

# Equity News

A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

## A Letter From Our President

After serving my first year as the President and CEO of Equity Cooperative Livestock Sales Association, we have been through some things I could not have imagined. The outbreak of the COVID-19 pandemic brought about a whole new world, from the closure of restaurants and hotels to the shutdown of meat & food processing plants, from the nearly overnight conversion of schools from in-person classes to 100% virtual classes to the cancelation of conferences, conventions, county and state fairs. This pandemic forced your cooperative to adapt and make changes to our operations in order to remain open, we altered sale schedules, closed markets to spectators and sellers, worked with our buyers and sellers to maintain stable and steady supply of livestock which helped to reduce major price swings in our markets.



Curt Larson

When the COVID-19 shut down first went into effect, both the Wisconsin and Iowa Departments of Agriculture originally informed Equity Cooperative that livestock sale barns were not considered essential and would be closed during the shutdown. Thanks to the quick action of your executive management and relationships with local political leaders and staff at both Departments of Agriculture we were able to convince the Departments of Human Services and Governors' offices to consider sale barns essential and allow us to remain open and operating.

Equity Cooperative Livestock remains committed to advocating for our agricultural producers with our political leaders through our involvement with groups such as Livestock Marketing Association and the National Council of Farmer Cooperatives. We also continue our focus on the youth in agriculture with our continued involvement with 4-H Foundation and FFA Foundation as well as our scholarship program. Patron education has been a focus for us through this pandemic, partnering with Professional Dairy Producers of Wisconsin on their Dairy Signal and regular discussions with Pam, Bob, and Scott on the Midwest Farm Report.

Rest assured despite all the adversity of the past few months, the staff at Equity Cooperative Livestock has been working as hard as ever for our patrons and our agriculture industry. Your staff has stepped up to the challenge when others were waiting for things to improve. I am very proud to be part of this team and want to extend my heartfelt thanks to all our hardworking and dedicated employees, our patrons for the understanding and support, and our partner truckers for their service through this pandemic!

Curt Larson  
President & CEO

### Covid Updates

The last few months have been especially challenging ones for your cooperative. We have all been impacted by COVID-19. It has been a time like no other in our lives.

As the pandemic hit, and most of the country was shutting down, Equity Cooperative Livestock continued holding the usual scheduled sales with the exception of the Marion market suspending sales and halting Monday sales at Equity Barron. While this created additional stress, it also provided some comfort in that as an essential business most of our employees were able to keep working.

Throughout this crisis, our number one priority has been and will remain that we keep our employees, members, and buyers safe and protected. Equity has had a limited admittance policy in full force by only allowing employees or buyers indoors. No spectators have been allowed inside the barn or office area during this time. Most recently, no entry is allowed without a face covering, per our Wisconsin Governor's Executive Order and Emergency Order.

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## Deadline Approaching for 2021 Calendar Entries: Barn Quilts

This year we are going to highlight barn quilts. The unique history of the Barn Quilt can be traced back almost 300 years. Paint was very expensive long ago and painting an attractive yet distinctive quilt pattern on the barn was a wonderful way of allowing for decoration. It also became an excellent way for travelers to find particular families or cross-roads, as the towns people would look for a specific pattern to find them.

Today the barn quilt movement has spread over 40 states and there are quilt trails all over the United States. The barn quilts' unique patterns, vibrant colors, and surrounding scenic countryside exhibit both the appreciation for agricultural heritage and the arts. Barn quilts promote agritourism and bring communities together as families, quilt guilds, churches, schools, and 4-H clubs help create and maintain them. Like our cooperative, barn quilts represent family values, communities working together, and the importance of agriculture.

Submit a photo of your favorite barn quilt during any season. It can be on your barn or you can travel a barn quilt trail and snap a few quilts. Tell us why the quilt is inspirational, meaningful, or unique to you.

A panel of judges will select the winner and honorable mentions. The top photograph will be awarded the calendar cover and a \$50 cash prize. Digital photos are preferred and need to be sent as a high resolution (300 dpi) or a photo size at least 8" x 10". Low resolution photos will not be included in the contest. Digital images can be sent via email. The entry deadline is October 16, 2020! For each photo entered, please include name of photographer with address, phone and email, and the location where photo was taken. Email entries with the subject line '2021 Calendar Photo Contest' to: [jkclitzke@equitycoop.com](mailto:jkclitzke@equitycoop.com) or mail photos to: Equity Livestock, Julie Klitzke Calendar-Photo Contest, P.O. Box 1003, Baraboo, WI 53913.

If you have any questions, please feel free to contact Julie Klitzke at **608-356-8311 ext. 121** or by e-mail at [jkclitzke@equitycoop.com](mailto:jkclitzke@equitycoop.com). Good luck and happy photo taking!

*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, please provide a stamped, self-addressed envelope.*



## Maximizing the Value of Your Feeder Cattle

Before long it will be the time of the year when some producers will be marketing their feeder cattle and order buyers will locate cattle to feedlots.



Here are several factors to think about when marketing or purchasing cattle.

1. When marketing your cattle, it is advantageous to provide as much information about their health programs, vaccination records, and feeding programs.
2. When cattle are sold, the weight may be determined several ways.
  - a. The cattle may be weighed immediately when they are sold.
  - b. The cattle may be subject to an overnight stand (which means the cattle will not have access to feed and water until after they are weighed the next day).
  - c. The cattle's weight may be calculated using a pencil shrink (a pencil shrink is figured by subtracting a certain percentage of the weight, typically 2 to 3 percent from the original weight to figure the pay weight; example: if an animal weighed 1,000 pounds and you subtracted 3%, the pay weight would be 970 pounds).
3. Marketed cattle should be weighed on a certified and tested livestock scale. A certified scale is the only way to tell the accurate weight of the livestock. This gives assurance that both buyer and seller are treated equal and there is no issue when the weights are determined. We are committed to providing the best service to our patrons as Equity's scales are certified according to state and federal regulations to weigh livestock.
4. When marketing or purchasing cattle take into consideration the amount of fill that the cattle have. Cattle that are completely full are subject to discount by the buyers because they do not want to purchase weight that is comprised of feed or water. Cattle that are overfilled are subject to more stress and health concerns when being hauled.
5. Flesh condition of the cattle should be considered when marketing. Cattle that carry heavy flesh are discounted due to the loss of performance that the cattle feeder will receive when finishing the cattle. Cattle should be marketed in the flesh condition that has provided optimum growth for the seller and will continue on for the buyer.

These are some of the basic considerations when purchasing or selling livestock. We at Equity are committed to aiding producers through the marketing process. Contact your local Equity market as we are available to provide assistance with all of your marketing needs.

# Equity Staff Update

## Grunewald Promoted to Reedsville Office Manager



Jessica Grunewald

Jessica Grunewald is now serving as office manager at the cooperative's Reedsville location.

Grunewald previously worked at the cooperative's Marion market that is now closed.

She has a technical degree in agricultural management from Northwest Technical College.

She lives in Caroline with her husband, Mike, and their two young children.

As office manager, she will oversee all office functions and staff at the Reedsville market. "This position is essential to enhance company systems and reporting functions within the cooperative," says Andy Bubolz, Reedsville's market manager. "Our success is due to our patron members, and Jessica's role in working and supporting them is also significant."

## Bonduel Saturday Sales

Beginning on September 12, the Bonduel market will be hosting Saturday sales on the second Saturday of the month.

Sheep, goats, feeder cattle, butcher hogs, and horses will sell at 9 a.m. A hay sale will follow promptly at 11 a.m.

Livestock will be accepted day of sale starting at 7 a.m., and hay can be delivered Friday until 4 p.m. and up until 10 a.m. day of sale. Any late hay deliveries will be charged a \$20 late fee and there will be a \$20 loadout fee for hay-bedding. Contact Chris at the Bonduel market at 715-758-2125 with questions.

# College & Technical College Scholarships Available

## November 30 Deadline



Equity Cooperative Livestock is pleased to once again offer ten \$1,000 scholarships for the 2021 academic year to college students pursuing careers. Completed applications are due by **Monday, November 30**. An applicant from each of the 10 Equity districts will be selected and

awarded a scholarship to use during the 2021 academic school year. Two \$750 scholarships will also be awarded to students earning degrees from technical colleges.

**Eligibility:** Any college student who has not received an Equity Cooperative Livestock Sales Association scholarship in the past is eligible to apply. Students need to have completed two or more semesters at an accredited college or university, and any student who has completed at least one semester at a technical college. The student must have a cumulative grade point average of 3.0 or above, on a 4.0 scale. Either the student or their parent(s) must be an active shipping member of Equity. Scholarship winners are selected based on their scholastic achievements, extracurricular activities, application essay response and dedication to a career.

Applications are available from the home page of the cooperative's website at **www.equitycoop.com**, or by calling Janice Schyvinck at **1-800-362-3989, ext. 152**. Applicants are asked to provide a current college transcript and three letters of reference in addition to their completed online application form.

## Attention Equity Patron Sellers

Effective in February 2020, our bank is now named Prevail Bank.

**All Equity Livestock Sales checks issued prior to April 24, 2020 need to be cashed as soon as possible.** Checks with the bank routing number of 075917791 will no longer be valid. Please check your documents from sales of your livestock at Equity and cash any checks you have in your possession.

Connect with Equity at  
[www.equitycoop.com](http://www.equitycoop.com)



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

## BQA Reminder

Equity has started sending out letters to member patrons whose BQA certificate has expired or will be expiring soon. Unfortunately, we will be unable to sell your livestock as BQA (Beef Quality Assurance) certified until our records are updated. If you do not wish to continue your certification, please let us know. You can contact us at 800-362-3989 or visit [www.bqa.org](http://www.bqa.org) to complete the free online course. You can also email your certification number to [bqa@equitycoop.com](mailto:bqa@equitycoop.com).

Thank you for your prompt attention to this matter.

## Bonduel and Stratford Markets Receive Organic Certification

Equity's Bonduel and Stratford markets are certified organic! The cooperative's Sparta market has been certified and marketing cattle as organic since last fall. Approval was granted by Nature's International Certification Services (NICS), USDA's National Organic Program (NOP). In an effort to provide producers with an alternative livestock marketing option, Equity sought for organic certification for these two markets.

"The organic certification is another step we've taken toward meeting our producer's livestock marketing needs," says Curt Larson, President and CEO. "Stratford and Bonduel will join Sparta in marketing organic livestock at the same commission as conventional livestock. Equity is not charging extra for this premium service."

In early August, Bonduel started selling organic cattle every Monday. Cattle need to be in by 2 p.m. day of sale. Stratford started selling organic cattle every Tuesday at 11 a.m. Stratford also sells organic hay every Tuesday at 10 a.m. Organic producers are asked to please call Bonduel at (715) 758-2125 or Stratford at (715) 687-4101 for additional information. Producers are reminded to bring in your certificate with their first load and have cattle ear tagged.



**Equity Bonduel Market**  
455 N Cecil Street  
Bonduel, WI 54107  
Market: 715-758-2125  
Chris Jacobs  
Cell: 920-362-6275  
**Selling Cattle Every Monday**

**Equity Sparta Market**  
6089 State Hwy 16  
Sparta, WI 54656  
Market: 608-269-3104  
Scott Herrman  
Cell: 608-434-4043  
**Selling Cattle Every Monday**

**Equity Stratford Market**  
214910 State Hwy 97  
Stratford, WI 54484  
Market: 715-687-4101  
Cell: 608-477-0154  
**Selling Cattle & Hay Every Tuesday**

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  
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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  
Waukon..... 563-568-4501

### Equity Livestock Credit Corporation

Gary Williams..... 608-356-8311, ext. 125

### Commodities Division

Dave Johnson ..... 608-356-8311, ext. 131



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