



A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

FALL 2024  
VOLUME 62 NUMBER 3

# A Cooperative – Its Leadership and Its Growth

**“A Cooperative”:** October is Co-op Month, and it fills me with pride as I reflect on Equity’s place in the history of livestock marketing. Knowing we’re still making history today is even more rewarding. We’ve kept pace with changing times, finding new ways to serve you, our patron members. Our roots run deep in livestock marketing.

We’ve evolved internally, too; leaned into new technologies, streamlined our processes, and continue investing in strong and able leadership and staff. Our board of directors take the long view with strategic planning that lays out a roadmap to the future for the benefit our members.

Here we are, more than ten decades down the road from when Equity began. While our tools and technology have changed, our core mission remains the same- providing you with livestock marketing that has been time tested and true, and still is the most reliable, secure way to sell your livestock.

**“Its Leadership”:** Today, we’re called to do more for our patron members than ever before. More is expected of our markets while they continue to provide quality and consistency in our services. Equity has the knowledge and the tools to do more for our members since we opened our first livestock market in 1957. We have the trust and support of our patron members to make crucial new investments in our cooperative. It’s a big job, a job for an industry leader.

Our cooperative model, listening to our members and its unchanging principles, produce an exceptional kind of leadership. Our success stems from patron member trust, employee dedication, visionary leadership and the solid foundation that was laid by employees and board members who came before us. I believe as a cooperative, like no other businesses, we thrive on true and selfless



**Curt Larson**  
President/CEO

leadership and want our accomplishments to outlive us. We truly and deeply care about our member’s success.

**“Its Growth”:** We’re excited about the future and the opportunities the cooperative holds for growth. Late 2023 and into 2024 provided an opportunity to expand our operational footprint with the purchase of an additional livestock facility in Iowa. This expansion has enabled us to service more producers, create jobs, and build community relationships. Looking ahead, we remain focused on growth. With your continued support, I am confident that our cooperative will continue to thrive, providing greater value and opportunity to all its members. We are here for you, our members, yesterday, today and tomorrow.

With October being National Co-op Month, it gives you an opportunity to take pride in the foundation of success on which we stand as a cooperative. “The Future is Cooperative”, October 2024 Co-op Month’s theme. While we cannot predict what changes the future holds, I can assure you that the cooperative’s leadership will continue to lead the way, putting the needs of those we serve first.

## WHAT'S INSIDE

Successful Opening of Maquoketa, Iowa Market .....	2
Jeff Koch Promoted to CFO.....	2
Equity Staff Updates.....	3
Increased Cattle Contract Offerings.....	3
Recognizing Our 2024 Summer Interns .....	3
Feeder Cattle Sales Schedule .....	3a
Wisconsin BQA Certification In-Person Meetings .....	3b
College and Technical School Scholarships Available.....	4
Changes to USDA Animal Disease Traceability Rule	
Coming Soon .....	4



## Successful Opening of Maquoketa, Iowa Market



Late last year, Equity purchased a livestock auction facility in Maquoketa, Iowa, that had been sitting vacant for several years. We are thrilled to announce that renovations are complete, and it is up and running.

“We are excited for the opening of our livestock marketing facility in Maquoketa,” said Mark Clarke, Executive Vice President of Marketing and Chief Operating Officer. “With over 100 years of experience in livestock marketing, Equity is pleased to be bringing enhanced services, increased market access, and a fresh wave of energy to the area. We look forward to welcoming many new patron members to our cooperative in the coming months.”

Equity hosted an open house Thursday, September 12. Livestock producers and community members came to see the renovations that included a new in-ring scale, updated interior facilities, newly designed livestock drop off and load out areas, and freshly designed cattle sorting pens. Equity staff connected with those in attendance to share about some of the other services Equity offers including agricultural financing and cattle contracting. Industry partners

were also in attendance to connect with local livestock producers.

Having started on Tuesday, September 24, Maquoketa will have weekly sales featuring fed cattle, bulls, cows and calves each Tuesday at 10:30 AM. Feeder Sales are set for the 2nd and 4th Friday of each month at 10:30 AM, with the first sale on October 11.

With over 100 people in attendance, the first sale day was a success thanks to our patron members, buyers and staff.

Maquoketa’s Market Manager, Mike Till, and Office Manager, Cathy Ryder, along with the other Maquoketa Market Staff are looking forward to growing our new market and assisting our patron members.



## Jeff Koch Promoted to Chief Financial Officer

Equity is pleased to announce the promotion of Jeff Koch to the position of Chief Financial Officer (CFO) and Vice President of Finance.



Jeff Koch

In his new role, Koch oversees all financial operations and strategic financial planning for the cooperative and its subsidiaries.

Koch brings extensive experience and proven leadership in financial management to his new role. He continues to be an integral part of our team, consistently demonstrating his dedication to excellence and deep understanding of the unique challenges and opportunities within the cooperative.

“The regional board of directors along with the executive team is excited to appoint Jeff Koch as our new CFO and VP of Finance,” said Curt Larson, President and CEO. “With his strong financial insight and strategic vision, we are confident he will play a crucial role in guiding our financial strategies and contributing to the continued growth and success of the cooperative.”

As CFO, Koch leads initiatives to optimize financial performance, manage risk effectively, and support the cooperative’s vision of being a trusted provider of competitive livestock marketing while providing strong support to our producer owners.



### Financial Solutions for Your Success



**With fall beef feeder cattle runs beginning, we are here to help producers succeed. Contact us to learn more about how we can help finance your livestock.**

- Livestock Feeding Program
- Revolving Lines of Credit



#### Gary Williams

VICE PRESIDENT OF ELCC

DIRECT: 608.460.1141

MOBILE: 608.434.4041

EMAIL: [gwilliams@equitycoop.com](mailto:gwilliams@equitycoop.com)



#### Dana Moose

AGRICULTURAL LOAN OFFICER

DIRECT: 608.460.1227

MOBILE: 608.393.1958

EMAIL: [dmoose@equitycoop.com](mailto:dmoose@equitycoop.com)



## Equity Staff Updates

**Gabby Wohlrab** graduated from UW-Platteville last spring with a bachelor's degree in animal science and minor in agribusiness. She grew up on her family farm in Mauston, Wisconsin, raising show livestock with her parents and two younger brothers.



**Gabby Wohlrab**  
Altoona Office  
Manager

**Hannah Ullmer** started working for Equity as a summer intern in 2023. Following the completion of her internship last year, she continued



**Hannah Ullmer**  
Bonduel Office  
Manager

working part time while finishing her degree at Fox Valley Technical College. Hannah graduated in May with two associates degrees in Agribusiness Science/Technology and Agribusiness Science/Technology- Animal Science.

**Stevie Feltmeyer** has a bachelor's degree in animal science and minor in Agribusiness from UW-Platteville. Along with her husband and children, Stevie has a cattle and grain operation where they live in northwestern Illinois.



**Stevie Feltmeyer**  
Monroe Office  
Manager

## Increased Cattle Contract Offerings

Cattle futures have gained significantly in the past couple of weeks. With an uptrend in the market, comes an opportunity to participate in hedging price risk using cattle contracts. We are happy to increase our contract offerings at Equity to now include all finished cattle types. Native, Holstein, and Dairy cross cattle are now accepted in full and half loads. The minimum head for all types is approximately 17hd at 1400#. All contracts may be priced up to 18 months from delivery.



**Abdullah Hussaini**

Please contact us to discover available marketing tools for your operation. Ext. 132

*\*Note these are binding contracts, pursuant to cattle being delivered to a packing facility in an agreed upon delivery period and specifications. If cattle are not delivered within the delivery period or are out of the specs of the contract substantial penalties are subject to occur.*



## Recognizing Our 2024 Summer Interns



**Ellie Ihm** attends Southwest Wisconsin Technical College (SWTC) where she is majoring in Agribusiness Science and Technology and Agribusiness Management. This summer, Ellie worked at our Monroe Market. She was raised on her family's farm outside of Barneveld, WI, where she was involved in 4-H. At SWTC, she is involved in Farm Club, Student Senate, and is a member of the SWTC Trap Team. In her free time, she enjoys working with her show cattle and shooting trap.

**Rose Gillis** is a senior at UW-River Falls where she is majoring in Agriculture Education. This summer, Rose worked at our Altoona Market but had the opportunity to travel to other markets and events, including Wisconsin Farm Technology Days. Rose was raised on her family's beef farm in Deer Park, WI, where she was involved in both 4-H and FFA. At school, she stays busy with involvement in Sigma Alpha, Ag Ed Society and a variety of other campus organizations. Following graduation, she hopes to become an agriculture teacher and FFA Advisor. In her free time, she enjoys reading and gardening.

*If you or someone you know might be interested in interning with Equity next summer, have them reach out to Aimee Comte at [acomte@equitycoop.com](mailto:acomte@equitycoop.com) or visit Equity's booth at one of the many college career fairs we will be attending this fall!*



## Feeder Cattle Sales

*Below is a listing of our fall feeder cattle schedule. Dates subject to change- contact your local Equity market with questions. Visit the market pages on our website for additional sale information and early consignment listings.*

### **Altoona at 12:00 p.m.**

September .....06, 20  
October .....04, 11, 18  
November.....01, 08, 15  
December... 06, 13, 20

### **Barron at 12:00 p.m.**

Every Wednesday  
3rd Saturday of Each Month

### **Bonduel at 1:00 p.m.**

September ..... 27  
October ..... 11, 25  
November..... 14  
December..... 19

### **Johnson Creek around 12:00 p.m.**

Every Thursday (Except  
Thanksgiving)

### **Lomira at 10:00 a.m.**

September ..... 28  
October ..... 26  
November.....30  
December..... 28

### **Maquoketa at 10:30 a.m.**

October ..... 11, 25  
November..... 08, 22  
December..... 13, 27

### **Monroe at 10:30 a.m.**

September .....06, 20  
October ..... 04, 18  
November..... 01, 15  
December.....06, 20

### **Reedsville at 12:00 p.m**

September .....12, 26  
October ..... 10, 24  
November..... 14  
December..... 12

### **Richland Center at 11:00 a.m.**

September .....12, 26  
October ..... 10, 24  
November..... 14  
December.....12, 26

### **Sparta at 12:30 p.m.**

September ..... 05, 19  
October ..... 03, 17  
November..... 07, 21  
December..... 05, 19

### **Stratford 12:30 p.m.**

Every Wednesday  
(Except for November  
27th and December 25th)

### **Waukon at 10:30 a.m.**

September ..... 11, 25  
October ..... 09, 23  
November.....13, 26  
December.....11, TBD

## Focus on Red

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

### **Stratford Market at 12:30 p.m.**

October .....30  
November.....20

### **Monroe Market at 10:30 a.m.**

November..... 15

# Wisconsin Beef Quality Assurance Certification In-Person Meetings Scheduled



2024-25 is the 3-year mark for many farmers needing to get recertified in the Beef Quality Assurance (BQA) program. In 2018, certain packers announced they would only purchase cattle from farms selling finished cattle that are BQA Certified. Farmers needing to get recertified can go online to [www.bqa.org](http://www.bqa.org) or attend an in-person meeting.

Please go to <https://tinyurl.com/2hr5karf> or call one of the County Extension offices listed below to register for the in-person meetings.

Below is a listing of upcoming meetings scheduled at one of our Equity Markets. Visit Wisconsin Beef Council's website at [www.beeftips.com](http://www.beeftips.com) for a complete listing of in person meetings.

**Oct. 15, 2024 | 5:30 pm:**

Equity Livestock Stratford, 214910 St. Hwy 97, Stratford. 715-748-1413

**Dec. 06, 2024 | 9 am:**

Equity Coop Bonduel, 455 N. Cecil Street, Bonduel. 715-748-1413

**Dec. 10, 2024 | 1 pm:**

Equity Coop Monroe, N1365 State Road 69, Monroe. 608-723-2125

**Jan 16, 2025 | 12 pm:**

Equity Coop Lomira, N11579 Industrial Dr, Lomira. 920-294-4032

**Jan. 29, 2025 | 1 pm:**

Equity Coop Altoona, 5150 Hwy 53 South, Eau Claire. 715-748-1413

*For information regarding in-person Iowa BQA Certification meetings, contact Iowa BQA Coordinator at 515-296-2305 or visit [www.iabeef.org](http://www.iabeef.org).*



Equity Cooperative  
 Livestock Sales Association  
 P.O. Box 1003  
 Baraboo, WI 53913  
 1-800-362-3989  
 www.equitycoop.com

## College and Technical School Scholarships Available

### November 30 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 November 30.



## Changes to USDA Animal Disease Traceability Rule Coming Soon

USDA amended its animal disease traceability (ADT) rule earlier this year, and those changes become effective November 5, 2024. The ADT rule applies to cattle and bison moving interstate (across state lines) by determining what animals need official identification, defining that official identification, and requiring certificate of veterinary inspection (cvi) or health papers.

The most notable change in this amendment is all official identification tags applied after November 5, 2024, are required to be BOTH visually AND electronically readable (such as RFID). Animals that are tagged prior to November 5th can continue to use previously applied official identification, such as the metal NUES tags, bright tags, or bangs tags (non-RFID).

The other change in the amendment is to the definition of "dairy cattle" as ALL dairy cattle are required to carry official identification for interstate movement. The previous definition for "dairy cattle" was by specific breeds (Ayrshire, Brown Swiss, Guernsey, Holstein, Jersey, Milking Shorthorn, etc.), that has been changed to correlate to the management style the cattle are raised under. Any calf born to a dairy cow or born on a dairy farm will be required to carry official identification for interstate movement for the animal's entire life. For example, Angus-Holstien cross or full-Angus embryo calves born to a Holstein cow (or other dairy cow) on a dairy farm will now need to carry official identification from birth for interstate movement as "dairy cattle" (no 18-month age or sexually intact requirement).

The final rule applies to all sexually intact cattle and bison 18 months of age or older, all dairy cattle, cattle and bison of any age used for rodeo or recreation events, and cattle or bison of any age used for shows or exhibitions.

All Equity Cooperative Livestock Sales Association markets continue to be official USDA tagging facilities. This allows you to move your cattle from your farm across state lines directly to one of our markets in another state without official identification and cvi or health paper. One exception to this is the lactating dairy cows under the new HPAI rules.

Remember, if you purchase an animal with an official identification, it is a violation of federal law to tamper with, alter, deface, or remove that official identification.

One final note, this is a federal rule change, this does not affect any state rules on what animals need to be tagged for intrastate movement (not crossing state line), except that all official identification will be required to be visually and electronically readable.

*For more information on the USDA Animal Disease Traceability Rule, how to get identification tags, or for state specific rules, please contact your state veterinarian's office: Illinois - 217-782-4944; Iowa - 515-281-5305; Michigan - 800-292-3939; Minnesota - 651-201-6844; Wisconsin - 608-224-4872.*

*Equity News* is published quarterly by Equity Cooperative Livestock Sales Association, P.O. Box 1003, Baraboo, WI 53913. Subscription \$1.00. Periodicals postage paid at Baraboo, WI 53913 and additional mailing offices. ISSN#: 1531-1171. Postmaster, send address changes to:

**Equity News**  
 c/o Equity Cooperative  
 Livestock Sales Association  
 P.O. Box 1003  
 Baraboo, WI 53913

### BOARD & OFFICERS

Adam Quandahl .....District X  
 Chairman of the Board  
 Brad Solchenberger .....District IX  
 Vice Chairman  
 Steven Schleis..... District III  
 Secretary/Treasurer  
 Todd Cummings.....District V  
 Assistant Secretary/Treasurer  
 Dan Leischer .....District I  
 Mike Manthey.....District II  
 Pete Kleiman.....District IV  
 Christina Olson.....District VI  
 Mike Kunes..... District VII  
 Dan Reeson ..... District VIII  
 Curt Larson.....President & CEO  
 Cora Carpenter ..... Editor  
 Julie Klitzke ..... Co-Editor  
 Maureen Tobias..... Copy Editor

### MARKET DIRECTORY

Altoona..... 715-835-3104  
 Arlington.....608-635-4376  
 Barron..... 715-537-5618  
 Bonduel..... 715-758-2125  
 Johnson Creek .....920-699-3588  
 Lomira.....920-269-4351  
 Maquoketa .....563-652-8080  
 Monroe .....608-328-8344  
 Reedsville ..... 920-754-4361  
 Richland Center ..... 608-647-6151  
 Sparta ..... 608-269-3104  
 Stratford ..... 715-687-4101  
 Waukon .....563-568-4501

### EQUITY LIVESTOCK CREDIT CORPORATION

Gary Williams..... 608-434-4041

### COMMODITIES DIVISION

Abdullah Hussaini .....608-460-1127



*Please recycle this newsletter.*