

Equity News



A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

The Structure of Equity Cooperative Livestock Sales Association

As we near the end of 2020 I would like to take a moment to wish everyone a Merry Christmas and Happy New Year! As I reflect on 2020, it has certainly been a challenging year, but instead of dwelling on COVID and the many challenges we have endured, I would like to take this opportunity to review the structure of your cooperative.



Curt Larson
President/CEO

Equity Cooperative Livestock Sales Association just completed the redistricting process. Equity By-laws require a review at least every three years of district lines to ensure balance and fairness throughout the districts. The districting committee recommended, and the regional board of directors concurred, that no changes will be made to our district lines. The process did raise several questions and started some interesting conversations which demonstrated to me there is a need for some clarity in our structure.

As producers, marketing your livestock through Equity Cooperative Livestock Sales Association, you are a member of one of our 34 shipping associations. These shipping associations are stand-alone cooperatives with their own board of directors, bank accounts, financial statements and tax returns. It is our shipping associations that will allocate patronage to you, the producer, and it is this shipping association that will retire any patron credits you, as a producer, may have. Being independent, the shipping associations all have different programs for scholarships, 4-H/FFA contributions, county fairs and any other programs or events they may participate in and support.

These 34 shipping associations are then the patron owners of Equity Cooperative Livestock Sales Association. Equity is a

federated cooperative, and owns the facilities and equipment, operates the markets, and employs the employees. When Equity Cooperative Livestock Sales Association has a profitable year and is able to allocate patronage, that patronage goes back to the shipping associations. When Equity Cooperative Livestock Sales Association retires patronage credits from prior years, those credits are paid to the shipping associations.

What shipping association a producer is a member of has no effect on which Equity Cooperative Livestock Sales Association location they choose to market their livestock. All markets have a record of what association a producer belongs to and what association dues to collect. Regardless of what Equity market you use, your association will still receive the same association dues for your livestock. If you use any competitor market, there is no association dues collected and nothing is remitted to your shipping association.

Shipping associations are geographically defined by groups of zip codes that have been established over time. The districting committee does not define the boundaries of the shipping associations, the committee defines what shipping associations are in each district.

As a cooperative, the shipping associations have the opportunity to allocate their income to the members and pass along the income tax burden. When a shipping association allocates their income, the association pays a portion of that allocation in cash to help the member pay potential income taxes on the allocation. The association also creates a patronage credit to retire to that member in the future. Some associations do not make any allocations and the shipping association pays the income tax. If there is no allocation by the association, there is no credit to pay to the members in the future.

As a producer, you always have the right to opt-out of your default shipping association and opt-in to an association of your choice.

(Continued on page 2)

Holiday Sales Schedule

All markets will be closed on Christmas Eve and Christmas Day. However, the Reedsville market will accept kill-out cattle until 9:30 a.m. on Christmas Eve Day. We will resume all regularly scheduled sales on Monday, December 28.

All scheduled sales will operate on New Year's Eve, although no calves will be accepted at the Bonduel and Reedsville markets.

All markets closed on New Year's Day.

Best wishes to you and yours for a very Merry Christmas!

What's Inside

2021 Annual District Meetings	2
Wunrow Selected as Barn Quilt Calendar Winner	2
Season's Greetings to One and All	3
Attention Equity Patron Sellers.....	3
Organic Auction Sales	3
Patron Recognition	4
Members Earn Awards	4

The Structure of Equity Cooperative Livestock Sales Association (Continued)

Some of you may have already opted to a different shipping association without understanding all this information.

As an example, I live between Baraboo and Richland Center and my zip code defaults to the Rich Land shipping association. We have sheep and goats that are normally marketed at Lomira or Johnson Creek. Since I am a member of the Rich Land Association, both markets collect the same association dues from my check and remit that to the Rich Land Association; just as if I sold at the Richland Center market. I continue to be a member of Rich Land for a number of reasons; their meetings are more convenient being 40 minutes from home instead of 90 minutes, and the Rich Land association supports programs for youth in Richland, Sauk, Vernon, Iowa, Crawford and the surrounding counties where I live. Furthermore, another possible consideration is an association's approach to allocating and paying patronage and retirement of patronage credits.

To assist our members, we are working to update our website with a page showing you where to look on your check to find the

association you are currently assigned to. These updates will also provide information about what association your zip code defaults to, and how to opt to a different shipping association if you don't believe you are assigned to the association you would like to be a member. Please be patient as we continue these updates. Reach out to the Baraboo office if you have any questions.

Your cooperative works as a team to provide our members with the value and service they deserve. We are committed to helping producers in the marketing, managing and financing of their agricultural businesses. Equity values our patron members and welcomes their input.

As we enter 2021 Equity believes that members of yesterday and today possess the same goal; to derive at an equitable price for the livestock they produce. Equity Cooperative will continue to improve and develop services and stay committed to our unchanging cooperative principles that have helped build this cooperative.

Best wishes and happy holidays to you and your family. Stay safe and healthy!

Wunrow Selected as Barn Quilt Calendar Winner



Congratulations to Jeff and Lori Wunrow! The photo of their barn quilt was selected as the cover photo for our 2021 calendar. The photo was taken by Jill Walsh of Hilbert, Wisconsin. Jeff and

Lori had this quilt commissioned to represent the importance of cooperatives to agriculture.

Jeff has been a patron of Equity's Reedsville market for many years and currently serves as president for Equity Reedsville Livestock Marketing Cooperative. With over 20 years of service on the board, Jeff chose to have Equity represented on his barn quilt. Congratulations Jeff!

2021 Annual District Meetings

RSVP is required by calling **1-800-362-3989** or emailing **socialmedia@equitycoop.com**.

By providing your name, the district meeting you wish to attend, number of attendees, telephone number, and e-mail address, you will be contacted if any of the meetings are cancelled.

District II, Lomira

Thursday, March 11
7 p.m.

Regional Director Election

District IV, Bonduel

Friday, March 12
11 a.m.

District VI, Altoona/Barron

Monday, March 15
11 a.m.

District VII, Sparta

Monday, March 15
7 p.m.

District VIII, Monroe

Tuesday, March 16
11 a.m.

Regional Director Election

District I, Johnson Creek

Tuesday, March 16
7 p.m.

Regional Director Election

District X, Waukon

Wednesday, March 17
11 a.m.

Regional Director Election

District IX, Richland Center

Wednesday, March 17
7 p.m.

District III, Reedsville

Thursday, March 18
7 p.m.

District V, Stratford

Friday, March 19
11 a.m.

Regional Director Election



The 2021 calendar is available at all Equity markets. Feel free to stop by and pick one up at your local market.



Season's Greetings to One and All



Gary Williams

The 2020 holiday season will look a little different this year with smaller gatherings or staying home altogether. Although the coronavirus pandemic totally changed the way we live, breathe, go to school, go to work, and do business, we continue to move ahead as best as we can. If you are reviewing your year-end and see a need for some additional financial help, there are agriculture credit options available through Equity Livestock Credit Corporation for the following:

- Operating Lines of Credit
- Livestock Feeding Program
- Breeding Livestock and Machinery Term Loans
- Farmer MAC Real Estate Loans

We will get through this difficult time together and be stronger. From your friends at Equity and ELCC, we are wishing you a safe, happy and prosperous New Year. To learn more about our ag loan products and financing options, please contact:

Gary Williams, Vice President of ELCC

Direct: 608-356-8311, ext. 125

Mobile: 608-434-4041

gwilliams@equitycoop.com



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.

Organic Auction Sales

- Be sure to bring a copy of your Organic Certificate to the market with your livestock
- Early consignments led to maximum buyer support for your organic livestock
- Equity staff will handle private treaty sales for Organic livestock



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

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Janice Schynowick, Editor
Janice Schynowick Date: 10/1/20

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).



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www.equitycoop.com

Patron Recognition

Phil Hein, Stratford, Wisconsin, received the cooperative's "Distinguished Patron Recognition" award this past year. Typically, this award would have been presented during Stratford's annual district meeting. Instead, we sent him his plaque and he received a letter from Curt Larson, Equity's President and CEO.

Three other individuals were also selected by their local association boards to receive this award and will be recognized in 2021.

Award presented in 2020:

Phil Hein

Stratford Livestock Marketing Cooperative

This program will continue as we move forward. If you have a suggestion for a recipient, we encourage you to contact any board member of the local association.



Members Earn Awards

Congratulations to these Equity members on earning a recent Dairy Council Reproduction Council (DCRC) award. Reproduction takes a complete approach. Getting cows and heifers safe in calf goes far beyond semen and synchronization. Sound herd health, excellent nutrition, and dedicated teams helped these farms achieve industry-leading reproduction.

Platinum Awards

Holmesville Dairy LLC – Tim & Travis Holmes, Argyle, Wis.

Riverside Dairy – Andy Fisher, Reedsville, Wis.

Gold Awards

Lake Breeze Dairy, Breeze Dairy Group, Malone, Wis.

Maple Leaf Dairy – Kristin Leiteritz, Reedsville, Wis.
Schilling Farms, Darlington, Wis.

Truttman Farm – Dan Truttman, Blanchardville, Wis.

Silver Awards

Jauquet Hillview Dairy – Dave & Stacy Jauquet, Luxemburg, Wis.

Scholze Family Farm – Theo & Will Scholze, Humbird, Wis.

Spring Breeze Dairy LLC, Bryant, Wis.

Bronze Awards

Davis Family Farm LLC – Jayme & Brad Davis, Darlington, Wis.

Ruedinger Farms – John Ruedinger, Van Dyne, Wis.

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Monroe..... 608-328-8344

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