



A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

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Equity Cooperative – Strengthens Its Producer-Owners’ Operations

In March of 1922, representatives from 44 local Wisconsin shipping associations gathered in Milwaukee to form a cooperative venture similar to the National Livestock Producers Association.

As a result of their collective efforts, Equity Cooperative Livestock Sales Association was established on March 20, and formally incorporated in Wisconsin on August 26, 1922.

The establishment of Equity brought strength through local shipping associations banding together into a larger, more powerful entity. Equity’s founders stated the organization’s mission: “Equity’s major purpose is to render those vital marketing services that livestock producers cannot achieve as individuals working alone.”

As I continued to reflect on our cooperative’s history, I was reminded that decades ago these farmers banded together for the purpose of creating an economic balance between themselves and the packers. They believed this could be accomplished by working cooperatively to market their livestock.

In the early 1930’s, Equity’s producer-owners realized their cooperative was lacking an important ingredient to reach the next stage of success – the producers’ growing desire to develop local markets. In 1934 the Cooperative hired Charles Foster Claflin, a Mondovi, Wisconsin native, as general manager. Taking his cue from the board, he immediately set out to not only transform Equity into a strong livestock marketing cooperative, but the most successful in the state. In the 29 years of Claflin’s stewardship, he helped the Equity Board and all the association’s producer-owners surpass that lofty goal. The results forever changed Wisconsin’s livestock marketing structure.

Equity’s cooperative model has served its producer-owners well for over 100 years. In recent years however, I have seen producer-owners take their cooperative’s transparent marketing system for granted. The economic imbalance that caused the farmers to band together back in the 1920’s is perhaps even greater today.



Curt Larson
President/CEO

As we approach National Coop Month this October, it is a good reminder that your cooperative’s vision is to be your trusted provider of competitive livestock marketing and strong supporting programs for the economic benefit of you, our producer-owners.

As our producer-owners face the challenges and changes of marketing their livestock, your cooperative continues to make corresponding changes to assure that you receive a fair price for your livestock. Your cooperative is able to negotiate on your behalf from a position of strength because of the economic clout that marketing over 600,000 head of livestock each year brings; experienced and knowledgeable marketing professional, multiple locations with multiple sale days, fair and equitable prices, guaranteed same day payment and competitive buyers, only to name a few. I can assure you that your cooperative will continue to use that strength on your behalf. Yet, when you market an animal outside your cooperative, you weaken your cooperative’s ability to negotiate a fair and competitive price for your livestock. Each animal that you do not sell through your cooperative’s market, you are weakening your future ability to maintain these fair and competitive prices.

The success of your livestock marketing cooperative depends on its producer-owners to market every animal through Equity. Consider each animal marketed an investment in your future ability to maintain fair and competitive prices for your livestock and therefore strengthen your operation. Equity will continue to render these vital marketing services that livestock producers cannot achieve as individuals working alone.

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Equity News



Thank You, Sonny



Over the years, Sonny put in countless hours and miles hauling livestock. Pictured above is Sonny's most recent cattle hauling truck and trailer. His truck passed the 1-million-mile marker this past year.

Francis "Sonny" Huebsch of Richland Center, WI, has been a loyal Equity patron and avid livestock trucker to Equity for 50+ years. Anyone who knew Sonny, knew he had a passion for the livestock industry. Up until his recent passing, Sonny stayed busy farming, hauling livestock, buying and selling at Equity's Richland Center Market, and supporting the community in many ways.

We celebrate the loyalty and contribution of Sonny to our cooperative. It is persons such as him that have made Equity what it is today. Sonny was recognized by his local shipping association in 2019 for his dedication with a Distinguished Patron Recognition Award.

There was more to Sonny's life than trucking and Equity. He and his wife raised six children on their 100-cow dairy farm. After retiring from dairy farming, he continued to raise feeder cattle and had a team of Percheron horses. When he wasn't farming, Sonny was supporting the



Above is Sonny pictured with three of his granddaughters.

local communities. You could find him at all the local fairs and parades supporting the youth of the livestock industry, especially his children and grandchildren.

We appreciate Sonny's many dedicated years of loyal service and patronage to Equity Cooperative Livestock Sales Association. Your years of trucking to our market and serving our patron members did not go unnoticed. To our patrons with current trucking needs to the Richland Center Market, Andy Huebsch, Market Manager and Sonny's son, will continue servicing the area.

ASI Young Entrepreneurs Tour Idaho



Abdullah Hussaini, Jr. Vice President of Marketing, was selected to be one of the attendees at the 2023 American Sheep Industry's Young Entrepreneurs Tour in Idaho Falls, Idaho. He visited the U.S. Sheep Experiment Station, which researches on genetic improvement and production efficiencies of sheep in rangeland ecosystems. He also visited a western sheep operation, beef processing facility, and a small dairy sheep facility specialized in direct marketing sheep cheese. Abdullah had the opportunity to visit with the American Sheep Industry's Executive Board as well as the National Livestock Producers Association's board. Learning more about many different areas of the sheep industry will help Abdullah better service our current and future patrons with their marketing needs.

Please feel free to reach out to Abdullah at 608-460-1127 to learn more about his experience.

College and Technical Scholarships Available

November 30 Deadline

Equity Cooperative Livestock is pleased to offer ten \$1,250 four-year college or university scholarships and four \$1,000 technical school scholarships for the 2024 academic year.

Eligibility requirements and applications are available online from the home page of the cooperative's website at www.equitycoop.com or by contacting Cora Carpenter at 608-356-8311, ext. 152 or socialmedia@equitycoop.com. Completed applications are due by Thursday, November 30.





Equity Attends NLPA Summer Meeting



Pictured (left to right) Equity's Vice Chairman of the Board, Todd Cummings, Equity's VP of Marketing, David Johnson, Equity's Regional Director, Peter Kleiman, Equity's President and CEO, Curt Larson, and Equity Livestock Credit Corporation, Gary Williams, VP of Credit Services.

Equity attended the National Livestock Producers Association's (NLPA) summer board meeting in Idaho Falls, Idaho. Equity's membership with NLPA provides the opportunity to join in on conversations with other livestock marketing and credit corporation agencies. These alliances provided opportunities for dialog among its members on topics such as more effective and efficient processes, creating new financing, marketing, and feeding programs and a clear voice on regional and national issues - working together to meet the challenges facing the livestock producer.

Financial Solutions for Your Success



Focused on agriculture with the commitment of helping customers achieve their financial goals.

Credit Options Available

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Livestock Feeding Program

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- When cattle are sold, producer pays ELCC and the original principal, plus service free interest
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It's easy! Contact us today to discuss your financial needs.

CONTACT US FOR MORE INFORMATION:



Gary Williams

VICE PRESIDENT OF ELCC

DIRECT: 608.460.1141

MOBILE: 608.434.4041

EMAIL: gwilliams@equitycoop.com

Equity Staff Update

Rebecca Cone has joined the Equity team as our Account Receivable and Collections Specialist based out of our Baraboo Office. Becky has 20 plus years of experience in collections and maintaining account receivable records along with internal and external customer service experience.



Rebecca Cone

In her role, she will monitor receivables and communicate with markets, field reps and buyers for timely collection, review buyer applications, process bad checks and assist with other duties as needed.

Hussaini Promoted to Jr. Vice President of Marketing

Equity is pleased to announce the promotion of Abdullah Hussaini to Junior Vice President of Marketing. In this role, Hussaini will continue to work with producers on developing marketing plans, managing price risk, and providing producers marketing tools to discover strategies best fitting their unique operations. He will take on a larger role in writing cattle contracts and overseeing our Equity Electronic Lamb Auction (EELA) as Hussaini has extensive knowledge in both commercial and ethnic marketing of sheep and goats.



Abdullah Hussaini

"Equity is always looking for creative ways to improve operations and maintain a competitive advantage in the marketplace," says Mark Clarke, Executive Vice President and Chief Operating Officer. "It is exciting to have one of the young, bright minded individuals of our industry working closely with our market staff and patron members. Abdullah's promotion to Jr. Vice President of Marketing will allow our Risk Management Division to find more ways to aid our producers in the marketing and managing of their agricultural businesses."



Feeder Cattle Sales

*Below is a listing of our Fall Feeder Cattle Schedule.
Dates subject to change – contact your local Equity
Market with questions.*

Altoona at 12:00 p.m.

September 8, 22
October 6, 13, 20
November 3, 10, 17
December 1, 8, 15

Barron at 12:00 p.m.

Every Wednesday
3rd Saturday of each month

Bonduel at 1:00 p.m.

September 29
October 13, 27
November 16
December 21

Johnson Creek around 12:00 p.m.

Every Thursday (Except
Thanksgiving)

Lomira at 10:00 a.m.

September 30
October 28
November 25
December 30

Monroe at 10:30 a.m.

September 1, 15
October 6, 20*
November 3, 17
December 1, 15

**Beef only pre-conditioned sale*

Reedsville at 12:00 p.m.

September 14, 28
October 12, 26
November 9
December 14, 28

Richland Center at 11:00 a.m.

September 14, 28
October 12, 26
November 9
December 14, 28

Sparta at 12:30 p.m.

September 7, 21
October 5, 19
November 2, 16
December 7, 21

Stratford 12:30 p.m.

Every Wednesday

Waukon at 10:30 a.m.

September 13, 27
October 11, 25
November 8, 21
December 13, 27

Focus on Red

*Select Equity markets
are offering specific
sale dates featuring
red-hided feeder cattle
and replacement cattle.
Contact program
coordinator, Perry
Wolff, at 715-966-4850
for more information,
or visit our website at
www.equitycoop.com.*

Altoona Market at 12:00 p.m.

November 10
December 8

Monroe Market at 12:00 p.m.

November 17

Stratford Market at 12:30 p.m.

November 8

Recognizing Our 2023 Summer Interns



Cheyenne Hardy graduated from Richland Center High School and is currently interning at our Richland Center Market. She grew up around beef cattle and enjoys being involved in the agriculture industry. Cheyenne said, “I’ve learned so much about livestock marketing this summer, and my favorite part of the internship has been working in the markets on sale days.” Cheyenne plans to continue working at our Richland Center Market, and she hopes to start working towards obtaining her CDL in the future.

Hailey Boon graduated from Ithaca High School where she was very involved in FFA. She is active in showing at the Richland County Fair and has her own herd of Charolais cattle. This fall, Hailey will be attending University of Wisconsin-Platteville to major in Agriculture Business and Animal Science. Throughout Hailey’s summer of working at our Richland Center Market, she said “I’ve gained so many valuable skills including bettering my communication skills.” Hailey said her favorite part of the internship was attending Farm Technology Days to work in our booth and interact with attendees.

Hannah Ullmer is from Pulaski, WI, and currently attends Fox Valley Technical College in Appleton where she is majoring in Agribusiness Science Technology and Agribusiness Science Technology Animal Science. She grew up on a dairy farm and shows Holstein steers at the Shawano County Fair. This summer, Hannah has been interning based out of our Bonduel and Reedsville Markets, and she said, “I’ve enjoyed meeting the different people that work at the markets. It has been a fun working environment where everyone gets along and has made me feel welcome.”

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 or visit Equity’s booth at one of the many college career fairs we will be attending this fall!



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Johnson Creek Market Announces the Hire of New Assistant Market Manager

Equity Cooperative Livestock Sales Association is pleased to announce the hire of Cade Olszewski as Assistant Market Manager to the cooperative's Johnson Creek market. In this role, Olszewski will balance his time between serving producers out in the field and assisting in all operations of the livestock market. He rejoins the Equity team after interning at the Johnson Creek Market in the summer of 2022. During his internship, Olszewski assisted in the market on sale days and built upon relationships with patrons and buyers out in the field.

Olszewski has a bachelor's degree from Winona State University. He grew up just outside of Johnson Creek where he was and continues to be very active on his family's farm, Olszewski Farms.



Here, Cade can be seen visiting with Equity Patrons at the 2023 Farm Technology Days.

Grab It While You Can

It sure is an exciting time to be in the cattle business, the strong trend in the market and tight cattle inventories continue to serve as an optimistic outlook for the near future. As prices sit at strong levels, producers should be thinking about taking advantage of the available market situation. Equity has long been servicing risk management tools for producers including price protection with forward contracts. These contracts can be used as a tool for both buyers and sellers. By forward contracting, producers can determine the price and location at which they will buy or sell their livestock in the future. Whether you just placed bottle calves and want to price out a selling price in 4 months, or placed backgrounded cattle on feed to be finished, Equity offers contracts on all weights and types of cattle. As producers have differences in production styles, feeding techniques, and delivery timeframes, Equity can create contracts specifically designed for your operation. Contact us to learn more about how we can aid you in the marketing of your livestock.



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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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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
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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