



A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

SPRING 2025
VOLUME 63 NUMBER 1

Official Notice of Your Cooperative's Annual District Meetings – Join Us!

Most of us lead busy lives and find ourselves trying to keep up with the demands of our obligations, protecting our “spare” time and asking ourselves “What is in it for me?” by attending this meeting. Equity exists to provide producers (that’s you!) with vital livestock marketing services, fair prices and transparency of fees. As a producer member of Equity, you have a perspective that is valuable – and we invite you to share it with the cooperative.



Curt Larson
President/CEO

At your annual meeting, the cooperative’s management will discuss accomplishments and challenges and discuss the financial health and priorities of the coming years. We will also update you on what topics we are looking at in the industry right now that may affect our producer members and our markets, such as official identification, H5N1 virus, New World Screw Worm, and other recent developments in the industry.

If your district is holding a Regional Board of Directors election, this will be your opportunity to vote for who will represent you in your district at the local, state and national level. Equity’s regional board members are producers, just like you. Cooperatives can only be successful when its members engage with Management and the Board of Directors to provide feedback on what is working, what is not working, and what other services or delivery methods the cooperative could consider.

In March, we begin our 2025 Annual District Meetings. See *listed schedule at right*. All meetings will be held at each district’s Equity Market. The decision to hold the meetings in our markets was influenced by feedback provided by patron members.

The purpose of our annual meeting is to provide information on the previous year’s performance of the cooperative to its patron members. Acknowledging that many of our patron members provided feedback that past years meetings were lengthy with a meal service and business meeting following, prompted the cooperative to hold a business meeting only for its 2024 annual reporting. Additional challenges with venue closures, availability only on specific days and evenings that did not support our markets and meeting schedule, and rising costs, all contributed.

Equity is a unique cooperative in that it not only provides quality services to our producers, but our producer members are the driving force behind what we do! Perhaps you may feel that you have nothing to add or gain by attending your annual district meeting. However, every livestock animal you market helps

ensure better service for all of Equity’s members. Your dollars are reinvested into improvements that impact reliability and affordability for you to use our markets.

If you have never attended an annual meeting, please do! If you have, please come again! Your cooperative is committed to providing an informative meeting. I look forward to the opportunity to meet with so many great producers, and I thank you all for your business in 2024. We look forward to serving you in 2025.

Tuesday, March 4

District VII, Sparta Market
The Sparta Market

6089 State Hwy 16, Sparta, WI 54656
• 10 a.m. Business Meeting

District IX, Richland Center Market | Regional Director Election

The Richland Center Market

26702 County Hwy O, Richland Center, WI 53581
• 2 p.m. Business Meeting

Wednesday, March 5

District X, Waukon Market
The Waukon Market

1645 Hwy 76 North, Waukon, IA 52172
• 2 p.m. Business Meeting

Thursday, March 6

District X, Maquoketa Market
The Maquoketa Market

610 N. Matteson St. Maquoketa, IA 53060
• 10 a.m. Business Meeting

(Continued on page 2)

WHAT'S INSIDE

Getting Involved with Your Local Association.....	2
Equity Represented at 2025 CattleCon.....	2
Equity Scholarship Award Winners.....	3
Equity Attends NLPA Meeting.....	3
Visit Us at the 2025 WPS Farm Show in Oshkosh.....	4
Richland Center Market Added to CattleUSA.....	4

Equity News



Official Notice of Your Cooperative's Annual District Meetings – Join Us! (Continued from page 1)

District VIII, Monroe Market The Monroe Market

N1365 State Rd 69, Monroe, WI 53566
• 2 p.m. Business Meeting

Friday, March 7

District III Reedsville Market | Regional Director Election The Reedsville Market

513 North 6th St. Reedsville, WI 54230
• 10 a.m. Business Meeting

Tuesday, March 11

District IV, Bonduel Market The Bonduel Market

455 N. Cecil St. Bonduel, WI 54107
• 10 a.m. Business Meeting

Wednesday, March 12

District I, Arlington/ Johnson Creek Markets The Johnson Creek Market

N6225 County Y, Johnson Creek, WI 53038
• 10 a.m. Business Meeting

Thursday, March 13

District II, Lomira Market The Lomira Market

N11579 Industrial Dr. Lomira, WI 53048
• 10 a.m. Business Meeting

Friday, March 14

District VI, Altoona/Barron Markets | Regional Director Election The Altoona Market

5150 Hwy 53 South, Eau Claire, WI 54701
• 10 a.m. Business Meeting

District V, Stratford Market The Stratford Market

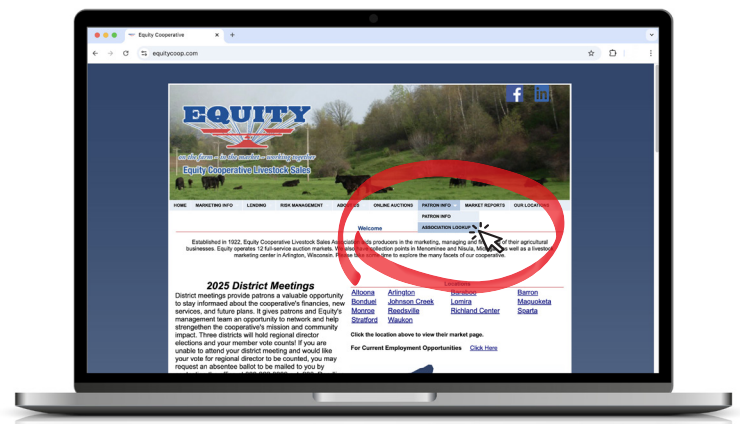
214910 State Hwy 97, Stratford, WI 54484
• 2 p.m. Business Meeting

Getting Involved with Your Local Association

Equity Cooperative Livestock Sales Association was founded over 100 years ago to help producers sell their livestock collectively. Today, Equity consists of 35 local shipping associations. When you market your livestock through Equity, a small association fee is collected per head. That money goes into running your local cooperative. Many of our associations direct much of this money towards supporting youth, including donations to local agricultural events and scholarships.

Being involved in your local association gives you a stronger voice within the cooperative. These associations play a key role in identifying individuals to serve on our regional board of directors. Annual meeting notices are sent out by each association via mail, so be sure to attend and get more involved with your local Equity Association.

If you're unsure which association you belong to, simply contact your local market or visit our Equity website. Under the Patron Info tab on the homepage, you can click on "Association Lookup" to find your association.



Equity Represented at 2025 CattleCon



February 4-6, Mark Clarke, Executive Vice President of Marketing and COO, and Cora Carpenter, Marketing and Communications Coordinator, represented Equity at the annual National Cattlemen's Beef Association (NCBA) CattleCon. The three-day event and tradeshow were filled with educational, networking, and advocacy opportunities. Important industry meetings on policy, animal welfare, market research, and industry trends were just a few of the many topics covered at the convention. Opportunities to connect with both our State Beef Council team and cattlemen across the nation helps Equity stay up to date on the latest industry trends and changes that allows us to best support our patron members.



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Equity Awards 2025 College & Technical College Scholarships

Equity has announced the names of ten university college students who have received \$1,250 scholarships and four technical college students will receive \$1,000 scholarships.

The winners were chosen from a large pool of qualified applicants. The scholarships are funded through Equity Cooperative Livestock Sales Association and selected by the Federated Youth Foundation. Applicants who applied but were not recipients are encouraged to apply again next year, if eligible.

To be eligible, either the student, their parent(s) or grandparent(s) must be an active shipping member or employee of Equity Cooperative Livestock Sales Association. "As we look forward to 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."

University college recipients by district include:

District I Recipient: Brandon Boyd, Watertown, WI – studying agronomy and agricultural business management at the University of Wisconsin- Madison.

District II Recipient: Brooke Luedtke, Pardeeville, WI – studying animal science at the University of Wisconsin-Platteville.

District III Recipient: Clarissa Ulness, Valders, WI – studying dairy science at the University of Wisconsin-Madison.

District IV Recipient: Cecelia Madison, Seymour, WI – studying exercise science at Carroll University.

District V Recipient: Reagan Borchardt, Edgar, WI – studying dairy science management at the University of Wisconsin- River Falls.

District VI Recipient: Rose Gillis, Deer Park, WI – studying agricultural education at the University of Wisconsin- River Falls.

District VII Recipient: Hope Knudtson, Platteville, WI – studying animal science at the University of Wisconsin- Platteville.

District VIII Recipient: Luke McCullough, Monroe, WI – studying veterinary medicine at the University of Wisconsin-Madison School of Veterinary Medicine.

District IX Recipient: Alana Nelson, Richland Center, WI – studying civil engineering at the University of Wisconsin- Platteville.

District X Recipient: Lily Mitchell, Boscobel, WI – studying ag business and animal science at the University of Wisconsin- Platteville.

Technical college recipients include:

Cora Brandau, Wilton, WI – studying agri-business and dairy science at Northcentral Technical College.

Elaina Ihm, Barneveld, WI – studying agri-business science and technology at Southwest Wisconsin Technical College.

Allison Pingel, Hilbert, WI – studying animal science at Fox Valley Technical College.

Kolten Stibbe, Richland Center, WI – studying agribusiness management at Southwest Wisconsin Technical College.

Contact your local shipping association to see if your local cooperative has scholarships available to graduating seniors and current college students.

Equity Attends the National Livestock Producers Association's 2025 Annual Meeting



Pictured (left to right): Equity's Vice Chair of the Board, Brad Solchenberger, Equity's President & CEO, Curt Larson, Equity's Chair of the Board, Adam Quandahl, Equity's Regional Directors Todd Cummings and Peter Kleiman, and for Equity Livestock Credit Corporation, Gary Williams VP of Credit Services

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.



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Visit Us at the 2025 WPS Farm Show in Oshkosh

The 2025 WPS Farm show will be April 1-3 held at the EAA Grounds in Oshkosh. This year, Equity's booth will be located in Hanger B. Our booth number is B4621. Equity staff will be there ready to chat with attendees about all the great services Equity has to offer. Come learn more about how Equity can aid you with the marketing, managing, and financing of your agricultural businesses. We are looking forward to seeing you there in April!



Richland Center Market Added to CattleUSA

Registering to Bid Online Through CattleUSA

Equity is proud to announce the addition of CattleUSA to our sixth market. In February, our Richland Center market went live with this online service. CattleUSA allows the streaming of video and audio directly from our auction to you live, from anywhere. "We are committed to offering the tools and services needed to assist our producers in marketing their livestock in the most profitable way possible," says Mark Clarke, VP/COO at Equity. Equity is excited to continue offering CattleUSA at our Altoona, Maquoketa, Monroe, Stratford, and Waukon markets. If interested in bidding online through CattleUSA at one of our markets, you must register as a buyer on their website, www.cattleusa.com. First, create a username and password, then find the market you plan to buy through

and submit the buyer approval form. If planning to buy from multiple locations, repeat this step with each market. Those who do not have prior credit history with Equity Cooperative Livestock Sales Association will also need to complete our buyer application form that is available on the home page of our website, www.equitycoop.com. You must register in advance, as it may take several days for buyer application forms to be approved. Those interested in watching the sales live but not bidding, can just simply create the CattleUSA account and skip the buyer approval form. If you have questions on CattleUSA at one of our Equity locations, contact your local market or give us a call at 608-356-8311.



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Maquoketa 563-652-8080
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Please recycle this newsletter.

Financial Solutions for Your Success

We are here to help farmers succeed. Contact us to learn more about how we can help finance your agricultural operation.

- Long Term Real Estate Loans
- Revolving Lines of Credit
 - Crop Operating Loans
 - General Farm Operating Loans
- Livestock Feeding Program



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