



“Customer care is the main reason I buy and sell cattle through Equity Livestock in Altoona. Mark Koger stops by frequently to look at my cattle and offer advice. I’m happy with the price and appreciate the support that is available.”
– *Bob Herbison*

“In my opinion, Equity Livestock is the best in the area. We use the auction market in Altoona and we’re treated very well. I believe Equity has our best interests in mind and I respect all the hard work that is involved.”
– *Bill Herbison*

Bob & Bill Herbison
Plum City, WI



**EQUITY COOPERATIVE LIVESTOCK
SALES ASSOCIATION**

401 Commerce Ave •s Baraboo WI, 53913
800-362-3989 • www.equitycoop.com