

# Equity News

A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

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## October Is National Co-Op Month



**Curt Larson**  
President/CEO

October will mark the 58th Annual National Co-op Month across the United States, with many states having organized their own Co-op Month long before the national designation. Co-op Month has been a great way for cooperatives to promote the many benefits they bring to their members and communities. Not only do cooperatives expand options to their members, but they bring increased economic resources to the rural communities they serve. Through better infrastructure, added educational support and employment opportunities, cooperatives strengthen rural communities.

Equity Cooperative Livestock Sales Association provides transparent livestock marketing services to patrons across Wisconsin, Upper Michigan, Eastern Minnesota, Northeastern Iowa and Northern Illinois. We are governed by a 10-member Board of Directors made up of producers utilizing our marketing services and elected by their peers. Members of the management team and the regional directors work hard to make it a priority to attend local shipping association meetings to provide updates and gather feedback. Equity publishes and presents annual, audited financial statements for members to understand the financial position of the cooperative.

Our management team and Board of Directors are all very interested to hear from members on what services or products are not available in their area to see if there is something the cooperative can do to help facilitate a solution to those needs. As Equity celebrates 100 years in business, we can reflect on the many changes undergone to better service our patrons. It is very rare now to see an organization reach such a milestone. It takes working together as well as modifying and implementing new ideas to better meet our members' needs, and we expect to continue making changes to serve our members more effectively and efficiently for many years to come.

## Sparta Market Announces New Market Manager



**Pictured left to right: Hut Amend, Scott Herrman and Curt Larson**

Equity Cooperative Livestock Sales Association announced the retirement of Sparta's Market Manager, Scott Herrman after 23 years of service with Equity on July 15th. Throughout the years, Herrman has been responsible for managing Equity's Sparta market,

field services and supporting producers in the marketing of their livestock. "I have seen many changes in the livestock marketing industry during my employment with Equity," stated Herrman. "I have enjoyed the opportunities to meet and work with many producers." Equity Livestock Cooperative would like to thank Scott for his years of service and wish him the best in retirement.

Sparta's Assistant Market Manager, Hut Amend, has stepped into the role of Sparta's Market Manager. Amend has a degree in Agricultural Business Management from Fox Valley Technical College and has earned his auctioneering certificate from Continental Auctioneer School. As Market Manager, Amend oversees the Sparta Market Operations and Staff. He spends time serving producers in the area as well as offers his expertise on sorting cattle coming through the facility. "As I assist producers with their livestock marketing needs, I am looking forward to providing additional opportunities that will allow the Sparta market to grow," states Amend.

### WHAT'S INSIDE

Deadline Approaching for Calendar Photos .....	2
College & Technical Scholarships Available .....	2
Equity Staff Attends NLPA Institute.....	2
Focus on Red .....	2
Highs and Lows .....	3
Welcome Dave Calvert .....	3
Recognizing Our Summer Interns.....	3a
Equity Staff Attends Lamb Summit.....	3b
Equity Staff Update.....	3b
Presentation Matters.....	4
American Lamb Checkoff Changes.....	4

# Equity News



## Deadline Approaching for 2023 Calendar Photo Entries: Country Roads

Submit a photo or photos of your favorite country road during any season with a description of the photo and what it means to you.



A panel of judges will select the winner and honorable mentions. The top photograph will be awarded the calendar cover and an Equity Prize Packet. Digital images are preferred and need to be sent as high resolution (300 dpi) via email to [ccarpenter@equitycoop.com](mailto:ccarpenter@equitycoop.com) or mailed in on a USB drive. Low resolution images will not be included in the contest. Printed images must be at least 8" x 10" and can be mailed to Equity Livestock, Cora Carpenter, P.O. Box 1003, Baraboo, WI 53913. The entry deadline is October 14, 2022. For each photo entered, please include name of photographer, address, phone, email and location the photo was taken.

If you have any questions, please feel free to contact Cora Carpenter at 608-356-8311 ext. 152 or [ccarpenter@equitycoop.com](mailto:ccarpenter@equitycoop.com). Good luck and happy photo taking!

*All entries submitted will become property of Equity Livestock and could be used in future publications or projects. If you prefer to have your printed photo or USB drive sent back to you, please provide a stamped, self-addressed envelope.*

## College & Technical Scholarships Available

### NOVEMBER 28 DEADLINE

Equity Cooperative Livestock is pleased to offer ten \$1,250 four-year college or university scholarships and four \$1,000 technical school scholarships for the 2023 academic year.

Eligibility requirements and applications are available online from the home page of the cooperative's website at [www.equitycoop.com](http://www.equitycoop.com) or by contacting Cora Carpenter at 608-356-8311, ext. 152 or [socialmedia@equitycoop.com](mailto:socialmedia@equitycoop.com). Completed applications are due by Monday, November 28.

## Equity Staff Members Attend 2022 NLPA's Institute of Management



Abdullah Hussaini (left) and Mark Clarke (right) at the National Western Stock Show Complex during the National Livestock Producers Association's (NLPA) Graduate Institute of Management held in August.

Abdullah Hussaini, Commodities Broker, and Mark Clarke, COO and Executive Vice President of Marketing, attended a series of training and educational workshops to learn more about themselves and become more effective managers and leaders at National Livestock Producers Association's (NLPA) Graduate Institute of Management in Denver, Colorado. They participated in sessions with other leaders in the livestock industry on organizational culture, versatile communication, emotional quotient assessments, and updates on the livestock markets. Hussaini and Clarke also toured the National Western Stock Show Complex and the Colorado State University SPUR Facility as part of the management workshop.

### Focus on Red

Select Equity markets are offering specific sale dates for red-hided cattle. Contact program coordinator, Perry Wolff at 715-966-4850 for more information or **visit our website to find all regular and special feeder cattle sale schedules at [www.equitycoop.com](http://www.equitycoop.com).**

#### Stratford Market

Wednesday, November 2 - 12 p.m.

#### Monroe Market

Friday, November 4 - 10:30 a.m.

#### Altoona Market

Friday, November 4 - 12 p.m.



## Highs and Lows

Market volatility continues to be an issue across all livestock sectors. However, the beef, dairy, and hog industries, have existing risk management tools available. Unlike these livestock industries, sheep do not have any available product allowing them to mitigate price risk. Every entity that does business with sheep operates at the mercy of the market. Last year was a win for lamb producers across the nation. Demand was strong, lamb inventory was tighter, and input prices were acceptable. This year is more favorable to buyers as there are several lambs available and selling 2-3 times less than that of last year. Although this type of price difference is an extreme case because of market confusion over the past few years due to the pandemic, the sheep industry continues to suffer the consequences of highs and lows.



Dave Johnson

One of the ways producers continue to raise sheep is by reducing input costs to a minimum and continuing to find competitive markets. Equity's online sheep auction has been offering producers competitive price discovery for over 40 years. Our auction allows buyers and sellers nationwide to trade load lot units of sheep. Price transparency is beneficial for all segments, which is why we list the price of every load of sheep sold on our website dating back over 20 years. Our lending department has access to funds dedicated to the sheep and goat industries and continues to offer financing for all segments on expansion and innovative ideas that will help the industry become more robust. For more information on current market news and how you can stay competitive in marketing your lambs, please contact us at 800-362-3989 Sheep and Risk Management ext. 131 or 132 | Lending ext. 125.

## Equity Welcomes Dave Calvert As New Vice President of Market Operations

Equity Cooperative Livestock Sales Association is excited to announce that Dave Calvert has joined the cooperative as its Vice President of Market Operations. Dave began his role in the position in May, and comes to us with an in-depth knowledge in the agriculture industry including 20 plus years in the genetics industry with both Accelerated Genetics and most recently ST Genetics. Dave also has hands on experience in marketing cattle as a past owner and operator of his own dairy operation. His experience in direct sales, marketing, employee training and on-farm collaboration will be a great asset to drive new business to the markets.



Dave Calvert

"With the addition of Dave to our leadership team, we gain a highly creative and driven executive with strong experience in growth-focused marketing. Dave's experience engaging with livestock producers, combined with his past successes in the ag industry, brings strong value to Equity's livestock markets. Dave will be an asset to our cooperative as we continue to provide top quality services to our producers," said Mark Clarke, Executive Vice President and Chief Operating Officer.

As Equity's Vice President of Market Operations, Calvert's primary responsibilities will be to provide assistance and training where needed to the markets and field representatives. Dave will also be instrumental in identifying new business growth.

Dave and his wife, Cathy, are from Darlington, Wisconsin, and they have three grown children, Kyle, Jermei and Katie.

"I'm very grateful for the opportunity to join the Equity Cooperative Livestock team. Equity is not just another livestock market, but so much more. With a century of excellence in livestock marketing, they are an industry leader, and this provides a competitive advantage and clear path to continued growth. I'm ready to step into my role and bring my passion for agriculture to the Equity team and look forward to helping its tremendous growth potential," said Calvert.



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## Recognizing Our 2022 Summer Interns

### Cade Olszewski

#### Johnson Creek Market

Cade grew up and lives on his family's dairy farm and shows steers at the county level. After school, he hopes to return to the farm to raise beef cattle and run crop land with his dad and brother.

Cade said traveling to farms, meeting people and building connections with customers was

his favorite part of his internship with Equity Livestock Sales. "I've learned how to deal with customers, and how important it is to have a healthy relationship with your customers to keep them coming back. I also learned how to accurately decipher how much animals weigh in the pasture to give farmers an estimate on what they will weigh and bring in the sale barns."



Pictured left to right: Cade Olszewski,  
Sophie Larson, Brooke Aue

### Sophie Larson

#### Baraboo Office

Sophie grew up and lives on her family's multi-generation farm where she raises sheep and dairy cattle. Sophie attends the University of Wisconsin- River Falls where she is majoring in Meat Animal Science. After school, Sophie hopes to have a career in animal welfare or production agriculture. Sophie said her favorite part of her internship was getting to work in the sale barns, interacting with producers and sorting livestock. "Meeting producers and getting to see how they raise cattle on their farms was interesting. This internship really helped teach and show me the full circle of the livestock industry, and I think that was very beneficial."

### Brooke Aue

#### Stratford Market

Brooke is from Auburndale, Wisconsin, where her family raises and shows Percheron draft horses, Hereford cattle, and club lambs. During her internship, she was able to help in the vet chute and work sales. Brooke said, "My favorite part of the internship was getting to know and interact with customers on a daily basis. I am thankful for the time that I was able to spend at Equity."

# Equity Staff Members Attend 2022 American Lamb Summit

Abdullah Hussaini,  
Commodities Broker,  
and Sophie Larson,  
Communications Intern,  
attended the 2022

*American*  
*Lamb* **SUMMIT**

East Lansing, MI • Aug. 8-9, 2022

Lamb Summit hosted in East Lansing, Michigan. With 250 attendees from across the US, this producer-oriented conference focused on improving lamb production and quality. Speakers focused on carcass quality and nutrition playing a large part in the consumer eating experience. Research is being done on evaluating carcasses with a sophisticated tool called 'Rapid Evaporative Ionization Mass Spectrometry' which, in essence, could detect differences in lamb flavor at the carcass level. Speakers also presented techniques on direct marketing by costing and pricing different lamb cuts. The ethnic trade was discussed by speakers describing the differences between Kosher and Halal slaughter. Lamb cooking techniques, genetic improvements, breeding ram selections based on NSIP numbers, ultra-sounding live lambs, the imports of lamb products and several other topics were covered.

They also spent a day touring several businesses in the surrounding area. The first stop was the Eastern Market, a central food hub first founded in the late 1800s. This market provides growers a wholesale market where area jobbers buy and sell product to local grocers and retail shops. Next, they visited Ronnie Berry's Halal Meats. The owner, Ronnie Berry, shared that he receives boxed lamb, which he then further processes into retail cuts. They also toured Wolverine Packing Company, the largest lamb packing plant east of the Mississippi River, and several other local restaurants and businesses.

Hussaini and Larson were able to meet with a variety of producers and get updated on current industry research. If you have questions or want to learn more about their experience, contact Abdullah Hussaini at 608-356-8311, ext. 132

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## Equity Staff Update

Equity is pleased to announce the hire of Bryce Ladwig as a Field Representative to the cooperative's Johnson Creek market. In his role, he will balance time between servicing producers marketing their livestock and assisting in the market with facility operations. Ladwig has a bachelor's degree in Animal Science with a minor in Agricultural Business from the University of Wisconsin-Platteville. He manages a small cow/calf operation and sells show cattle in Sheboygan County where he grew up.



**Bryce Ladwig**



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www.equitycoop.com

## Presentation Matters

What are fed steers bringing in the markets? How much are market cows selling for? These are the first questions producers might be asking when looking to market their livestock. Often one of the first things producers look at are our current market reports, or even better, speak with one of our Equity Representatives.

Market prices are usually reported as averages, consisting of both market highs and lows. Your cattle could sell for more than that average or less. What determines this difference or variation in price? As we all know, cattle differ from farm to farm and individual to individual. Even if two steers are raised identically to one another, the value they receive in the ring may be different. It could be that you sold them separately, one with an overnight stand and one without, or maybe you brought them in on different sale days. Buyers will often pay premiums on cattle they prefer and may discount cattle that won't fit their program. What are these premiums and discounts? Cattle will typically be sold at higher prices when they have an overnight stand, since they won't shrink as much as cattle that come straight off pasture and into the ring. Quality of your cattle also matters, as steers that are knife cut and dehorned will sell premium to those banded and horned. The number of head sold in a lot also determines value, as larger uniform lots will sell higher than nonuniform lots or a single animal. Cattle with medical records of vaccinations and implants will also bring premium to those with no records.

Along with the things you can do at the farm, the day of the sale also plays a large part in market price. Contacting our markets prior to sending stock will always benefit you. Our representatives can help you determine what days will work best for the type of animal you are looking to market. If you have any questions marketing your cattle, contact your local Equity market today!



**Abdullah Hussaini**  
Commodities Division

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Please recycle this newsletter.

## American Lamb Checkoff Changes

Changes to the Mandatory American Lamb Checkoff collection process became effective earlier this year and are being observed by Equity Livestock. It is important to understand the checkoff rates are not changing, only the collection process. Sellers will not notice much difference as they will continue to see the live weight assessment deducted from their check. Buyers will no longer receive the pass thru of the live weight assessment and all buyers will now see the per head assessment added to their invoice. The new rule requires the marketing agency to collect both assessments and remit directly to the Lamb Board. Buyers who are not "first handlers" may be eligible for a refund of the per head assessment and the initial live weight assessment (as long as they are paying the liveweight assessment when they sell the animals at a heavier weight later) by submitting a request to the American Lamb Board. For more information on the Lamb Checkoff, these changes, or requesting a refund, visit the lamb resource center at [www.lambresourcecenter.com/how-checkoff-works](http://www.lambresourcecenter.com/how-checkoff-works) or contact the American Lamb Board at 303-759-3001.

