

Equity News



A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

A Letter From Our President

After nearly 14 months of COVID limitations and restrictions, I am very happy to see things beginning to resemble the “old normal.” Equity Cooperative Livestock Sales Association recently removed most of the limitations at our facilities as we continue to encourage people to consider being vaccinated and follow the Center for Disease Control and Prevention (CDC) guidelines, please see the postings at the market or online at www.equitycoop.com for more information on this.



Curt Larson

In other important industry news, many producers have shared their Beef Quality Assurance (BQA) certification with us and we know many of those will be expiring in 2021. A couple things to note with this certification, there really is only one buyer who is requiring this certification, that buyer only buys beef-breed fed cattle – no dairy-breed cattle, and all Equity markets have other buyers who also buy beef fed cattle but do not require the certification.

It is still very important to have as many buyers bidding as possible to maximize the value of your livestock and that is why Equity Livestock continues to encourage all producers to consider becoming BQA certified and to provide us with your certification information so we can do the best job possible representing your livestock to as many buyers as possible.

The best way to get BQA certified or renew your certification is at <https://www.bqa.org/> UW-Extension realizes not everyone is able to complete this online, so they are working hard on a schedule of in-person certification meetings for this summer/fall. We will share that list as soon as it is available, but if you are unable to complete your certification online, I encourage you to sign up early as these sessions will require RSVP and attendance will be limited due to COVID capacity restrictions. You will want to get your certification done early as we do not expect additional classes to be added later in the year like we saw three years ago.

In closing I want to Thank all our producer/patrons who continue to trust Equity Cooperative Livestock Sales Association to provide your livestock marketing services,

we appreciate your business and your patience as we have worked through the last year of COVID-19.

Enjoy your summer!

Updated COVID-19 Policy

Based on the Center of Disease Control and Prevention (CDC) guidelines issued May 13, 2021, individuals who are fully vaccinated (2 weeks past your second dose or single-dose vaccine) may enter our facilities without a mask.

All others, including unvaccinated children, are to wear a mask covering nose and mouth, maintain 6 feet social distance from others, and wash hands or utilize hand sanitizer regularly.

DO NOT ENTER our facility if you have:

- Had a positive COVID Test in last 14 days
- Are awaiting results from a COVID test
- Are exhibiting symptoms of COVID

Take personal health precautions: Our facilities are not making vaccination inquiries or requiring proof of vaccination to enter. Individuals in our facilities may be unmasked and not vaccinated. Enter at your own risk and/or take necessary health precautions.

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Distinguished Patron Recognition Awards

For almost a century, Equity Cooperative has been meeting the needs of area farmers. This awards program was developed in 2018 as a way for local associations to honor those whose dedication and patronage have helped shape this cooperative. We continue to recognize our most recent recipients of this award.

Larry Drangstveit

Larry has been a Beef River Livestock Cooperative patron for 51 years. He has served that board for 44 years and is currently the president. Larry and his wife, Ellen, have utilized Equity as dairy and beef farmers. They currently farm 500 acres and have 100 head of beef cattle. They purchase and finish feeders. They have two grown children, Dr. Megan and son, Todd, as well as three grandchildren.



Larry (right), receiving from Curt (left)

Jerry Higbie

Jerry has been an Equity Western Marketing Cooperative member for many years, where he also served as board secretary/treasurer for 23 years. He dairy farmed for 47 years and then transitioned to managing a beef herd since 2000. Jerry and his wife, Donna, have been married for 56 years and have two grown children and two grandchildren.



Jerry (right), receiving from Curt (left)

Margaret and Tim Kearney

Margaret belongs to the Equity Rich Land Livestock Marketing Cooperative. She has been an employee of Equity's Richland Center market for over 30 years. Margaret works the docks and when not docking in cattle, she works with the office manager during sales. Margaret and her late husband, Tim, were truly a team. Tim worked as a cattle dealer and trucked livestock to



Margaret Kearney

the market in Richland Center most of his life. Their love and activity with draft horses resulted in an induction into the Wisconsin Draft Horse Hall of Fame. Margaret has also been recognized as one of the Outstanding Farm Women of Richland County.

Richard (Chumly) Mace

A Cambria Farmers Union Cooperative Shipping Association member for 34 years, and currently serving this board. Chumly owns and operates a dairy farm where he also raises Holstein steers. He is also a member of the Manchester Rod & Gun Club and has been very active with the Green Lake County's 4-H livestock auction. He and his wife, Rose, have four grown children: Alex, Rex, Kelsey and Leah, as well as 10 grandchildren. They have been married and farming together for 36 years.



Chumly (left), receiving from Jerry Heidt (right)

Camiel VanPembrook

A Quad County Equity Livestock Marketing Cooperative member for more than 55 years, Camiel owns and operates a beef farm with his son. He is also a livestock trucker and hauls to Equity's Bonduel market on Mondays, Wednesdays, and special feeder cattle days as well as hauling livestock to Equity's collection point in Menominee, Michigan, on Tuesdays.



Camiel (right), receiving from Stan Maruszczak (left)

Congratulations to Larry, Jerry, Margaret, Chumly, and Camiel!

This program will continue as we move forward. The criterion for receiving this award requires a minimum of 20 years active patronage, 20 years of local board membership or a combination of both totaling 20 years. Obviously, it takes a special person to qualify for this recognition.

Equity Announces Board and Positions

Due to pandemic, Equity's 10 in-person annual district meetings were canceled in 2021. Regional board of director elections were postponed until next year, with the current directors being held over. In an April reorganizational board meeting, the following individuals were elected to serve the board: Les Danielson, chairman of the board; David Wilke, vice chairman of the board; Steve Schleis, secretary/treasurer; and Karl Merow; assistant secretary/treasurer. Other board members include Dan Leischer, Pete Kleiman, Allan Cihlar, Brad Solchenberger, Dwight Truttmann, and Adam Quandahl.

Most local association meetings have been canceled, although their boards still meet to conduct essential business.

"Equity is always looking for creative ways to improve operations, serve members, and maintain a competitive advantage in the marketplace," says Curt Larson, President/CEO. "Producer members play a vital role in Equity's success. We sincerely thank all members who have continued to utilize our services during the past year."

A virtual video report can be viewed on our website, as well as the printed copy. Equity will provide a printed copy of the annual report, free of charge, to member producers upon request. Requests can be submitted via email to socialmedia@equitycoop.com, or by calling 1-800-362-3989, ext. 152, or mail your request to Equity Cooperative, PO Box 1003, Baraboo, WI 53913. Equity's board of directors and management team look forward to resuming in-person annual meetings in 2022.

Employee Promotion and Additions

Jarvis Promoted to Bonduel Office Manager

Becka Jarvis is now serving as office manager at the Bonduel market. She will oversee all of the office functions. Becka will also be responsible for receiving and directing phone calls and will supervise the weighmaster and clerks. She has worked at Bonduel for three years, having experience in the yard, helped with cattle load out, served as a dock-in clerk, a weighmaster and auction clerk.



Becka Jarvis

Jarvis holds an associate degree in agribusiness science technology and a minor in animal science from Fox Valley Technical College. She was born and raised on a dairy farm in Bear Creek with her parents, three brothers and a sister. She was actively involved in FFA and still works on her family's dairy farm when she's not at Equity.

Hutchison Joins Equity as Johnson Creek Office Manager

Brittany Hutchison joins as office manager at the cooperative's Johnson Creek market. In this role, she will oversee all of the office functions. She will be responsible for receiving and directing all phone calls and servicing members.



Brittany Hutchison

Hutchison loves to read, do yoga, and is interested in history and cemeteries. She serves as treasurer of Oak Hill Cemetery Association in Watertown. She holds a bachelor's degree in business management and leadership from Wisconsin Lutheran College and an associate degree from Madison College. She lives in Milwaukee with her two daughters and will soon be relocating to the Johnson Creek area.

Equity Altoona Welcomes Bryce Kragness as Field Representative

Bryce Kragness joins as a field representative and will balance his time between serving producers in the country and also assisting in the sale barn during sales. He previously worked as a yard worker for the market.



Bryce Kragness

Kragness has a bachelor's degree in meat animal science, with a management emphasis from the University of Wisconsin-River Falls. He helps his family manage a small cow/calf operation in Elk Mound, where he grew up. He is an active member of the Colfax FFA Alumni and is also a member of the Wisconsin Simmental Association.

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Livestock Sales Association
P.O. Box 1003
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Equity Adds Altoona Market to Cattle USA Live Cattle Auctions

Equity Cooperative Livestock, your leader in livestock marketing, continues its 10-year association with Cattle USA's live cattle auction service. Currently streaming real time video and audio sales directly to you from our sale barns!

Equity markets that are streaming real time feeder cattle auctions:

Altoona, Wisconsin

Monroe, Wisconsin

Waukon, Iowa



Cattle USA's streaming video and audio sales provide the ability to watch activity take part in auction bidding, and see real time market prices.

Simply go to **www.cattleusa.com** and click on "Log In" and create a new account for access to Equity's live feeder cattle auctions. Also you can receive Cattle USA's daily calendar update emails that will offer Equity Altoona, Monroe and Waukon consignments, sale dates with times, and market contact information.

Sign up today to begin your online real time sales with Equity Cooperative!

ELCC Marks 30th Anniversary

LFP=Livestock Feeding Program

- ELCC buys the cattle.
- Producer feeds, manages and markets the cattle.
- When cattle are sold, pay back ELCC.
The original principal plus service fee (interest).
- YOU keep the balance!!

Real Estate Financing

- 10-20-25-30 Year Amortizations
- Variable, Adjustable, and Fixed Rates Available
- Quick Decision Process

For more information, or to request an application, contact Gary Williams!



Gary Williams

Vice President ELCC
608-356-8311, ext. 125
608-434-4041 – mobile
gwilliams@equitycoop.com



When asked, Rock County area cattle feeder Rick Johnson, sons David and Kyle, say they like ELCC's stability in the cattle business, their cattle knowledge and the marketing resources available from Equity.



"We feel we are respected as business associates and are more than just a customer number."

— Rick Johnson, Rock County area cattle feeder

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Market Directory

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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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