

# Equity News

A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

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WINTER 2025  
VOLUME 63 NUMBER 4

## A Holiday Message from Our Board President

As we wrap up 2025, I want to take a moment to thank each of you for being an essential part of this cooperative. This has been a fast-moving year in the livestock industry, and through it all, the one thing that has guided the board's work more than anything else has been the voices of our patrons.



**Adam Quandahl**  
District X Regional  
Board Director

Whether it came from conversations at the markets, district meetings, or individual outreach, the board finds that feedback incredibly valuable. Those perspectives shaped discussions, influenced priorities, and ensured that every decision we made kept the needs of active patrons at the forefront.

This year brought plenty of change, but it also reinforced the strength of our cooperative structure. When members speak up, the board listens. When the board listens, we are better positioned to act on behalf of livestock producers across every district. The partnership between patrons and board leadership is what allowed us to tackle challenges and move forward with confidence in a year full of industry activity.

Looking ahead to 2026, we are focused on building a cooperative that reflects the direction you want to see. Strategic planning, improvements to member services, and continued attention to industry issues will all be shaped by your ongoing engagement. Your voice will continue to matter, and we are committed to making sure it drives the work we do.

Thank you for staying involved, for sharing your thoughts, and for reminding us why this cooperative exists in the first place. Your participation truly strengthens Equity.

Wishing you and your families a warm holiday season and a successful year ahead!

## With Gratitude and Optimism — A Year-End Message to Our Patron Members

As we bring this year to a close, I want to extend my deepest appreciation for your continued trust and support. Your commitment as Patron Members remains the foundation of our cooperative's strength—especially in a year when the cattle industry has faced unprecedented challenges.

Across our industry, we continue to see declining cattle inventories, high production costs, and persistent labor shortages. We are navigating shifting consumer preferences, increased pressure on packer capacities, increased state licensure fees, and ongoing uncertainties stemming from trade and tariff policies. In addition, producers are contending with critical issues related to animal health, as well as the growing need to address aging and succession planning within family operations.

These challenges have tested all of us—but they have also reaffirmed the importance of working together as a cooperative. Despite the headwinds, our members demonstrated resilience, adaptability, and commitment to long-term sustainability. Thanks to your partnership, we were able to stay focused on service, strengthen the support we provide to producers, and maintain progress on key initiatives that will position our cooperative for a stronger future.

As we look ahead to the coming year, we do so with determination and optimism. We have ambitious plans that reflect both the realities of today's marketplace and the opportunities we see on the horizon. With your continued engagement, we are confident in our ability to navigate these complex conditions while supporting the success of producers and the vitality of our cooperative.

On behalf of our entire team, thank you for your loyalty, resilience, and unwavering support. I wish you and your loved ones a joyful holiday season and a prosperous and fulfilling year ahead.

With gratitude and warm regards,



**Curt Larson**  
President/CEO

Curt Larson  
President and CEO

# Equity News

## 2026 Annual District Meeting Dates Announced

Mark your calendars! Equity Cooperative Livestock Sales Association's 2026 Annual District Meetings are scheduled throughout March. These annual gatherings are an important opportunity for members to stay informed on cooperative business, financial performance, strategic priorities, and emerging industry trends. Your participation helps strengthen the cooperative and ensures your voice is part of shaping Equity's future.

### 2026 Regional Director Elections

In conjunction with the annual meetings, Equity will hold elections for Regional Board of Director positions in districts with terms expiring in 2026. In accordance with the Cooperative's Bylaws, this serves as written notice to all active patron members of the upcoming openings.

The following regions are up for election in 2026:

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

Directors are elected at their district's annual meeting in March. Those interested in becoming a candidate must meet the following requirements:

- Must be an active patron member of Equity (status will be verified).
- Must be a resident of the district they would represent.
- Directors serve a three-year term.
- Employees of Equity are not eligible for election.

If you or someone you know is interested in serving on Equity's Regional Board of Directors, please contact Julie Klitzke at 608-460-1135 or [jklitzke@equitycoop.com](mailto:jklitzke@equitycoop.com) by January 1, 2026, to learn more.

All nominees will be announced in the 2026 Spring Equity News and will appear on the ballot at their district's annual meeting. If no nominations are received for a district, the incumbent director will remain in the role for a new three-year term.

### 2026 Annual District Meeting Schedule

*All Business Meetings will be held in the markets.*

#### Tuesday, March 3

- **District 7** – Sparta Market  
10:00 a.m.
- **District 9** – Richland Center Market  
2:00 p.m.

#### Wednesday, March 4

- **District 10** – Waukon Market  
10:00 a.m.
- **District 10** – Maquoketa Market  
3:00 p.m.

#### Thursday, March 5

- **District 8** – Monroe Market  
2:00 p.m.

#### Friday, March 6

- **District 4** – Bonduel Market  
10:00 a.m.
- **District 3** – Reedsville Market  
2:00 p.m.

#### Wednesday, March 11

- **District 1** – Johnson Creek Market (Arlington/Johnson Creek)  
10:00 a.m.

#### Thursday, March 12

- **District 2** – Lomira Market  
10:00 a.m.

#### Friday, March 13

- **District 6** – Altoona Market (Altoona/Barron)  
10:00 a.m.
- **District 5** – Stratford Market  
2:00 p.m.

## Are We There Yet?

Over the past year, cattle prices reached record breaking all-time highs. April 2026 Live cattle futures peaked at \$250.92 and November 2025 Feeder cattle reached \$382.80. In late October, however, futures markets experienced an unexpected drop. Talks of government intervention in the cattle market caused prices to tumble. Within a few weeks' time, Live cattle futures plummeted by \$30 and Feeder futures dropped by \$70. We have yet to start rebuilding our cattle herd, which serves as optimism for bouncing prices back to where they were. With so much uncertainty in the markets, it can be difficult as a producer to stay protected against large price swings.

At Equity we have a full suite of options for producers to reduce exposure to price risk. Equity offers Livestock Risk Protection for all cattle types along with contracts for finished and feeder cattle. Please reach out to the Risk Management Division with any questions.

CALL OR EMAIL TO  
DISCUSS YOUR  
OPTIONS

**Addullah  
Hussaini**

JR. VICE PRESIDENT OF MARKETING

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



## Equity Leaders Take Key Roles on the Wisconsin Beef Council



**Pictured L - R: Abdullah Hussaini, Curt Larson, Brad Solchenberger, Todd Cummings, Dan Reeson**

The Wisconsin Beef Council is a producer-led organization dedicated to supporting Wisconsin's beef and dairy industries. Its mission is simple and forward focused: to build beef demand that is sustainable for future generations. To accomplish this, the Wisconsin Beef Council directs Beef Checkoff funds into promotion, consumer outreach, research, and education programs across the state.

Every cattle sale in Wisconsin contributes one dollar per head to the Beef Checkoff assessment. Half of each dollar stays in Wisconsin and is invested by the Wisconsin Beef Council Board of Directors, a group of beef and dairy farmers who represent cattle organizations statewide, to support in-state beef promotion and education.

Equity Cooperative Livestock Sales Association is strongly represented on the current twenty-three-member board and its Executive Committee. Of the eight members serving on the Executive Committee, five are from Equity. Our President and Chief Executive Officer, Curt Larson, recently began his term as Board President. Brad Solchenberger, District IX (Richland Center Market) Regional Director, was selected as President Elect. Todd Cummings, District V (Stratford Market) Regional Director, was re-elected as Chair of the Consumer Information Committee. Dan Reeson, District VIII (Monroe Market) Regional Director, was elected Chair of the Promotion Committee. Abdullah Hussaini, Junior Vice President of Marketing, was re-elected to serve as an At Large Member on the Executive Committee.

## Equity Livestock Credit Corporation Welcomes New Vice President of Credit Services

Equity Livestock Credit Corporation (ELCC) is pleased to announce that Alyssa Buechner has joined as our new Vice President of Credit Services, effective December 1. Alyssa brings a strong background in lending operations, employee leadership and customer relations that will make her an immediate asset to our Credit Services division and to the Cooperative as a whole.



**Alyssa Buechner  
VP of Credit Services**

Alyssa's passion for agriculture began early in life, growing up active in her family's business and raising show cattle and pigs. These experiences helped her understand the financial responsibilities within a farming operation and the day-to-day challenges producers face. Her foundation in agriculture led her to the University of Wisconsin-Platteville, where she earned a bachelor's degree in Agricultural Business with an emphasis in marketing and communications, along with a minor in Spanish.

Known for her strategic mindset and commitment to operational excellence, Alyssa values both on-farm visits and in-office collaboration. She believes in building strong connections with customers, helping farmers strengthen their operations, and navigating challenges through open and honest communication. Alyssa shared that her interest in joining Equity stemmed from hearing consistently positive feedback about the Cooperative's reputation, adding that she values organizations that treat both employees and customers well.

We are excited to welcome Alyssa to the ELCC team. Contact Alyssa today to see how ELCC can help your operation. Her direct dial is 608-460-1141 and her email is [abuechner@equitycoop.com](mailto:abuechner@equitycoop.com)

**ELCC**  
*equity livestock credit corporation*

# EQUITY

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# Update on DATCP Proposed ATCP 10 and 12 Rules Following Public Comment Period

An update from Curt Larson, Equity President and CEO

In our last Equity News Issue, we had information regarding two proposed rule changes by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) that would substantially increase certain livestock-related fees. We wanted to give you an update on those proposals.

Thank you to everyone who submitted comments, both verbally at the hearing and in writing. DATCP heard us, and I, along with other industry organizations, have been working with Secretary Romanski and his staff on substantial changes to this proposal. Although we don't like to see cost increases, we recognize these fees have remained the same for nearly 18 years and some adjustment is necessary. I believe the inflationary adjustment we have been discussing will be far more acceptable to the industry. I encourage everyone to watch for the new proposal to be released and again submit your comments on the new proposal.

This fee adjustment will not fully fund the program and with very limited savings from other programs, DATCP will need the legislature to allocate some funds to this program to fully fund it. As the industry knows, our farmers are working hard to keep their animals identified and maintain records on individual animals, but the industry cannot fully fund the entire traceability program, this is a food safety and security matter and requires shared funding from outside the industry. There is an industry group that believes we can secure the necessary short-term funding for this program until it can be introduced in the next budget. I ask that you watch for more information on this as we may need some additional outreach to legislators as we work through these funding opportunities.

We will continue to update our website as more information becomes available. More information can be found at [www.equitycoop.com](http://www.equitycoop.com).

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- Cora Carpenter ..... Editor
- Julie Klitzke ..... Co-Editor
- Maureen Tobias ..... Copy Editor

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- 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

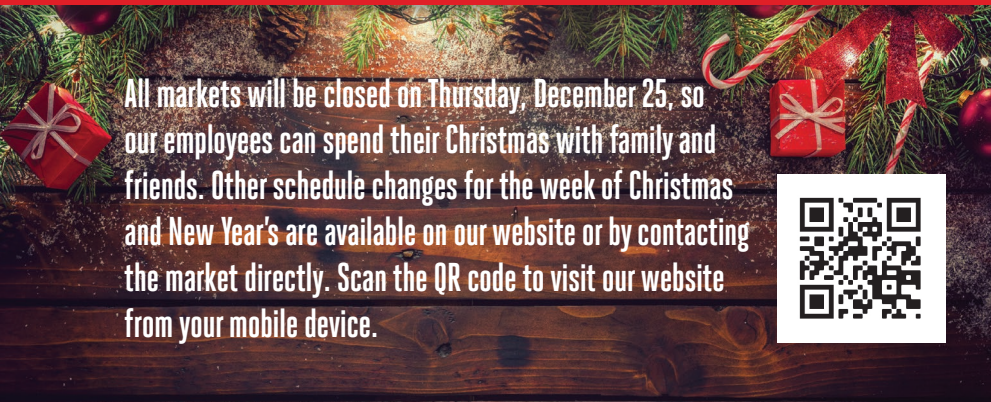
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- Dana Moose..... 608-460-1227

## COMMODITIES DIVISION

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

## Holiday Schedule



All markets will be closed on Thursday, December 25, so our employees can spend their Christmas with family and friends. Other schedule changes for the week of Christmas and New Year's are available on our website or by contacting the market directly. Scan the QR code to visit our website from your mobile device.

