

Equity News

A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

Equity Cancels Annual District Meetings

Throughout the pandemic, Equity Cooperative Livestock Sales Association has closely monitored the impact of COVID-19 on our Country, our members, and our Cooperative. Adjusting our methods of operating our markets and how to communicate with our members has been based on current CDC and governmental guidelines and restrictions. We have been closely monitoring the spread of COVID-19 and announcements from the Wisconsin Department of Health Services on the vaccine phases and the eligible groups of people.

After carefully weighing the health and safety protocols as well as our duties to our members and our staff, the Regional Board of Directors has decided for these reasons beyond our control, it is necessary to cancel all ten in-person Annual District Meetings. "The health and safety of attendees is our primary concern," states Curt Larson, President/CEO.

We remain resolute in our Cooperative's principles and we are deeply committed to providing our members information during these unprecedented times. Updates will continue to be posted on our facebook page and website at www.equitycoop.com. By calling 1-800-362-3989 ext. 152 or by emailing socialmedia@equitycoop.com, our members can request annual report information, once available.

"Our cooperative's district annual meetings have always been a great opportunity for members to gather, enjoy a meal, receive updates on programs and services, and receive financial information and door prizes," says Les Danielson, Chairman of the Board. "This decision was not easy because the board would like nothing more than to meet with our members, especially after the challenging year we've all experienced."

In closing, we want everyone to know that our decision is based primarily on the health and safety of everyone attending our in-person meetings. Equity Cooperative Livestock will continue working to provide you, our members, with the best information and resources needed. Thank you for your patience and understanding.

Message from the Chairman of the Board



Les Danielson
Chairman of
the Board

The Regional Board of Directors wishes to thank all Equity's patrons for their cooperation and patience this past year as the Cooperative adapted to some challenging operating conditions. Packing plants being closed, and the need to maintain a safe working environment for all concerned, created many unique challenges.

As we enter 2021 the commodity prices on the farm have rebounded significantly and the meat supply chain is back to functioning at current capacity levels. Personally, I look forward to the day when we can return all our business practices to normal as more people are vaccinated. However, this will not be before our District and Local Associations' Annual meetings, and therefore the Board has regretfully decided to cancel the Cooperative's District Annual meetings. Additionally, we have asked all local shipping associations to consider cancelling their annual meetings as well.

We are looking forward to a financially strong 2021 and again, we thank all the patrons who have continued to use our markets throughout the past year.

Distinguished Patron Recognition Award



Tom Tews received the cooperative's "Distinguished Patron Recognition" award during South West Shawano's board of director meeting earlier in February.

Tews has been an Equity South West Shawano Shipping Association patron for over 30 years and served 15 years as a board member for the association, serving as vice president for many years. Back in Equity's earlier years, Tom served as a trucker for association members. Congratulations Tom!

To nominate someone, please contact your association or call 800-362-3989, ext. 152. A list of recipients will appear in the future editions of *Equity News*.

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Message from the President and CEO

The decision to cancel the 2021 District Meetings was a very disappointing decision, as we weighed the health and safety of our members with the current COVID spread, including new variants, and access to vaccine, we felt we were asking members to choose between risking their health to participate in the cooperative process or foregoing participating in the process to protect their health. Holding these meetings also would not have set a good example for our employees as we ask them to continue observing social distancing, wearing a mask in public, and to avoid gathering with people they do not live with. These are the steps our employees have been observing over the past several months to remain healthy so that Equity Cooperative Livestock Sales can continue to operate our markets and provide livestock marketing services to our members.



Curt Larson
President/CEO

2020 was off to a very strong start before COVID with volumes exceeding our three-year averages. When the COVID-19 pandemic hit Wisconsin and the packing plants reduced capacity and with some plants even shutting down for a period of time, our volumes dropped off considerably and took a long time to get back up. I am pleased to announce that your cooperative was able to finish strong through the fourth quarter of 2020. The strong beginning and end to

the year did not make up for the middle of the year, and as a result, your cooperative will post a loss for 2020.

The cooperative requested and received a Payroll Protection Program (PPP) loan in early 2020. Although this loan is eligible to be forgiven, by the end of 2020 we had not received final approval of forgiveness, and therefore according to accounting rules, we cannot recognize forgiveness income until it is official. The 2020 year-end financials will not include any forgiveness income and the PPP loan will be carried as a liability. We continue to expect the PPP loan to be forgiven in 2021 and the forgiveness income will more than offset the loss listed on the 2020 financial statements.

Our Board of Directors and Management Team remain in contact with our various federal and state agencies as well as our industry trade associations and we will continue to provide updates as relevant information becomes available. Please follow our social media or check-in periodically on our website for those updates. We will post more information on how to obtain more information on our 2020 year as it becomes available.

I want to extend a sincere "Thank You" to all our member producers for your patience and support as we have worked through this pandemic. I would also like to give a big, heartfelt "Thank You" to all our employees and partner truckers for all your sacrifices and efforts to keep livestock moving throughout this year.

Congratulations to Our Retirees

We would like to congratulate **Mark Koger** and **Rodney Knudtson** on their recent retirements in January and sincerely thank them for their hard work and dedication to Equity Cooperative Livestock Sales Association. Mark Koger retired as the Altoona Market Manager after 44 years and Rodney Knudtson retired as an Auctioneer and formerly as the Sparta Market Manager after 40 years of service. Both have been an integral part of the company at their respective markets and will be missed. We wish them both the best in their retirements!



Mark Koger



Rodney Knudtson

HAPPY
Retirement!

Attention Equity Patron Sellers

Effective in February 2020, our bank is now named Prevail Bank.

All Equity Livestock Sales checks issued prior to April 24, 2020 need to be cashed as soon as possible.

Checks with the bank routing number of 075917791 will no longer be valid. Please check your documents from sales of your livestock at Equity and cash any checks you have in your possession.

Connect with Equity...



Like us on Facebook

Equity Recognizes Their College Scholarship Recipients

Congratulations to these individuals for earning the 2021 Equity Cooperative Livestock Sales Association college scholarships. These youth have demonstrated scholastic achievements and leadership throughout their educational years.

College Scholarship Winners:



District I - Arlington/Johnson Creek - Dylan Herbrand, son of Brad and Kari Herbrand from Dane, attending UW-Platteville studying Agricultural Business



District II - Lomira - Grant Buwalda, son of Dan and Kristie Buwalda from Waupun, attending UW-River Falls studying Agricultural Business



District III - Reedsville - Jared Baudhuin, son of Noel and Christina Baudhuin from Brussels, attending UW-Madison studying Dairy Science



District IV - Bonduel/Marion - Hannah Beyer, daughter of Mark and Lisa Beyer from Greenleaf, attending Concordia University studying Marketing & Management



District V - Stratford - Wyatt Lebal, son of Jody and Debbie Lebal from Kennan, attending UW-River Falls studying Animal Science



District VI - Altoona/Barron - Ryan Erickson, son of Roger and Ruth Erickson from Barron, attending UW-Platteville studying Agricultural Education/Tech Education emphasis



District VII - Sparta - Kaitlyn Beck, daughter of Brent and Tara Beck from Cashton, attending Viterbo University studying Nursing



District VIII - Monroe - Jazmin Wingert, daughter of Trent Wingert and Desiree Ewinger from Kent, IL, attending UW-Platteville studying Agribusiness



District IX - Richland Center - Katie Yanke, daughter of Herb and Cathy Yanke from Prairie Du Sac, attending UW-Platteville studying Agricultural Business

Technical College Scholarship Winners:



District III - Reedsville - Josie McDaniel, daughter of Dean and Sharon Steinfest from Brillion, attending Northeast Wisconsin Technical College studying Nursing – Bachelors



District IX - Richland Center - Karlee Leatherberry, daughter of Steve and Laura Leatherberry from Viola, attending Southwest Wisconsin Technical College studying Agribusiness Science and Technology-Agronomy

Southwest Wisconsin Technical College studying Agribusiness Science and Technology-Agronomy

“On behalf of Equity Cooperative, I'd like to thank the Federated Youth Foundation for their participation in selecting our scholarship winners,” says Curt Larson. “It is so encouraging to see the enthusiasm and fresh outlook our applicants have toward their future and success. We welcome more students that fit

our scholarship criteria to apply in fall. Best wishes and keep dreaming big.”

Scholarship applications are available on our website in the fall and applications are due in late November.

ELCC Marks 30th Anniversary

LFP=Livestock Feeding Program

- ELCC buys the cattle.
- Producer feeds, manages and markets the cattle.
- When cattle are sold, pay back ELCC. The original principal plus service fee (interest)
- YOU keep the balance!!

Operating Lines of Credit

- Crops, Feed and Livestock, etc.
- Seasonal repayments

Breeding Livestock/Machinery

- 3-5-year Amortizations
- Monthly, Quarterly, Semi Annual, or Annual Payments

Real Estate Financing

- 10-20-25-30 Year Amortizations
- Variable, Adjustable, and Fixed Rates Available
- Quick Decision Process

For more information, or to request an application, please contact:



Gary Williams
Vice President of ELCC
Direct: 608-356-8311, ext. 125
Mobile: 608-434-4041
gwilliams@equitycoop.com

“We feel we are respected as business associates and are more than just a customer number.”

— Rick Johnson, Rock County area cattle feeder





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

Equity Welcomes New Market Managers

Schultz Promoted To Monroe Market Manager

Kevin Schultz has recently been promoted to market manager at the cooperative's Monroe market. In this role, Schultz oversees the Monroe market operations and staff, as well as maintains relationships with producers, truckers and buyers. He will work with member-owners to understand and meet their livestock marketing needs.

Schultz has worked at Equity Monroe for eight years. He originally worked as a part-time yard worker, then transitioned into a field representative before becoming assistant manager and now market manager. He looks forward to continuing to sustain existing relationships with producers, as well as build new relationships with new patrons.

Kevin lives in Lena, Illinois, with his wife Renee, and their two young daughters Hadley and Piper.



Kevin Schultz

Lindsay Promoted To Altoona Market Manager

Jim Lindsay has recently been promoted to market manager at the cooperative's Altoona market. In this role, Lindsay oversees the Altoona market operations and staff, as well as maintains relationships with producers, truckers and buyers.

Lindsay has worked as assistant manager at Equity Altoona for more than six years. He looks forward to continuing to sustain relationships with existing producers, as well as build new relationships.

Lindsay joined Equity Livestock with a vast knowledge base in the field of agriculture. He previously served as a regional marketing coordinator for Accelerated Genetics.

Lindsay holds a bachelor's degree in animal science with a meat animal emphasis, from the University of Wisconsin-River Falls. He lives in Boyd with his wife, Tammy, and two children, Taylor and Levi. He is the owner of a 25-head Angus and Simmental Angus cow/calf herd, and enjoys watching his children show cattle, attending their sports competitions, and enjoys hunting.

Lindsay is a member of the Chippewa County Farm Bureau, involved in the Chippewa County Quality Meats Program, and is a board member for St. John's Lutheran Church.



Jim Lindsay

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:

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c/o Equity Cooperative Livestock Sales Association
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- Allan Cihlar District V
- Brad Solchenberger District IX
- Dwight Truttman District VIII
- Adam Quandahl District X
- Curt Larson.....President & CEO
- Janice Schyvinck..... 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
- Marion..... 715-754-5227
- 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 Williams608-356-8311, ext. 125

Commodities Division

Dave Johnson.....608-356-8311, ext. 131



Please recycle this newsletter.

FARMER WELLNESS PROGRAM

Given the challenging nature of farming, the Wisconsin Farm Center is providing several resources to help farmers cope with stress. All services are free, confidential, and provided by licensed mental health professionals contracted by the department.

24/7 Wisconsin Farmer Wellness Hotline
1-888-901-2558

*Around-the-clock support for farmers struggling with suicidal thoughts, depression, or anxiety.**

Tele-Counseling

1-888-901-2558 or 1-800-942-2474

*Free, confidential counseling by licensed mental health professionals. Available by phone or video.**

Counseling Vouchers

1-800-942-2474

Vouchers to assist with the cost of in-person counseling services with participating mental health providers.



Wisconsin Department of Agriculture, Trade and Consumer Protection

*Pilot program funded by the 2019-21 Biennial Budget