



A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

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VOLUME 64 NUMBER 1

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

Mark your calendars and plan on joining us at our markets for the 2026 Annual District Meetings. These annual gatherings are an important opportunity for members to stay informed on cooperative business, financial performance, strategic priorities, and emerging industry trends. Your participation helps strengthen the cooperative and ensures your voice is part of shaping Equity's future.

2026 Annual District Meeting Schedule

Tuesday, March 3

District 7, Sparta Market

The Sparta Market

6089 State Hwy 16, Sparta, WI 54656

- 10 a.m. Business Meeting

District 9, Richland Center Market

The Richland Center Market

26702 County Hwy O, Richland Center, WI 53581

- 2 p.m. Business Meeting

Wednesday, March 4

District 10, Waukon Market

The Waukon Market

1645 Hwy 76 North, Waukon, IA 52172

- 10 a.m. Business Meeting

District 10, Maquoketa Market

The Maquoketa Market

610 N. Matteson St. Maquoketa, IA 52060

- 3 p.m. Business Meeting

Thursday, March 5

District 8, Monroe Market

The Monroe Market

N1365 State Rd 69, Monroe, WI 53566

- 2 p.m. Business Meeting

Friday, March 6

District 4, Bonduel Market

The Bonduel Market

455 N. Cecil St. Bonduel, WI 54107

- 10 a.m. Business Meeting

District 3 Reedsville Market

The Reedsville Market

513 North 6th St. Reedsville, WI 54230

- 2 p.m. Business Meeting

Wednesday, March 11

District 1, Arlington/Johnson Creek Markets

The Johnson Creek Market

N6225 County Y, Johnson Creek, WI 53038

- 10 a.m. Business Meeting

Thursday, March 12

District 2, Lomira Market

The Lomira Market

N11579 Industrial Dr. Lomira, WI 53048

- 10 a.m. Business Meeting

Friday, March 13

District 6, Altoona/Barron Markets

The Altoona Market

5150 Hwy 53 South, Eau Claire, WI 54701

- 10 a.m. Business Meeting

District 5, Stratford Market

The Stratford Market

214910 State Hwy 97, Stratford, WI 54484

- 2 p.m. Business Meeting

2026 Regional Director Elections

Notice is being given that there were no nominations put into submission for the following Districts holding regional director elections for 2026; District 1 – Arlington / Johnson Creek Markets, District 4 – Bonduel Market, District 7 – Sparta Market, and District 10 – Maquoketa / Waukon Markets.

Due to there being no one other than the current incumbent on the ballot, regional director elections will not be held during the 2026 district's annual meeting. The following district incumbents will remain as regional director for another three-year term. District 1 – Dan Leischer,

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How Much Value Does Your Local Shipping Association Provide to You as a Patron Member?

As a patron member, your relationship with your local association goes far beyond paying association fees — it's about connection, guidance, and shared success. The true value of a local association is often most visible to those who actively participate, engage with fellow members, and invest time in shaping its direction.

More Than Membership: The Power of Participation

Local associations exist to serve their members, advocate for shared interests, and strengthen the community they represent. While simply being a member offers access to the federation coop's markets, information, and resources, the real return on investment comes from being involved.

Attending meetings is one of the simplest yet most impactful ways to engage. Requesting that your association hold regular meetings and by attending these meetings you stay informed about industry trends, local challenges, what the local market and federated cooperative are working on and opportunities that directly affect you. They also provide a space to ask questions, voice concerns, and hear perspectives from peers who face similar experiences and challenges. Over time, these conversations build trust, collaboration, and a stronger collective voice.

Networking That Actually Matters

Your local association gatherings can foster meaningful relationships. You're not just exchanging a general introduction — you're building long-term connections with people who understand your community and your agricultural business. These relationships often lead to common business goals, opportunities, and friendships that extend well beyond the meetings.

For patron members, this local network can be invaluable. Being visible and engaged helps others recognize your commitment to the association and the agricultural community it serves, reinforcing your role as a supporter and leader.

Stepping Into Leadership: Committees and Board Positions

Taking an active role through committees or board service is another way to unlock deeper value from your membership. Serving in a leadership position allows you to help guide the association's priorities, programs, and strategic direction. It's an opportunity to ensure the association continues to meet the needs of its members—today and in the future.

Board and committee involvement also develops leadership skills such as collaboration, decision-making, and strategic thinking. These experiences often translate into personal and

professional growth, benefiting you far beyond your time with the association.

Giving Back While Moving Forward

Active involvement is not just about what you gain — it's also about what you give back. Strong local associations don't happen by accident; they are built by members who show up, contribute ideas, volunteer time, and support one another. Patron members play a critical role in sustaining that strength.

When members are engaged, associations are better equipped to advocate effectively, host meaningful events, and respond to the needs of their members and community. Everyone benefits from a more active, energized organization.

Making the Most of Your Membership

The value of your local association is directly connected to your level of involvement. Whether you start by attending meetings, volunteering for a committee, or pursuing a board position, every step of engagement deepens your connection and amplifies the benefits of membership.

As a patron member, your support already matters. By becoming active, you help shape the association's future — while ensuring it continues to provide real, lasting value to you and the entire membership.

Contact the Baraboo Office at 608.365.8311 to get more information on your local shipping association.

2026 Regional Director Openings

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District 4 – Peter Kleiman, District 7 – Mike Kunes, and District 10 – Adam Quandahl.

Regional director's elections are held annually in March at the district's annual meeting. Directors are elected for a three-year term. To run for a regional director's position, the person must be an active patron member of Equity and reside in the district they wish to represent. Regional director positions up for election in 2027 are District 2 – Lomira Market, District 5 – Stratford, and District 8 – Monroe Market.

If you are interested in or would like more information about serving on the board, please contact Julie Klitzke at 608-460-1135.



History of Shipping Associations

In order to unite their voices and share in economies of scale from working together, agricultural producers formed cooperatives and local shipping associations. What the farmers desperately needed was an improved way to market their livestock that would result in a better price for their product.

In December of 1921, the National Livestock Producers Association was founded in Chicago, “... to promote the general welfare of livestock producers and provide better and more economical methods of marketing and buying livestock ...” The packers did not immediately embrace the national organization. In fact, they spent several years preventing the organization’s expansion through a legal challenge. The Capper Volstead Act of 1922 supported the farmers by exempting their cooperatives from antitrust law restrictions that policed “price fixing” in many other industries. The National Livestock Producers Association, originally serving producers in Iowa, Illinois, Indiana and Ohio, had paved the way for Wisconsin farmers to join in a similar task. The stage was now set for one of the most successful cooperative marketing ventures of the 20th century.

During the early 1920s, The American Society of Equity was formed in the upper Mississippi River communities to help producers and their local shipping associations get livestock to market in Minnesota’s “Twin Cities”. Nearby Wisconsin farmers joined the association as word of the organization’s positive impact spread throughout the state. The Minneapolis-based American Society of Equity assisted Wisconsin producers in drawing up the framework for their own association; one that would meet producers’ needs in the Milwaukee terminal markets. In March of 1922, representatives from 44 local Wisconsin shipping associations gathered in Milwaukee to form a cooperative venture similar to the National Livestock Producers Association. As a result of their collective efforts, Equity Cooperative Livestock Sales Association was established



THE FIRST EQUITY LOGO

The first logo which appeared on the Equity News and publications featured the motto, “The Farmers’ Preference, Our Best Reference.” This motto evolved through a 1935 high school competition. Over 150 students submitted ideas, with Antigo FFA member, George Goodwill, coming up with the prize winning phrase which won him a war bond.

on March 20th and formally incorporated in Wisconsin on August 26, 1922. The original five member Board of Directors was comprised of J. J. Lamb of Fond du lac, who served as the first president, Henry Glock of Weyauwega, Ben Lang of Marshfield, Harvey Fargo of Mt. Horeb, and G. A. Fisher of Fond du lac. The establishment of Equity brought strength through local shipping associations banding together into a larger, more powerful entity.

Equity’s founders stated the organization’s mission:

“Equity’s major purpose is to render those vital marketing services that livestock producers cannot achieve as individuals working alone.”

Initial stockholders were (and still are today) the local shipping associations. At that time, the primary method of moving cattle to market was by rail. As the decade of the 1920s wore on, trucking livestock became more popular. Over the next two decades, rail-based local shipping associations were outnumbered by truck-based shipping associations and they began to merge.

At first, marketing livestock was conducted by members of the association’s officers.

However, this proved unrealistic, so Equity

hired W. E. Hearst to conduct marketing operations. His friendly manner and competent work style attracted many followers. Yet, Equity’s producer-members realized their cooperative was lacking two important ingredients to reach the next stage of success.

One was the need to address the producers’ growing desire to develop local markets. The other was for a dynamic, visionary leader who would not only assist the board in guiding the membership through the difficulties of the Depression but also help them chart a clear direction for the future.

Equity Cooperative Livestock Sales Association attained both in the 1930s. The results have forever changed Wisconsin’s livestock marketing structure.

For more of the history of Equity, visit our website www.equitycoop.com and click the “ABOUT US” and “EQUITY HISTORY”.



Equity Awards 2026 College & Technical College Scholarships

Equity has announced the names of ten university college students who have received \$1,500 scholarships and six technical college students will receive \$1,000 scholarships.

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: Ellie Hildebrandt, South Beloit, IL – studying agriculture education at the University of Wisconsin- Platteville.

District II Recipient: Chloe Breunig, Sheboygan Falls, WI – studying dairy science at the University of Wisconsin-Madison.

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

District IV Recipient: Jenna Ainsworth, Shawano, WI – studying food science and technology at The Ohio State University.

District V Recipient: Anna Kayhart, Granton, WI – studying dairy science at the University of Wisconsin- River Falls.

District VI Recipient: Abbygail Schlough, Boyceville, WI – studying animal science and agricultural education at the University of Minnesota-Twin Cities.

District VII Recipient: Josie Bailey, Tomah, WI – studying agriculture education at the University of Wisconsin- River Falls.

District VIII Recipient: Ella Gunderson, Shannon, IL – studying dairy science at the University of Wisconsin- Platteville.

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Equity Awards 2026 College & Technical College Scholarships

(Continued from page 3a)

District IX Recipient: Kortney Sebranek, Lone Rock, WI – studying animal science at the University of Wisconsin- Platteville.

District X Recipient: Kerigan Alexander, Clermont, IA – studying dairy science at the Iowa State University.

Technical college recipients include:

Caden Kraege, Ripon, WI – studying diesel equipment technologies & diesel equipment technician at Fox Valley Technical College.

Megan Kremer, La Motte, IA – studying agriculture business at Northeast Iowa Community College.

Jessica Lindow, Chili, WI – studying agriculture business at Northcentral Technical College.

Emma Myren, Nelson, WI – studying nursing at Chippewa Valley Technical College.

Jenna Degner, Watertown, WI – studying business management at Madison College.

Wyatt Storms, Muscoda, WI – studying agriculture business and animal science at Southwest Wisconsin Technical College.

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

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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Postal Service Changes

The U.S. Postal Service has announced several updates that may affect the delivery time of your Equity checks. These changes include adjustments to mail processing locations and overall service standards. As a result, first-class mail may take longer to reach rural areas, and delivery times may vary depending on where you live.

Because of these nationwide postal delays, it may take extra days for your livestock sale checks to arrive by mail. We want to assure you that checks are mailed out of the markets following the completion of each sale. You are welcome to stop at the market and pick up your check on sale day.

To help avoid any postal delays, Equity offers direct deposit for your livestock sale proceeds. Direct deposit is the fastest and most secure payment option available to our patrons.

Equity Offers Direct Deposit

How It Works

Once you complete a Direct Deposit application and your bank information is verified; Equity will deposit your check directly into your bank account every time you sell with us. Funds are typically available two to three business days after the sale date, eliminating any risk of mail delays.

How To Sign Up

Getting started is easy:

- Find additional information and the direct deposit application form on our website or by contacting the Baraboo office at 800-362-3989. You can also stop by your local Equity market to pick up an application.

Please note:

- If your check is split between partners, relatives, or others, all parties must be enrolled in direct deposit.
- Direct deposit is not available for truckers or patrons with mortgaged livestock.
- You must provide an active email address when completing the form.

Altoona Market to Now Offer Monthly Sheep and Goat Sales

New in 2026, monthly Sheep and Goat Sales following the conclusion of the 2nd Feeder Cattle Sale from March-October. (Approximately 2 PM) Sales are live on CATTLEUSA for online bidding or viewing. Contact the market at 715-835-3104 with questions or to get pre-registered to bid online.

2026 Sale Schedule:

- Friday, March 20
- Friday, April 24
- Friday, May 22
- Friday, June 19
- Friday, July 24
- Friday, August 21
- Friday, September 18
- Friday, October 16

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Maquoketa563-652-8080
Monroe.....608-328-8344
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