

Equity News

A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

WHAT'S INSIDE

2024 Calendar: Fun on the Farm	2
Equity Represented at Annual Government Affairs Committee (GAC) Meeting	2
2024 Annual District Meeting Dates.....	3
Building Connections with the Future of the Agriculture Industry.....	3
Calf Marketing - An Overview	3b
Equity Well Represented on Wisconsin Beef Council	4

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Happy Holidays from All of Us at Equity

As another year draws to a close, most of you will be preparing for this festive season. This is a special time of the year as it gives us time to enjoy the company of family and friends that is all too often missing for the rest of the year.



Curt Larson
President/CEO

2023, without a doubt, has been a year that your cooperative made strides in focusing on our future. The year dramatically increased the need for transformation - both in terms of challenges and opportunities. In late 2023, we began our focus on strategy, vision, empowerment, and execution. Engaging our leadership and employees in strategic exercises that include the cooperative's vision, mission, values, goals, and key initiatives. Executive management felt keeping our employees engaged at a high level of strategic planning was key to the future of our cooperative and its growth.

Equity's Regional Board and Executive Team searched for opportunities to widen the geographic footprint, grow the number of producer members, and expand services in 2023. I am excited to state that in 2024 our producer member owners will benefit from the implementation of these opportunities.

As we approach 2024, I am enthusiastic about the growth initiatives and strategic service offerings. I look forward to continuing to help lead the cooperative in our ongoing service excellence and spearheading our growth.

To the Regional Board of Directors, I thank you for their dedication to the success of the cooperative and for their tremendous input to the proper governance of our cooperative. Thanks to the Executive Management Team and their staff as they continue to lead and grow our cooperative. I also wish to acknowledge the endless hours of the market's management, staff and transportation division on the exceptional livestock knowledge and tremendous efforts of service and support they provide our

(Continued on page 2)

A Holiday Note from our Board President

As we approach the Holiday Season, it often gives us an opportunity to think and reflect on the past year and look forward to the challenges of the New Year.

As I reflect on the cooperative's successes and challenges of this past year, I am struck by a few things: the dedication of all our markets working together to provide honest and transparent services to our patron members and the continued trust that our patron members place in us to help them meet their agricultural business needs.

The future continues to look favorable for Equity Cooperative. The purpose of your cooperative is to provide you, our patron members, with the tools you need to keep your farming operations viable and profitable. Whether it is helping you get a fair and equitable price, on the farm cattle evaluations, sorting, purchasing and sales, arranging transportation for your livestock, cattle contracting and private-treaty transactions, or having one of our experienced and knowledgeable marketing professionals provide guidance on marketing your livestock, your cooperative is here to service you.

(Continued on page 2)



Adam Quandahl
District X Regional Board Director

Holiday Schedule

All markets will be closed on Christmas Day. Regularly scheduled sales will resume on Tuesday, December 26. Equity's Monroe Market will have their regularly scheduled Monday sale on January 1, 2024. Reedsville's Market will be doing Grade & Yield. All other markets will be closed Monday, January 1. Market schedules will resume to normal on Tuesday, January 2, 2024. Contact your local market with questions. All sale schedules are listed at www.equitycoop.com.



Equity News

A Holiday Note from our Board President

(Continued from page 1)

When you use your cooperative, you are working cooperatively with other producer members. This allows your cooperative to have a more prominent presence in the livestock industry at a state and national level. Opposing detrimental farm legislation and regulations, is another way your cooperative stands up for and protects its patron members.

You, our patron members, are an integral part of your cooperative. Without your support, feedback, and trust, Equity Cooperative's success would not be possible. Thank you! I encourage you to join us at your district's Annual Meeting to learn more about what your cooperative can do for you.

During the 2023 year the Board worked with the Leadership team to implement long-term goals through strategic planning that will carry us into the future. You can expect elevated services focused on you, our patron members.

It is a true pleasure to serve as the Chairman of your Regional Board of Directors. All of your Board members are dedicated and continually strive to achieve the goals of the Cooperative. As a member-owner, I am very proud of Equity Cooperative. As a Regional Board Director and Chairman of the Board, I am doubly proud to be a part of such an outstanding cooperative.

I would like to thank all of our board directors, management team, as well as our employees for another successful year! Happy Holidays and best wishes for the New Year.

2024 Calendar: Fun on the Farm

Farming is more than just a job; it is a way of life. With the many countless hours farmers and their family members spend on the farm, it is a sure fact that memories are being made. We had so many great photo entries for our 2024 contest. Thank



you to everyone who participated. Be sure to pick up a copy of our 2024 Calendar at your local Equity Market!

Congratulations to our 2024 Equity Calendar Cover Winner, Carlee Gilsdorf. The photo caption provided was "Logan helping Grandpa Tim clean up. 'I help grandpa.'" This year's cover photo was taken in Reedsville, WI.

Happy Holidays From All of Us at Equity

(Continued from page 1)

patron members, without these individuals our markets could not operate as efficiently as they do.

As this festive holiday season approaches, I would like to share a warmest thanks for the opportunity to serve you, our patron members. Your continued patronage and ongoing support are much appreciated. Wishing you and your family a happy and healthy holiday season!

Equity Represented at Annual Government Affairs Committee (GAC) Meeting in DC

Equity Cooperative Livestock Sales Association President and CEO, Curt Larson, and District III Director, Steve Schleis, met with Representatives about getting a Farm Bill passed so all our hardworking farmers have some assurances of what programs will be available to them as they are making important decisions that will impact the future of their operations.

This year, they met with Representative Tom Tiffany, Representative Bryan Steil, Representative Scott Fitzgerald, Representative Mike Gallagher, and Representative Derrick Van Orden.

Equity is proud to be an active member of the National Council of Farmer Cooperatives as they do a great job always preparing our team for these visits.



Pictured L-R: Curt Larson, Equity President and CEO; Representative Derrick Van Orden, U.S. Representative for Wisconsin's 3rd congressional district; Steve Schleis, Equity District III Director

2024 Annual District Meeting Dates

Attend your annual district meeting in 2024 as we “Focus on Our Future.” Please RSVP your attendance to socialmedia@equitycoop.com or call 608-460-1135 by Friday, March 1, 2024. Three districts will hold regional director elections and your member vote counts! If you are unable to attend your district meeting and would like your vote for regional director to be counted, you may request an absentee ballot to be mailed to you by contacting the office at 800-362-3989. Ballots and a list of nominated candidates for each district will become available after January 1st. Please note that you must be an active patron and are only able to vote for a nominated candidate in the district you are assigned. All ballots will be verified for active patron status.

Friday, March 8

District IV, Bonduel Market

The Gathering, Shawano, WI

2600 E Richmond Street, Shawano, WI 54166

- Registration 11:00 a.m., 11:30 a.m. Lunch and Business Meeting

Monday, March 11

District X, Waukon Market

Farm Bureau Building, Waukon, IA

14 1st Ave NE, Waukon, IA 52172

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Tuesday, March 12

District VIII, Monroe Market • Regional Director Election

The Rafters Restaurant, Lena, IL

9426 Wagner Rd, Lena, IL 61048

- Registration 11:00 a.m., 11:30 a.m. Lunch and Business Meeting

District I, Arlington/Johnson Creek Markets

Turner Hall, Watertown, WI

301 South 4th Street, Watertown, WI 53094

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Monday, March 18

District VI, Altoona/Barron Markets

The Florian Gardens Conference Center - Eau Claire, WI

2340 Lorch Ave, Eau Claire, WI 54701

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Tuesday, March 19

District VII, Sparta Market

Drugan's Golf Club, Holmen, WI

W7665 Sylvester Road, Holmen, WI 54636

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Thursday, March 21

District III, Reedsville Market

Van Abel's of Hollandtown, WI

8108 County Road D, Kaukauna, WI 54130

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Friday, March 22

District V, Stratford Market • Regional Director Election

Country Aire, Stratford, WI

118600 (formerly F1312) County Rd P, Stratford, WI 54484

- Registration 11:00 a.m., 11:30 a.m. Lunch and Business Meeting

Monday, March 25

District II, Lomira Market • Regional Director Election

The Rock Golf Club, Waupun, WI

700 County Park Rd, Waupun, WI 53963

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Tuesday, March 26

District IX, Richland Center Market

The Phoenix Center, Richland Center, WI

100 S Orange Street, Richland Center, WI 53581

- Registration 6:30 p.m., 7:00 p.m. Dinner and Business Meeting

Building Connections with the Future of the Agriculture Industry

Throughout the fall semester, Equity representatives have been attending career fairs to build connections with students. Equity was represented at the University of Wisconsin-Platteville and the University of Wisconsin-River Falls College Career Fairs as well as the Southwest Wisconsin Technical College, Fox Valley Technical College, and Highland Community College Career Fairs. At these events, we networked with students, shared information on our cooperative, recruited for our internship program and promoted our annual scholarships.





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I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Calf Marketing – An Overview

Each year, Equity Cooperative Livestock Sales Association markets several hundred thousand calves through our auction markets. A common question often asked by patrons is, “Why do some of my calves not bring the premium price that my top ones do?” To answer this question, we must understand the big picture as well as some of the small details that go into calf care.



Perry Wolff
Assistant Stratford
Market Manager

Here are a few suggestions that may assist you in planning your calf care strategy and have worked well for leading producers:

1. Never over feed a calf before marketing. A full calf is often content and lazy. They will often prefer to rest and lie down. We recommend feeding half the regular feeding at the time of marketing. A calf that is hungry is often more active and will show itself better. Over feeding can also lead to scours as the stress of moving with a full belly can bring that on.
2. Make sure calves are fed colostrum or colostrum replacement at birth. It takes approximately 7 days for a calf’s immune system to work on its own, so the early antibodies they receive from the colostrum are important in general immune response.
3. Wait at least 3 days to market the calf. Ideally, most calves are marketed at 3-10 days of age.
4. Treat and tie-off navels at birth to prevent infections. A 7% Iodine solution works very well as a dip or spray to protect and prevent navel infections.
5. Keep calves in a clean, dry environment, avoiding drafty areas where calves are more susceptible to picking up respiratory problems. As we get into the winter months, this also applies to transportation. Transporting in severe cold can lead to a drop in the calf’s core temperature and the calf will show signs of cold stress. Transporting calves in a clean, dry truck or trailer will go a long way to helping reduce those issues.

These are just a few recommendations that may make marketing calves a more satisfying and profitable experience. Remember, the cost of marketing and trucking is the same no matter what price your calf brings. Focusing on producing a quality calf will only increase the chances of receiving the ideal outcome at the sale. If you should have any questions or marketing concerns, please contact one of your local Equity market staff and we will be happy to assist you.



Equity Cooperative
Livestock Sales Association
P.O. Box 1003
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www.equitycoop.com

Equity Well Represented on Wisconsin Beef Council Board



Pictured below are members of the WBC Executive Committee. (Front left- Curt Larson; Front 3rd in from left- Brad Solchenberger; Back 2nd in from left- Abdullah Hussaini; Back right- Todd Cummings)

The Wisconsin Beef Council is an organization working for the beef and dairy producers of Wisconsin, the mission of the Wisconsin Beef Council (WBC) is “to build beef demand that is sustainable for future generations.” They seek to accomplish this through a variety of programs funded by the Beef Checkoff in the areas of promotion, consumer information, research and education. Funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin, half of the dollar remains in Wisconsin and is allocated for in-state beef promotion efforts by the WBC Board of Directors. The board is composed of beef and dairy farmer leaders representing statewide cattle organizations.

Equity is well represented on the current 23-member board as well as their executive committee. Of the eight members currently serving on the Executive Committee, four are Equity Cooperative Livestock Sales Association representatives. Our President and CEO, Curt Larson, was elected by the board as President-Elect. District V (Stratford Market) Regional Director, Todd Cummings, was elected to serve as the Consumer Information Committee Chair and Brad Solchenberger, District IX (Richland Center Market) Regional Director, was elected as the Promotion Committee Chair. Abdullah Hussaini, Jr. VP of Marketing, was elected to serve as an At-Large Member on the Executive Committee. Dan Reeson, District VIII (Monroe Market) Regional Director, also serves as a member of the Wisconsin Beef Council Board of Directors.

Official Notice of Unclaimed Preferred Stock

Equity is holding unclaimed preferred stock for shareholders. The full list of names can be found on our website, www.equitycoop.com, under the Patron Info heading. If you find a name you are familiar with, please ask the person or the estate executor to contact our Accounting Department directly at 608-460-1124 or email accounting@equitycoop.com.

The stock must be claimed by the rightful owner, or their estate, on or before February 28, 2024. In accordance with the cooperative’s bylaws and state statutes, if not claimed by this date, the value of the stock will be forfeited and used for educational scholarships.

Note: This notice is for unclaimed preferred stock, which is a separate investment from patronage credits that were earned from shipping livestock with our cooperative.

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Julie KlitzkeCo-Editor
Maureen Tobias..... Copy Editor

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Monroe608-328-8344
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