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**Important  
Industry  
Information**



# DATCP Proposed Substantial Fee Increases That Will Ultimately Burden Producers

The Department of Agriculture, Trade and Consumer Protection (DATCP) has released a couple of proposed rules that would modify and substantially increase certain livestock related fees. ATCP 10 would increase the cost of certificates of veterinary inspection (cvi's or health papers), certain disease certifications, and some annual farm registration fees. ATCP 12 would increase annual registration fees for animal markets, animal dealers, and animal truckers. While these fees have not been raised since 2009 and DATCP cites rising costs and budget shortfalls as justification, we have strong concerns about the real-world impact these significant increases will have across the livestock industry.

## Our Concerns:

### 1. Producers Will Ultimately Bear the Financial Burden

Although most of the fee increases directly apply to veterinarians, livestock markets, dealers, and truckers, the reality is that these businesses will have little choice but to pass on the additional costs. As a result, producers will be absorbing the increase, either through higher veterinary charges, increased transport fees, greater commission rates, or reduced sale proceeds.

### 2. Timing and Economic Strain

This proposal comes at a time when many producers are already grappling with rising input costs, labor shortages, and volatile market conditions. An additional financial burden - indirect as it may be, adds further pressure to an already strained sector.

### 3. Lack of Sustainable Funding Alternatives

While we recognize that the current program appropriation cannot cover costs without adjustments, placing the solution solely on fee increases is short-sighted. A broader discussion is needed around alternative funding mechanisms or statutory changes that distribute the cost more equitably across the industry and the public programs it supports.

### 4. Unintended Consequences on Market Access

Increased operating costs for veterinarians, livestock markets, dealers, and truckers could result in fewer service providers or reduced market access in rural areas - particularly affecting small and mid-sized producers.

### 5. Increases not Reasonable and Customary

Many of these increases are extreme and range from 250% to 500% with some increases at nearly 1,700%, these are not reasonable or customary increases at those levels.

DATCP has stated that these fee increases are necessary to prevent a negative cash flow and ensure the department meets its statutory requirements. However, the current proposal shifts the financial responsibility downstream without addressing long-term sustainability or equity in cost sharing.

## Moving Forward

We urge DATCP and policymakers to re-evaluate the proposed rule and consider input from all stakeholders - especially the producers who will be

*(Continued on page 2)*

## WHAT'S INSIDE

Equity Staff Updates.....	2
National Council of Farmer Cooperatives	
Washington Conference .....	3
Equity Attends NLPA Summer Meeting.....	3
College and Technical School Scholarships Available.....	3
Feeder Cattle Sales Schedule .....	3a
2026 Regional Director Board Openings.....	3b
Fall Frenzy Select Dairy Sale .....	3b
Maquoketa Hires Assistant Market Manager .....	4
Recognizing Our 2025 Summer Interns .....	4

# Equity News



## DATCP Proposed Substantial Fee Increases That Will Ultimately Burden Producers

(Continued from page 1)

indirectly yet significantly affected. We also encourage industry members to stay informed and provide public comment during the rulemaking process.

### Call to Action

We encourage all our patron members to review these changes and educate themselves about the proposed fee increases. You can type the links into your URL or scan the QR Code with your phone's camera.

**ATCP 10** - [https://docs.legis.wisconsin.gov/code/scope\\_statements/all/014\\_24](https://docs.legis.wisconsin.gov/code/scope_statements/all/014_24)



**ATCP 12** - [https://docs.legis.wisconsin.gov/code/scope\\_statements/all/015\\_24](https://docs.legis.wisconsin.gov/code/scope_statements/all/015_24)



### Submit Comments or Attend Hearings

It is very important that DATCP hear from as many producers as possible about the effect of these substantial increases, how indirectly the producers will pay all of these fees, and the need to find alternate funding to help cover some of the costs of these programs to keep the fees competitive with those of our neighboring states. We ask that producers share feedback with the department, please see these links for hearing dates and times or how to submit written comments. Written comments can be submitted online through the following links or by reaching out to the contact at right. **More information and aids for submitting written comments are available on the homepage of our website: [www.equitycoop.com](http://www.equitycoop.com).**

**ATCP 10** - [https://docs.legis.wisconsin.gov/code/register/2025/836a3/register/rule\\_notices/cr\\_25\\_056\\_hearing\\_information/cr\\_25\\_056\\_hearing\\_information](https://docs.legis.wisconsin.gov/code/register/2025/836a3/register/rule_notices/cr_25_056_hearing_information/cr_25_056_hearing_information)



**ATCP 12** - [https://docs.legis.wisconsin.gov/code/register/2025/836a3/register/rule\\_notices/cr\\_25\\_058\\_hearing\\_information/cr\\_25\\_058\\_hearing\\_information](https://docs.legis.wisconsin.gov/code/register/2025/836a3/register/rule_notices/cr_25_058_hearing_information/cr_25_058_hearing_information)



### Or Contact:

Angela Fisher  
Department of Agriculture, Trade and Consumer Protection  
2811 Agriculture Drive  
P.O. Box 8911  
Madison, WI 53708-8911  
(608) 224-5051  
[Angela.Fisher1@wisconsin.gov](mailto:Angela.Fisher1@wisconsin.gov)

This administration has published their proposed rules and now it is time for all of us in the livestock industry to weigh in and provide our feedback on these proposed rule changes. We must let the administration know these increases are unreasonable and will indirectly be paid by the livestock producers. We also need to remind the administration that increases of this magnitude will drastically limit market access and put our Wisconsin livestock industry at a competitive disadvantage to that of our neighboring states with much more reasonable fees due to alternate funding sources.

## Equity Staff Updates

### Perry Wolff Promoted to Stratford Market Manager

Equity is pleased to announce the promotion of Perry Wolff to Market Manager at the cooperative's Stratford



Perry Wolff

Market. Perry has been a dedicated member of the Equity team for more than 20 years, bringing with him a deep-rooted passion for agriculture that began on his family's dairy farm outside of Colby, WI.

Over the years, Perry has also served on the board of directors for several state cattle associations, giving him valuable insight into the challenges facing today's livestock producers. In his new role, he will oversee all aspects of market operations, manage staff, and continue building strong relationships with producers, truckers, and buyers.

"I have always viewed my role at Equity as working for each and every producer who utilizes our services," Perry shared. "I take pride in using my background and experience to assist patrons to the best of my abilities. Honesty and integrity are values I strongly believe in—they form the foundation of the relationships we build and guide how we operate in every part of our business."



## National Council of Farmer Cooperatives Washington Conference



Steve, along with other co-op leaders, meeting with Congressman Tony Wied (Serving Wisconsin's 8<sup>th</sup> District).

Equity President and CEO, Curt Larson, along with District III Director, Steve Schleis, attended the 2025 National Council of Farmer Cooperatives (NCFC) Washington Conference in July.

As a cooperative, Equity is proud to be the voice of our producer members. They joined fellow

cooperative leaders from across the country to engage directly with federal policymakers on key issues impacting the agricultural industry and rural communities. These conversations are vital to ensuring the voice of livestock producers is heard on Capitol Hill.



Curt, along with other co-op leaders, meeting with Congressman Glenn Grothman (Serving Wisconsin's 6<sup>th</sup> District).

## Equity Attends NLPA Summer Meeting

Equity Cooperative Livestock Sales Association recently participated in the National Livestock Producers Association (NLPA) summer board meeting in South Dakota. Through its membership with NLPA, Equity joins forces with other livestock marketing and credit organizations to strengthen opportunities for producers.



Pictured (left to right): Equity's Region 5 Director, Todd Cummings; President and CEO, Curt Larson; and Board Chairman, Adam Quandahl.

These collaborations spark meaningful discussions on improving efficiency, developing innovative financing, marketing, and feeding programs, and ensuring producers have a strong, unified voice on both regional and national issues. By working together, NLPA members continue to address the challenges facing today's livestock industry.

## College and Technical School Scholarships Available

### December 4 Deadline

Equity Cooperative Livestock is pleased to offer ten \$1,500 four-year college or university scholarships and six \$1,000 technical school scholarships for the 2026 academic year. To be eligible, students must have completed two or more semesters at an accredited college or university, or at least one semester at a technical college. Current high school seniors are not eligible.



Complete 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 December 4.



## 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 ..... 05, 19  
October ..... 03, 17, 31  
November ..... 07, 14, 21  
December ..... 05, 12, 19

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

Every Wednesday

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

October ..... 03, 17, 31  
November ..... 13  
December ..... 18

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

Every Thursday (Except  
Thanksgiving and  
Christmas)

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

September ..... 27  
October ..... 25  
November ..... 29  
December ..... 20

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

September ..... 12, 26  
October ..... 10, 24  
November ..... 14, 25  
December ..... 12, 23

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

September ..... 05, 19  
October ..... 3, 17, 31\*  
November ..... 07, 21  
December ..... 05, 19

*\*Beef Only Pre-  
Conditioned Sale*

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

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

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

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

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

September ..... 04, 18  
October ..... 02, 16  
November ..... 06, 20  
December ..... 04, 18

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

Every Wednesday

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

September ..... 10, 24  
October ..... 08, 22  
November ..... 12, 25  
December ..... 10

# 2026 Regional Director Board Openings

Are you or someone you know interested in becoming a part of the regional board of directors for Equity?

Per the Cooperative's Bylaws, this is written notice to its active patron members on the Regional Board of Director positions open for 2026 elections.

Regions up for election in 2026 are:

- **District 1 – Arlington & Johnson Creek Markets**
- **District 4 – Bonduel Market**
- **District 7 – Sparta Market**
- **District 10 – Maquoketa & Waukon, Iowa Markets**

Elections for directors will be held in March at Equity's annual district meeting for that district as listed above.

- Nominees must be an active patron member of Equity. *Active status will be verified by Equity.*
- Nominees must be residents of the district they will be representing.
- Directors are elected for a three-year term.
- No employee of Equity shall be eligible for election to the Board of Directors.

If you are interested and would like more information about being on the regional board of directors, please contact Julie Klitzke at 608-460-1135 or [jklitzke@equitycoop.com](mailto:jklitzke@equitycoop.com) by January 1, 2026.

*All Nominees will be announced in the 2026 Spring Equity News and will be on the ballot for the election at the district's Equity Annual Meeting. If there are no nominations submitted for a district, the current elected director will remain as regional director for the district for a term of three years.*

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## Fall Frenzy Select Dairy Sale

**Stratford Market**  
**October 21 – 11 AM**

High Quality 1<sup>st</sup> and 2<sup>nd</sup> Lactation Cows selling in a special fall dairy sale.

If you have a nice group of 1<sup>st</sup> and 2<sup>nd</sup> lactation cows you'd be interested in consigning, contact Wade Schoneck at 715-562-0211 to schedule a farm visit.

Sale Catalog will be available on Stratford's Market page of our website closer to sale date.



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

## Maquoketa Hires Assistant Market Manager

Equity's Maquoketa Market is excited to welcome Karen Bergfeld as our new Assistant Market Manager and Field Representative.

Karen brings extensive experience in livestock marketing and a deep-rooted passion for agriculture. Along with her 4 children, Karen lives on her family farm near Cascade, Iowa. With her past experiences in livestock marketing, Karen understands the challenges and opportunities producers face and is passionate about supporting their success.



Karen Bergfeld

## Recognizing Our 2025 Summer Interns

**Harlee Harbaugh** attends Southwest Wisconsin Technical College (SWTC) and is from Coon Valley, WI. This summer, Harlee spent most of her time at our Sparta and Altoona Markets. In her free time, she enjoys growing her dairy show herd and spending time outside.

**Lily Mitchell** attends UW-Platteville and is from Wauzeka, WI. This summer, Lily interned at our Richland Center market.

In her free time, she enjoys working on her family's beef farm, Spring Creeks Cattle Company, as well as with her own herd of Herefords.

**Amber Seitz** attends UW-River Falls and is from Pulaski, WI. This summer, Amber spent most of her time at our Bonduel and Reedsville Markets. In her free time, she enjoys working on her 4-H projects, which consists of sheep and pigs. When not doing that, she likes to spend time with friends and family, camp, kayak and fish.

*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!*



(Pictured L-R: Harlee, Lily, Amber).

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### 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**  
Dana Moose..... 608-460-1227

**COMMODITIES DIVISION**  
Abdullah Hussaini ..... 608-460-1127

Please recycle this newsletter.

## 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



**Dana Moose**

AGRICULTURAL LOAN OFFICER

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