

HIGH-IMPACT GENETICS



Keys Monument 234A is a very well-made, well-balanced, good-headed Salers bull that really stamps his calves with a great look and powerful performance and milk EPDs. His dam is double bred to the Angus bull, New Design 0028, perennial winner of the Midland bull test. His sons sell March 9.



Key's Bonfire 97B, son of Direct Fire, is a powerfully attractive meat machine with an ADG of 4.2#/day with a 16.5 REA, 115 REA Index and 6.35 IMF, 161 IMF Index. He puts it all together with an 80# BW and 1345# YW. A terrific set of Direct Fire sons sell March 9. 13 of our top 15 bulls on the Igenity Production Index are sons of Direct Fire.



Keys All State, a proven calving-ease sire, has produced some of our top-selling bulls each year since he topped our sale for \$25,000 to Nathan Suttles of Illinois as a yearling. His offspring have been registered by breeders across the United States and he's still one of the breed's leading AI sires. His sons have style, performance, calving ease and awesome good looks. They sell on March 9 in Rugby.

Mainstreet, our Canadian-bred Rolling D Classic son, has consistently sired some of our top performance bulls - big bodied and beefy. He's a TT for Leptin. His daughter, Miss Key Fame 142C, was just named Grand Champion Charolais Female at the Kentucky State Fair, over 110 entries in that show! His sons sell again in Rugby, North Dakota, on March 9, 2017.

Plan to attend ...

**39th Annual
Effertz Key Ranch Bull Sale
Thursday, March 9, 2017,
Rugby Livestock, Rugby, ND**

125 Charolais and Salers Bulls



Gerald Effertz & Family
P.O. Box 640 • Velva, ND 58790-0640
www.effertzkeyranch.com • ekrinc@srt.com

Kevin (701) 338-2980 • Roger (701) 728-6459
Neil (701) 223-5202 • Bryan Dean (701) 624-5104