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Navigating Tariffs and Safeguarding Our Cooperative Livestock Markets

In recent years, few issues have tested the resilience of our agricultural economy like shifting global trade policies. For cooperative livestock markets like ours, the effects of tariffs have reached beyond headlines and into the very core of our operations—impacting our producers, our facilities, and the future of our communities.



Curt Larson
President/CEO

The Cooperative Difference

Cooperative livestock markets are more than just businesses—they are community-built enterprises, owned and operated for the benefit of their members. Our mission is to ensure producers have fair, transparent access to markets, and that livestock moves efficiently through the supply chain. We reinvest our earnings locally, improve infrastructure, and support the families who depend on livestock for their livelihoods.

That's why when tariffs disrupt the global market for beef, pork, or feed, the consequences ripple quickly through our barns and buying stations.

Tariffs Create Instability in Local Markets

When foreign governments impose tariffs on U.S. meat products, we often see a decline in export demand. That leaves more product in the domestic pipeline, which typically pushes prices down. For our producers, that means lower livestock prices leading to tighter margins. For us as a marketing facility, it often means reduced volume through our sale barns—fewer head of livestock, less revenue, and a tighter squeeze on operational profitability.

As a cooperative, we strive to keep fees low and services high. But tariff-induced volatility creates additional pressure on that balance. We see producers opting to delay marketing decisions, reducing livestock on hand or exiting the industry altogether—actions that threaten not only the economic viability of our facilities but the very foundation of rural economies.

Rising Costs on All Fronts

At the same time, tariffs can raise the price of imported goods, which is essential to raising livestock as well as the

operation of our markets: from feed and veterinary supplies to steel for pen upgrades and fuel for transport. These cost increases aren't always absorbed easily by cooperatives, which operate on narrow margins to keep services accessible for members. This can force hard decisions—delay facility improvements, scale back services, or adjust pricing.

Our Response: Resilience and Advocacy

Despite these challenges, Equity remains resilient. We continue to embrace innovation by digital bidding platforms, expanding regional partnerships, and enhancing transparency in pricing. We're also using our collective voice to advocate for stable, fair trade policies that don't place rural America at a disadvantage.

We've made it clear to policymakers: if you weaken the international competitiveness of U.S. livestock, you weaken the very infrastructure that makes livestock marketing function. Cooperatives must be part of the national conversation on trade, not an afterthought.

Looking Forward

While we cannot control the tides of global politics, we can control how we respond—as cooperatives, as producers, and as communities. We remain committed to standing shoulder-to-shoulder with our members, delivering reliable market access, and fighting for a policy environment that supports—not undermines—our shared future.

Thank you for your continued trust in our cooperative. Together, we will weather these headwinds and build a stronger, more adaptive livestock marketing system.

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2025 Board of Directors



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CHAIRMAN OF THE BOARD

“Equity’s directors are always looking for creative ways to improve operations, serve members, and maintain a competitive advantage in the marketplace.”

— Curt Larson, President/CEO

Equity Now Offering Livestock Risk Protection Insurance

Equity is pleased to announce that we are now offering Livestock Risk Protection (LRP) Insurance to producers through our Risk Management Division. This new service provides producers with a valuable tool to protect their operations from unpredictable market fluctuations and livestock prices.



Abdullah Hussaini

“Equity is committed to helping producers manage risk and protect their bottom line,” said Abdullah Hussaini, Equity’s Jr. Vice President of Marketing and licensed LRP agent. “With LRP Insurance, we can now offer our members a straightforward, affordable way to secure price protection on feeder cattle, fed cattle, and swine.”


LRP is a federal insurance program for livestock producers designed to protect against market declines while giving producers the choice of where to market their livestock. A key benefit of LRP insurance through Equity includes personalized

services from an experienced livestock marketing team.

“Producers already trust Equity to market their livestock,” added Hussaini. “By offering LRP Insurance, we’re expanding our commitment to helping patron members succeed in today’s challenging agricultural markets.”

Livestock producers interested in learning more about Livestock Risk Protection Insurance or enrolling in coverage are encouraged to contact Equity’s Risk Management Division at 608-460-1127 or visit www.equitycoop.com for more information.

PROTECT YOUR PROFITS WITH LIVESTOCK RISK PROTECTION (LRP) INSURANCE



Market prices are unpredictable — your bottom line doesn't have to be. LRP is a federal insurance program for livestock producers designed to protect against market price declines while giving producers the choice of where to market their livestock.

Why Choose LRP?
PRICE PROTECTION: LRP Insurance offers solutions to protecting your operation against unexpected declines in market prices for feeder cattle, fed cattle, and swine.

FLEXIBLE COVERAGE:

- No Minimum Head Requirement
- Insure up to 52 weeks out
- Coverage levels from 70-100% of ending value
- Various subsidy levels
- No upfront cost to insure

MARKETING FLEXIBILITY: Choose where to market your livestock.

Protect what you work hard for.
 Contact Equity today to learn how LRP can work for your operation.
800.362.3989 Ext. 132 | riskmanagement@equitycoop.com



Altoona Market Promotes Bryce Kragness to Market Manager and Ben Steffes to Assistant Market Manager

Equity is pleased to announce the promotion of Bryce Kragness to Market Manager at the cooperative's Altoona Market. In his new role, Kragness will oversee all aspects of market operations, manage staff, and cultivate strong relationships with producers, truckers, and buyers. Additionally, he will continue his work with member-owners to ensure their livestock marketing needs are met effectively.

Kragness brings a wealth of experience to the position, having worked at the Altoona Market for the past four years as Assistant Market Manager and Field Representative, and he worked as a yard worker prior to that. His extensive knowledge of the livestock industry and hands-on experience with the cooperative make him an invaluable asset in this leadership role.

Replacing the Assistant Market Manager role is Ben Steffes. Prior to this role, Steffes was a Field Representative and Livestock Transportation Specialist at our Stratford Market.



Ben Steffes, Assistant Manager, and Bryce Kragness, Manager, Altoona Market

"We are excited for the promotion of Bryce and Ben at our Altoona Market," said Mark Clarke, Executive Vice President of Marketing and Chief Operating Officer. "We are confident that their dedication, experience, and deep understanding of the needs of our member-owners will help further enhance the success of our Altoona Market."

2025 JUNE DAIRY MONTH SHOWCASE AUCTIONS

*Selling Quality
Cows & Heifers*

Stratford ★

Lomira ★

STRATFORD MARKET

214910 STATE HWY 97, STRATFORD, WI 54484

MARKET OFFICE: (715) 687-4101

June 10th at 11:00 AM

- An already completed auction line-up of quality cows and heifers. Sale catalog and additional sale details will be available on our website.
- Expecting 100 head of 1st and 2nd lactation cows.
- Sales live on CattleUSA.
- Questions? Contact Wade Schoneck, Field Representative, at (715) 562-0211.

LOMIRA MARKET

N11579 INDUSTRIAL DR., LOMIRA, WI 53048

MARKET OFFICE: (920) 269-4351

June 20th at 1:00 PM

- Accepting quality consignments, please contact Leo Amend, Market Manager, at (608) 434-4030.



ICE CREAM TREATS WILL BE SERVED DURING AUCTIONS!

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2026 Calendar Theme: Farming – A Family Affair

The heart of agriculture lives in the hands of family farms

Our 2026 calendar theme will be Farming – A Family Affair.



97% of all US farms are family-owned, making them the backbone of our agriculture industry. As livestock producers, we all know the value of family farms. Our 2026 calendar will highlight the authentic moments of families working together on the farm. We encourage our patrons to share photos of their family hard at work on their farms.

A panel of judges will select a winning photo to be placed on this year's cover. They will also select winners for each of the 12 months. The top photograph will be awarded the calendar cover and a basket of Equity goodies. Digital images are preferred and need to be sent as high resolution via email to ccarpenter@equitycoop.com or mailed in on a CD or 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 Friday, September 12, 2025. For each photo entered, please include name of photographer, address, phone, email, and description of the photo. A limit of 4 photo entries per person.

If you have any questions, please feel free to contact Cora Carpenter at 608-356-8311 ext. 152 or 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 CD/USB drive sent back to you, please provide a stamped, self-addressed envelope.

Visit Us at the 2025 Wisconsin Farm Technology Days in Bear Creek

Mark your calendars!

Wisconsin Farm Technology Days will take place

August 5–7, 2025, at Clinton Farms in Bear Creek, WI. This annual

event is a highlight of the summer, bringing together agricultural professionals, producers, and innovators from across the region.



Equity will be proudly participating again this year. You can find us in **Agribusiness Tent A**, located in the central area of the show grounds. Our team will be available throughout the event to share information about our wide range of services and answer any questions you may have.

We'd love to connect with you — **stop by our booth and mention you read about this in the Equity News to receive a special prize!**

We look forward to seeing you at Farm Technology Days this August!

Celebrate June Dairy Month

Kick off your summer by celebrating with America's family dairy farms. June dairy month is filled with fun and exciting events from on-the-farm breakfasts to dairy themed festivals. Farmers have a lot

to be proud of as they produce healthy, wholesome and nutritious food that consumers depend on every day. Support our farmers by attending a local dairy event near you.



For a complete list of June dairy month events in Wisconsin, go to www.wisconsin dairy.org/national-dairy-month. To learn more about June dairy celebration events in Northeast Iowa, visit www.iowadairycenter.com.



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

2025 Distinguished Patron Awards

For over a century, Equity has proudly stood as a member-owned cooperative built on the strength, dedication, and loyalty of its patrons. As a cooperative, our members are more than customers—they are essential contributors to the management and success of our operations.

Local shipping associations have the opportunity to honor individuals whose leadership, involvement, and support have made a lasting impact. Each year, one outstanding patron may be selected by their local association to receive this special recognition. While the award is only given once to each recipient, new honorees may be chosen annually.

This year, we're proud to celebrate three patrons who were recognized during their respective shipping association's annual meetings. Please join us in congratulating:

- Church View Farm (Bruce, Ginger & Eric Johnson)
 - Black River Falls Cooperative Shipping Association
- Randy Erickson
 - South West Shawano Cooperative
- Ken McBroom
 - Quad County Equity Livestock Marketing Cooperative

Joey Acker Joins the Johnson Creek Market Team

Equity is pleased to welcome Joey Acker as the new Assistant Market Manager at our Johnson Creek market.

Joey brings a strong agricultural background and a passion for serving producers. Raised on a small dairy farm in Reedsburg, WI, he went on to earn a degree in Agribusiness with a minor in Animal Science from UW-Platteville.

In his new role, Joey will split his time between assisting with daily market operations and working directly with producers out in the field. His hands-on experience and commitment to agriculture make him a valuable addition to our team.

When he's not working, Joey enjoys boating, fishing, and spending time with his wife and their two red labs.



Joey Acker

Unclaimed Funds

Equity Cooperative has unclaimed checks issued to current and former patrons, as well as vendors. A complete list of names can be found on our website at www.equitycoop.com under the Patron Info tab found on the home page.

If you recognize a name and know how to reach that individual or their estate executor, have them contact us at accounting@equitycoop.com or call 800-362-3989. To assist with verification, they should be prepared to provide identifying information, such as a previous mailing address.

Unclaimed funds must be claimed by the rightful owner or their estate by September 26, 2025. In accordance with cooperative bylaws and state statutes, any funds not claimed by this date will be forfeited and used to support educational scholarships.

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Livestock Sales Association
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Baraboo, WI 53913

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Altoona..... 715-835-3104
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Barron..... 715-537-5618
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Johnson Creek 920-699-3588
Lomira..... 920-269-4351
Maquoketa 563-652-8080
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