to please call Lomira at 920-269-4351 for additional information. Producers are reminded to bring in your organic certificate with your first load.

For more information on organic livestock sales, visit www.equitycoop.com.

Equity attends the National Livestock Producers Association's 2022 Annual Meeting



Pictured (left to right) Equity's Chairman of the Board, Les Danielson, Equity's Regional Director Peter Kleiman, Equity's VP of Marketing, David Johnson, and for Equity Livestock Credit Corporation, Gary Williams VP of Credit Services. Equity's President/CEO, Curt Larson attended virtually. 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.

Grid Pricing

The sale of your animal is a key indicator of how well you as a producer did during the production process. Depending on the price your livestock receive on sale day is one of few ways to evaluate your management. Selling finished cattle to packing plants via grid contracts, otherwise known as grade and yield private treaty or kill-out cattle enables producers to receive feedback and premiums based on the carcass quality of their livestock.

This feedback can help producers gauge their production methods and feeding management. All contracts have price adjustments based on carcass yield, quality, weight, and other variables. If the cattle are fed correctly and harvested in a timely fashion producers can often receive premium pricing. When determining the feeding method and harvest dates, animal type, age, and feeding conditions all factor into the equation.



Andy Huebsch
Richland Center Market Manager
608-434-4023

Our staff at Equity can help you through this process and fine tune your existing variables to receive the best available return on your investment. When marketing your cattle through Equity, we will tag, ship, and report back your specific carcass results from the plant. These results will detail any carcass premiums, discounts, and all other specifications. All cattle will be paid based on the criteria they match in the given contract.

When marketing cattle to a packer through Equity, all producers, regardless of the size of their operation or number of head delivered can take advantage of this service. These grid contracts can be completed for Holsteins, Crossbreds, and Native-Colored Cattle. Please reach out to your nearest Equity location for more information.

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



www.equitycoop.com

Organic Certification Received from Nature's International Certification Services



Altoona Market

SELLING EVERY TUESDAY
5150 HWY. 53 SOUTH
EAU CLAIRE, WI 54701
PHONE: 715.835.3104

Bonduel Market

SELLING EVERY MONDAY
455 N. CECIL ST.
BONDUEL, WI 54107
PHONE: 715.758.2125

Lomira Market

SELLING EVERY MONDAY
N11579 INDUSTRIAL DRIVE
LOMIRA, WI 53048
PHONE: 920.269.4351

Sparta Market

SELLING EVERY MONDAY
6089 STATE HWY. 16
SPARTA, WI 54656
PHONE: 608.269.3104

Stratford Market

SELLING EVERY TUESDAY
ORGANIC HAY SALE EVERY TUESDAY
214910 STATE HIGHWAY 97
STRATFORD, WI 54484
PHONE: 715.687.4101



Fleming Retires After 34 Years of Service to the Cooperative

Tod Fleming, Executive Vice President and Chief Operations Officer, has announced his retirement. Tod has been dedicated to Equity Cooperative Livestock Sales Association for 34 years, beginning his career in 1988 as a calf buyer and sorter for Great Lakes Order Buyers. When the Livestock Feeding program began in the early 1990's, he expanded his responsibilities as a field representative. In 1996, he was promoted to Assistant Vice President of Cattle Marketing and worked with Equity Livestock Credit Corporation. Tod has been Equity's Executive Vice President and Chief Operations Officer since 2001.



Tod Fleming

Fleming has been instrumental to the Cooperative operations, working with regulatory agencies, and becoming a highly respected industry professional. He has worked hard to keep the producers and Cooperative's interests in mind with regulatory and economical changes, managing operational expenses, and leading our market managers, field services teams, and trucking. Tod provided his expertise in planning and promoting educational development programs for proper livestock handling, quality beef production and cattle evaluation for employees and producers. He encouraged the development of diverse marketing options that would respond to the changing needs of the producers and help ensure a financially viable future for them and the Cooperative.

Tod represented the interests of Equity and its members through the participation on state and national boards including Wisconsin Beef Council, Wisconsin Veterinary Diagnostic Lab Board, Wisconsin Livestock Identification Consortium, National Cattlemen's Beef Association, and Livestock Marketing Association.

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

Equity Awards College & Technical College Scholarships

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

The winners were chosen from more than 37 applicants this year. The scholarships are funded through Equity Cooperative Livestock Sales Association and then selected by the Federated Youth Foundation.

To be eligible, students and/or their parents/grandparents are patron members of Equity Cooperative Livestock. "As we look toward 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."

Winning \$1,250 college scholarship recipients include:

District I Recipient: Olivia McDonald, Janesville, WI – studying life sciences communications at the University of Wisconsin-Madison.

District II Recipient: Kaylee Mess, Rosendale, WI – studying agricultural education at the University of Wisconsin-Platteville.

District III Recipient: Michaela Bubolz, Reedsville, WI – studying elementary education at Martin Luther College.

District IV Recipient: Everlah Riley, Amherst, WI – studying animal science at the University of Wisconsin-River Falls.

District V Recipient: Brenna Murry, Mosinee, WI – studying agricultural education at the University of Wisconsin-River Falls.

District VI Recipient: Grace Pyka, Independence, WI – studying nursing at Viterbo University.

District VII Recipient: Rachel Klinkner, Cashton, WI – studying integrated strategic communications at the University of Wisconsin-Eau Claire.

District VIII Recipient: Benjamin Cooper, Argyle, WI – studying dairy science at Iowa State University.

District X Recipient: Cassidy Bohr, Castalia, IA – studying supply chain management and business economics at the University of Northern Iowa.

Winning \$1,000 technical college scholarship recipients include:

District IX Recipient: Tiffany Neuheisel, Spring Green, WI – studying agribusiness management at Southwest Wisconsin Technical College.

District X Recipient: Mia Gibson, Elgin, IA – studying agribusiness at Des Moines Area Community College.



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

CREDIT OPTIONS AVAILABLE

OPERATING LOANS

- Non revolving lines of credit
- Revolving lines of credit
- Livestock feeding program

TERM LOANS

- Intermediate 3, 5 or 7 year terms
- Breeding livestock: Dairy or beef
- Machinery, farm improvements

REAL ESTATE LOANS

- ✓ Amortizations of 10, 15, 20, 25, 30 years
- ✓ Flexible monthly, quarterly, semi annual, or annual payments schedules
- ✓ Variable, adjustable, and fixed rates available

THE SHEEP & GOAT INNOVATION FUND

- Tailored specifically for the sheep and goat farm industries
- Flock or herd expansion loans
- Competitive interest rates



BENEFITS

- Competitive rates and terms
- Repayment plans to fit your cash flow
- Ag Community Lender
- Marketing resources

HOW CAN WE HELP?

We make it easy!

You provide basic information:

- Current financial statement
- Three years of federal tax returns
- Pertinent production history
- Brief summary of your plans

ELCC DOES THE REST!

- Schedule a farm visit to discuss options
- Timely credit discussions
- On farm closings



CALL OR EMAIL TO REQUEST AN APPLICATION AND DISCUSS YOUR PLANS.

Gary Williams
VICE PRESIDENT OF ELCC

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

Equity Staff Updates

Knutson Retires after 25 Years

Cindy Knutson, Office Manager in the Sparta market, has retired after 25 years of service with her last day on Thursday, December 2, 2021.

Cindy enjoyed working with the employees, traveling to other markets, and working with IT on the new computer system. When asked what she will miss, she stated, "I will miss seeing and talking to the people I have come to know over the last 25 years, this includes employees, truckers, buyers, and patrons."

Cindy is looking forward to seeing her children and grandchildren more and doing more traveling.

We wish Cindy the best in her retirement and thank her for her many years of dedicated service and hard work at Equity!

Swenson Promoted to Office Manager at Sparta Market

Jenny Swenson is our new Office Manager in the Sparta market. Jenny started with Equity Cooperative Livestock in November 2015 as an Office Assistant and has broadened her market knowledge and experience by learning additional responsibilities as an Auction Clerk, Dock-In Clerk, and Weighmaster.

Jenny resides in the Sparta area with her family and is an active First Responder.

As an Office Manager, Jenny will oversee all the office functions at the Sparta market, including the Dock-In and Auction Clerks. Jenny transitioned into her new role on Monday, November 29, 2021, with the retirement of Cindy Knutson after 25 years of service. Congratulations to Jenny on her promotion.

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Equity News

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Julie Klitzke Editor
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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
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