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[www.effertzkeyranch.com](http://www.effertzkeyranch.com)

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Effertz Key Ranch  
41st Annual Bull Sale  
**Thursday, March 14, 2019**

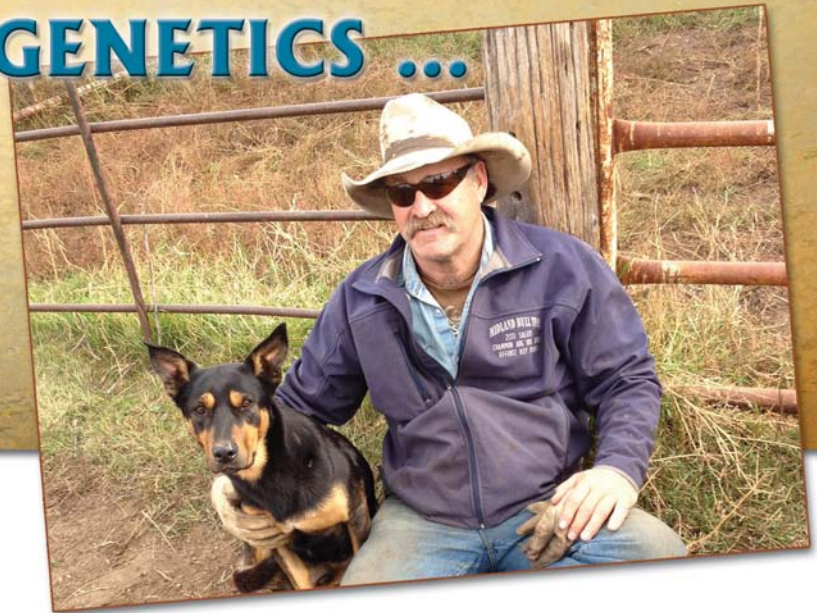
1 p.m. CST  
Rugby Livestock, Rugby, ND  
Auctioneer: Jered Shipman

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**Offering 123 Bulls**  
**72 Charolais & 51 Salers Optimizers**



# HIGH-IMPACT GENETICS ...



## *Welcome to our 41st Annual Bull Sale.*

We've had our Charolais cattle since 1959, and we have been breeding our Salers since 1983. Here at Effertz Key Ranch, we are always working on genetics that will make this business more profitable. We are trying to offer healthy, sound bulls that have been tested and measured to show the differences in their potential. These bulls were weaned off of what I would call average grass with no creep, but when these genetics get to the bunk, they really gain which tells me the performance is bred into these bulls.

The offering includes 72 Charolais bulls, some of which carry a buckskin gene and even though are purebred Charolais, they may have different shades of red hide. Some of these red-hided bulls will throw black hide on black cows.

The Salers offering includes 51 bulls, both red and black hides. They include different percentages of Angus and Salers. There are a few carrying a percentage of Charolais. These bulls will be weighed at the completion of the test and will be ultrasounded for loin eye and marbling. These measurements will be incorporated into our exclusive profit index which does a good job of sorting the bulls. This data will be available on our website [www.effertzkeyranch.com](http://www.effertzkeyranch.com) in mid February.

Video of the sale cattle will be on the website [www.effertzkeyranch.com](http://www.effertzkeyranch.com).

Research from Dr. David Lalman, Oklahoma State University, shows that heterosis increases production 20 - 25% per cow. More than half of this effect is dependent on the use of crossbred cows. Our bulls fit into this scenario very well. Our Salers Optimizers will help you build an excellent, crossbred cowherd. Use our

Charolais bulls on your crossbred cows as a terminal sire to boost heterosis.

We know you are busy this time of year and that this winter has been particularly challenging. We welcome you to come by and take a look at the bulls at our north ranch or study the videos on our website before the sale. If you can't make it to Rugby Livestock on sale day, call us to discuss the bull options that will fit your cows, even if you plan to bid online with [liveauctions.tv](http://liveauctions.tv). If you have any problems, feel free to call one of us on our cell phones:

Roger: 701-720-1156

Kevin: 701-720-1363

Neil: 701-471-0153

We will be happy to help you with trucking arrangements after the sale.

I feel good about this industry and we look forward to doing business with new and old friends on March 14.

If you have any questions, give any of us at EKR a call.

*Roger Effertz and the EKR Crew*



# 41st Annual Bull Sale

## Thursday, March 14, 2019

Rugby Livestock • Rugby, ND • 1 p.m. CDT



### *Selling 123 Charolais & Optimizer Bulls*

72 Charolais Bulls ..... pages 2 – 17  
51 Salers Optimizer Bulls ..... pages 18 – 26

#### **Sale Day Phones:**

Neil Effertz (cell)..... 701-471-0153  
Roger Effertz (cell)..... 701-720-1156  
Kevin Effertz (cell)..... 701-720-1363

#### **Auctioneer:**

Jered Shipman..... 806-983-7226

#### **Join Us!**

The bulls will be penned and ready to look at Wednesday, March 13.

Join us for lunch before the sale.

#### **Directions to Sale Site:**

Rugby Livestock..... 701-776-6393  
Rugby Livestock Auction, 2818 Hwy 2 West, Rugby, ND 58368

#### **Special Representatives:**

Colt Keffer, Charolais Journal..... 765-376-8784  
Dean Pike, American Salers..... 303-810-7605  
Kris Petersen, Special Assignment..... 701-339-0305  
Kirby Goetsch, Farm & Ranch Guide..... 605-226-8925  
Tony Heins, Cattle Business Weekly..... 701-400-4435  
Scott Ressler, North Dakota Stockman ..... 701-391-7310

#### **Area Motel:**

Cobblestone Inn ..... 701-881-3000  
402 Highway 2 East, Rugby ND 58368

#### **Our Exclusive Profit Index:**

Designed by NDSU research specialists, our profit index is a combined index of a terminal cross sire's value in a retained ownership scenario and predicts carcass yield, feedlot gain and final carcass weight, the most economically significant criteria for profit.

The profit index will be listed on the supplement sheet which will be on our website [www.effertzkeyranch.com](http://www.effertzkeyranch.com) in late February.



Gerald Effertz Family  
P.O. Box 640 • Velva, ND  
58790-0640

[ekrinc@srt.com](mailto:ekrinc@srt.com) • [www.effertzkeyranch.com](http://www.effertzkeyranch.com)

Kevin (701) 338-2980 • Roger (701) 728-6459

Neil (701) 223-5202

#### **Supplement Sheet:**

Yearling weights and performance, ultrasound information, scrotal measurements, profit index and any other changes and corrections to the sale catalog will be listed on the supplement sheet which will be on our website. Copies will be available at the sale.

#### **Registration Papers:**

Bulls are registered with the American International Charolais Association or the American Salers Association. Their registration numbers appear in the catalog.

#### **Insurance:**

Will be available at the settlement desk.

#### **Video:**

Video of individual bulls is on our website in late-February – check them out at [www.effertzkeyranch.com](http://www.effertzkeyranch.com).

#### **Herd Health:**

The sale cattle are up-to-date on the Effertz Key Ranch health program as follows: calves were vaccinated for IBR, BVD, Somnagen, 7-way, BRSV Syncial Virus, PI3 and treated with Dectomax. Our vet will be on hand to write interstate health certificates. Our cowherd is tested free of Johne's Disease.

#### **Trucking:**

Ask us about feeding and trucking arrangements.

#### **Guarantee:**

Effertz Key Ranch bulls sell fully guaranteed. Yearling bulls are guaranteed to pass a semen test at turnout time. Please refer to the terms and conditions on the inside back cover.

#### **Absentee Bidders:**

If you are unable to attend the sale, please contact Neil (701-471-0153), Roger (701-720-1156), Kevin (701-720-1363) or any of the special representatives to discuss the bulls and arrange to place a bid.

**VIEW/BID LIVE ON THE INTERNET:**

**LiveAuctions.TV**

To register and follow the auction in real time on the internet,  
log on to the website, <http://www.liveauctions.tv>  
For more information or support call 817-725-8595

For more information or assistance with liveauctions,  
call Mariah Miller 712-294-4731.



**Sale Manager**

**Auction Effertz, Ltd.**

Your Market Masters • NEIL & JAN EFFERTZ  
[effertz@bektel.com](mailto:effertz@bektel.com) • 17350 Hwy. 1804 N. • Bismarck, ND 58503  
Ph: 701-223-5202 • Cell: 701-471-0153

**A****OW MAXIMIZER 3041 PLD**

BIRTH DATE: 1/14/13 H/P/S: POLLED COLOR: WHITE REG. #: M827220  
 BW: 54 ADJ. WW: 710 ADJ. YW: 1284 REA: 17.3 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
-3.8	29	49	13	13.8	7.2	27

FC MAGIC WIND 0105 P  
 DC-OW MAXIMIZER 385 PLD  
 DC MISS JOSEY 0215 PLD

MC-OW SANDCREEK 375  
 OW MISS SANDCREEK Y46  
 OW MISS DESIGN W78 PLD

LT WYOMING WIND 4020 PLD  
 FUNKS MS HI MAGIC 704 P  
 SCV JOE MONTANA  
 PD MISS SENTINEL 5323 PLD

HOODOO SANDCREEK 9008  
 MC HANNA 904  
 DA NEW DESIGN 104 P ET  
 OW MISS MAC 1029 ET

Maximizer is our impressive herdsire with tremendous calving ease whose calves are truly on the mark. Both heifer and bull calves come easy, have excellent growth and a terrific look. Great numbers and a TT for Leptin. Co-owned with Cardinal Charolais.

**Ref. Sire A****1****KEYS MAXIMIZER 12F****M913432**

BW	WW	YW	Milk	CE	MCE	MTNL
-0.7	32	57	10	8	6.7	26

BD: 2/13/18

H/P/S: HORNED

COLOR: WHITE

BW: 76

ADJ. WW: 736

LEPTIN: TT

DC-OW MAXIMIZER 385 PLD  
 OW MAXIMIZER 3041 PLD  
 OW MISS SANDCREEK Y46

KEYS ZERXES 38B  
 MISS KEY KAREL 198D  
 MISS KEY KAREL 68A

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

CEDARDALE ZERXES 116Z  
 MISS KEY FIRE 25W  
 KEYS JAXSON 200Y ET  
 MISS KEY KAREL 125X

Out of a first calf heifer, with a light birth weight, gaining over 4 lbs. for ADG. The pedigree is bred for calving ease with excellent muscle expression.

**Lot 1****2****KEYS MAXIMIZER 22F****M913456**

BW	WW	YW	Milk	CE	MCE	MTNL
1.0	39	65	10	5	5.0	30

BD: 2/17/18

H/P/S: HORNED

COLOR: WHITE

BW: 88

ADJ. WW: 782

LEPTIN: TT

DC-OW MAXIMIZER 385 PLD  
 OW MAXIMIZER 3041 PLD  
 OW MISS SANDCREEK Y46

KEYS ZERXES 38B  
 MISS KEY DEE 69D  
 MISS KEY DEE 107A

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

CEDARDALE ZERXES 116Z  
 MISS KEY FIRE 25W  
 KEYS JAXSON 200Y ET  
 MISS KEY DEE 42X

Full of style and muscle, a 3/4 brother to Lot 1. These bulls are out of first calf heifers, gaining over 4 lbs. a day, a proven mating of Maximizer and Zerxes.

**3****KEYS MAXIMIZER 27F****M913468**

BW	WW	YW	Milk	CE	MCE	MTNL
1.0	43	66	12	5	5.0	33

BD: 2/17/18

H/P/S: HORNED

COLOR: WHITE

BW: 88

ADJ. WW: 837

LEPTIN: CT

DC-OW MAXIMIZER 385 PLD  
 OW MAXIMIZER 3041 PLD  
 OW MISS SANDCREEK Y46

KEYS BENTLEY 134B  
 MISS KEY FAME 93D  
 MISS KEY FAME 1X

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

KEYS JAXSON 200Y ET  
 MISS KEY LEANNE 32W  
 KEYS DUKE 118M  
 MISS KEY FAME 61U

A Maximizer out of a first calf heifer, light birth and excellent EPDs.

**2**

\*Yearling weights, final performance, profit index, ultrasound and scrotal measurement will be available in late February.

**B****KEYS COWBOY 15C**

BIRTH DATE: 2/12/15 H/P/S: POLLED COLOR: WHITE REG. #: M864855  
 BW: 84 ADJ. WW: 844 ADJ. YW: 1377 REA: 14.9 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
-2.8	36	66	13	12.3	6.9	33

DC-OW MAXIMIZER 385PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

KEYS JAXSON 200Y ET  
**MISS KEY DEE 107A**  
 MISS KEY DEE 42X

SCR BRONCO 9026  
 MISS KEY DENISE 355M  
 KEYS UNO 231U  
 MISS KEY DEE 45U

*His calves look great with tremendous length of body and they come easy. He is good footed and so are his calves. His daughters should be terrific, he is out of a super cow.*



Ref. Sire B

**4****KEYS COWBOY 123F**

M913428

BW	WW	YW	Milk	CE	MCE	MTNL
0.2	34	58	6	7	9.0	23

BD: 3/12/18 H/P/S: HORNED COLOR: WHITE BW: 88 ADJ. WW: 814  
 LEPTIN: TT

OW MAXIMIZER 3041 PLD  
**KEYS COWBOY 15C**  
 MISS KEY DEE 107A

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS JAXSON 200Y ET  
 MISS KEY DEE 42X

KEYS SPECIALIST 18U  
**MISS KEY SUPREME 8Z**  
 MISS KEY SUPREME 191T

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 KEYS NEW CHOICE 23P  
 MISS KEY SUPREME 163R

*A nice straight-made Cowboy son out of an excellent milking daughter of Specialist. This calf is solid made, sound footed, weaned off at 825 lbs. actual, and has a 4.18 ADG on his 104-day test weight with a WDA of 4.04.*



Lot 4

**5****KEYS COWBOY 129F**

M913431

BW	WW	YW	Milk	CE	MCE	MTNL
-1.3	25	41	6	9	6.9	18

BD: 3/13/18 H/P/S: HORNED COLOR: WHITE BW: 78 ADJ. WW: 699  
 LEPTIN: CT

OW MAXIMIZER 3041 PLD  
**KEYS COWBOY 15C**  
 MISS KEY DEE 107A

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS JAXSON 200Y ET  
 MISS KEY DEE 42X

CARDINALS LAD K605P  
**MISS KEY RAVE 59Y**  
 MISS KEY RAVE 88U

CARDINALS SMOKE B159P  
 CARDINALS LADY B177P  
 KEYS TEN-ACIOUS 166S  
 MISS KEY RAVE 142M

*Here's a low birth weight son of Cowboy that, just like his sire, is stamped with style, balance, and correctness. The Cowboy offspring are noted for sound structure, good feet and longevity.*

**6****KEYS COWBOY 150F**

M913437

BW	WW	YW	Milk	CE	MCE	MTNL
-0.5	31	59	10	8	7.4	26

BD: 3/18/18 H/P/S: SCURRED COLOR: WHITE BW: 82 ADJ. WW: 780  
 LEPTIN: CT

OW MAXIMIZER 3041 PLD  
**KEYS COWBOY 15C**  
 MISS KEY DEE 107A

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS JAXSON 200Y ET  
 MISS KEY DEE 42X

CEDARDALE ZERXES 116Z  
**MISS KEY MAYBELLINE 137B**  
 MISS KEY MAYBELLINE 84Y

CEDARDALE WINCHESTER 70W  
 CEDARDALE MISS 57U  
 SCR BRONCO 9026  
 MISS KEY MAYBELLINE 236R

*A moderate framed bull with a modest 82 lb. birth weight, he's deep bodied, well muscled, and backed by a heavy milking, highly maternal dam.*

**7****KEYS COWBOY 162F**

M913439

BW	WW	YW	Milk	CE	MCE	MTNL
-2.0	20	41	18	12	10.6	29

BD: 3/20/18 H/P/S: HORNED COLOR: WHITE BW: 80 ADJ. WW: 755  
 LEPTIN: TT

OW MAXIMIZER 3041 PLD  
**KEYS COWBOY 15C**  
 MISS KEY DEE 107A

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS JAXSON 200Y ET  
 MISS KEY DEE 42X

CARDINALS LAD K566P  
**MISS KEY LEANNE 2Y**  
 MISS KEY LEANNE 32W

CARDINALS SLEEP EZ  
 CARDINALS LADY C445 P  
 EC BRONSON 204 POLLED  
 MISS KEY LEANNE 79N

*Low birth and a minus birth weight EPD with a +18 for milk topped off with both TT's for leptin, he's got it by the numbers and got it by his looks. A pedigree stacked with some highly prolific cows.*

**8****KEYS COWBOY 163F**

M913440

BW	WW	YW	Milk	CE	MCE	MTNL
-1.3	34	57	7	10	9.7	24

BD: 3/20/18 H/P/S: POLLED COLOR: WHITE BW: 78 ADJ. WW: 812  
 LEPTIN: TT

OW MAXIMIZER 3041 PLD  
**KEYS COWBOY 15C**  
 MISS KEY DEE 107A

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS JAXSON 200Y ET  
 MISS KEY DEE 42X

CEDARDALE ZERXES 116Z  
**MISS KEY LOTUS 131C**  
 MISS KEY LOTUS 26Y

CEDARDALE WINCHESTER 70W  
 CEDARDALE MISS 57U  
 KEYS TEN-ACIOUS 166S  
 MISS KEY LOTUS 208S

*If you're looking for a set of half brothers that are lighter birth weight but still carry the frame, length, and muscle to sire a set of uniform, growthy, eye appealing calves then these Cowboy sons should suit you just fine.*

Visit [www.effertzkeyranch.com](http://www.effertzkeyranch.com)

**C****CARDINALS LAD 6183P "HONDO"**

BIRTH DATE: 3/2/16 H/P/S: POLLED COLOR: WHITE REG. #: M887842  
 BW: 76 ADJ. WW: 733 ADJ. YW: 1250 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	12	56	7	9.6	12.9	23

SAMACUS 6131 PLD  
**CARDINALS HONDO 078 P**  
 CARDINALS LADY G178 P

LVB FOURTH AND OUT 1030  
**CARDINALS LADY 3137P**  
 CARDINALS LADY J387

SAMACUS 411P  
 IOWNA N131  
 MOORE'S LEGACY 117L  
 CARDINALS LADY 825

KEYS TEN-ACIOUS 166S  
 LVB MISS GRID MAKER L176  
 CARDINAL BONANZA PLD  
 CARDINALS LADY E957 P

Hondo is a long-bodied, well-muscled, smooth-made 76# birthweight bull. His calves are moderate framed, long and made right.

**Ref. Sire C****9****KEYS HONDO 45F****M913477**

BD: 2/22/18

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 778

LEPTIN: TT

CARDINALS HONDO 078 P  
**CARDINALS LAD 6183P**  
 CARDINALS LADY 3137P

KEYS JAXSON 200Y ET  
**MISS KEY SUPREME 9A**  
 MISS KEY SUPREME 141X

SAMACUS 6131 PLD  
 CARDINALS LADY G178 P  
 LVB FOURTH AND OUT 1030  
 CARDINALS LADY J387 P

SCR BRONCO 9026  
 MISS KEY DENISE 355M  
 KEYS SPECIALIST 18U  
 MISS KEY SUPREME 191T

This are our first sons of Cardinals Lad 6183 "Hondo" to sell. A little more moderate in frame size but still very excellent in their performance, the bull weaned off at 835 lbs. actual, gaining over 4 lbs./day on his 104-day test. He is smooth polled and has a super made, deep bodied, excellent uddered Jaxson sired mother. An excellent herdsire prospect.

**Lot 9****10****KEYS HONDO 47F****M913478**

BD: 2/22/18

H/P/S: POLLED

COLOR: WHITE

BW: 85

ADJ. WW: 768

LEPTIN: TT

CARDINALS HONDO 078 P  
**CARDINALS LAD 6183P**  
 CARDINALS LADY 3137P

OW MAXIMIZER 3041 PLD  
**MISS KEY VIRGINIA 123D**  
 MISS KEY VIRGINIA 141B

SAMACUS 6131 PLD  
 CARDINALS LADY G178 P  
 LVB FOURTH AND OUT 1030  
 CARDINALS LADY J387 P

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS SPECIALIST 18U  
 MISS KEY VIRGINIA 149T

Another well muscled, stout Hondo calf, smooth polled, TT for leptin, light birth weight, and out of a first calf Maximizer female. Put together a set of these Hondo bulls for uniformity and consistency.

**11****KEYS HONDO 55F****M913484**

BD: 2/24/18

H/P/S: POLLED

COLOR: WHITE

BW: 78

ADJ. WW: 731

LEPTIN: TT

CARDINALS HONDO 078 P  
**CARDINALS LAD 6183P**  
 CARDINALS LADY 3137P

OW MAXIMIZER 3041 PLD  
**MISS KEY WHITNEY 98D**  
 MISS KEY WHITNEY 62B

SAMACUS 6131 PLD  
 CARDINALS LADY G178 P  
 LVB FOURTH AND OUT 1030  
 CARDINALS LADY J387 P

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 CEDARDALE ZERXES 116Z  
 MISS KEY WHITNEY 26Z

Wide based and tremendously thick, out of a first calf heifer, a low birth weight of 78 lbs., calving ease bred in. TT for leptin.

**12****KEYS HONDO 88F****M913491**

BD: 3/2/18

H/P/S: POLLED

COLOR: WHITE

BW: 86

ADJ. WW: 787

LEPTIN: TT

CARDINALS HONDO 078 P  
**CARDINALS LAD 6183P**  
 CARDINALS LADY 3137P

KEYS ALL STATE 149X  
**MISS KEY LIPPI 36C**  
 MISS KEY LIPPI 99X

SAMACUS 6131 PLD  
 CARDINALS LADY G178 P  
 LVB FOURTH AND OUT 1030  
 CARDINALS LADY J387 P

KEYS SPECIALIST 18U  
 MISS KEY MEG 2T  
 KEYS UNO 231U  
 MISS KEY LIPPI 65U

A lighter birth weight son of Hondo, a TT for leptin.

**13****KEYS HONDO 94F****M913492**

BD: 3/4/18

H/P/S: POLLED

COLOR: WHITE

BW: 92

ADJ. WW: 772

LEPTIN: TT

CARDINALS HONDO 078 P  
**CARDINALS LAD 6183P**  
 CARDINALS LADY 3137P

KEYS JAXSON 200Y ET  
**MISS KEY LEANNE 91B**  
 MISS KEY LEANNE 110Y ET

SAMACUS 6131 PLD  
 CARDINALS LADY G178 P  
 LVB FOURTH AND OUT 1030  
 CARDINALS LADY J387 P

SCR BRONCO 9026  
 MISS KEY DENISE 355M  
 KEYS TEN-ACIOUS 166S  
 MISS KEY LEANNE 214S

A smooth made, long bodied son of Hondo that is bound to catch your eye. His mother is in our embryo transplant program and combines the genetics of Jaxson and Ten-Acious, a cross that has worked really well here at EKR.

**14 KEYS HONDO 120F** M913427

BW	WW	YW	Milk	CE	MCE	MTNL
3.6	39	70	3	4	9.7	23

BD: 3/12/18 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 733  
LEPTIN: TT

CARDINALS HONDO 078 P  
**CARDINALS LAD 6183P**  
CARDINALS LADY 3137P

KEYS PROGRESSIVE 170Z  
**MISS KEY TOREE 129D**  
MISS KEY TOREE 193U

[ SAMACUS 6131 PLD  
CARDINALS LADY G178 P  
LVB FOURTH AND OUT 1030  
CARDINALS LADY J387 P

[ KEYS CHARLES BRONSON 2U  
MISS KEY MEG 2T  
KEYS TEN-ACIOUS 166S  
MISS KEY TOREE 169M

We bought his sire from Cardinal Charolais to add a little different genetic make up but also carry the leptin gene. This bull is a TT for leptin and is well built and structurally sound.

**15 KEYS HONDO 183F** M913444

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	47	78	8	7	9.0	31

BD: 3/25/18 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 892  
LEPTIN: TT

CARDINALS HONDO 078 P  
**CARDINALS LAD 6183P**  
CARDINALS LADY 3137P

OW MAXIMIZER 3041 PLD  
**MISS KEY MAYBELLINE 113D**  
MISS KEY MAYBELLINE 192B

[ SAMACUS 6131 PLD  
CARDINALS LADY G178 P  
LVB FOURTH AND OUT 1030  
CARDINALS LADY J387 P

[ DC-OW MAXIMIZER 385PLD  
OW MISS SANDCREEK Y46  
KEYS PROGRESSIVE 170Z  
MISS KEY MAYBELLINE 143U

The youngest Hondo calf in the sale and out of a first calf heifer. He has been keeping up with all the older bulls demonstrated by his 4.09 ADG on the 104 day test period and a WDA of 4.01.

**16 KEYS FOREMAN 9F** M913467

BW	WW	YW	Milk	CE	MCE	MTNL
2.0	34	64	0	-3	3.8	17

BD: 2/12/18 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 814  
LEPTIN: CT

KEYS SPECIALIST 18U  
**KEYS ALL STATE 149X**  
MISS KEY MEG 2T

KEYS JAXSON 200Y ET  
**MISS KEY CHARZADA 108A**  
MISS KEY CHARZADA 14X

[ KEYS TEN-ACIOUS 166S  
MISS KEY KRISTEN 63K  
KEYS CHUMLEY 8R  
MISS KEY MEG 4R

[ SCR BRONCO 9026  
MISS KEY DENISE 355M  
VC BACK TO THE FUTURE  
MISS KEY CHARZADA 101U

An outstanding herdsire prospect, well muscled with lots of style. He weaned at 910 lbs. actual, had a January 18th weight of 1405 lbs., 4.76 ADG, and a WDA of 4.13. His mother is a super cow with an excellent udder and a proven producer of top end genetics, a surefire donor dam. Last years bull sold for \$6,000. Retaining 1/4 interest.



Lot 16

**17 KEYS STATESMAN 48F** M913480

BW	WW	YW	Milk	CE	MCE	MTNL
2.6	38	72	-5	-1	6.6	14

BD: 2/22/18 H/P/S: POLLED COLOR: WHITE BW: 98 ADJ. WW: 771  
LEPTIN: TT

KEYS ALL STATE 149X  
**KEYS STATESMAN 37C**  
MISS KEY FIRE 291S

KEYS TEN-ACIOUS 166S  
**MISS KEY ASSERTION 31Y**  
JLS ASSERTION 473 PLD

[ KEYS SPECIALIST 18U  
MISS KEY MEG 2T  
KEYS MARK IT 157M  
MISS KEYFIRE 427K

[ KEYS MC 279P  
MISS KEY MAYBELL 73N  
LT ASSERTION 1277 P  
JLS WIND 273 POLLED

Herd bull candidate for sure. One of the top gaining bulls at 5 lbs. ADG on his first 104 day test weight. Sired by the highly maternal All-State son, Keys Statesman 37C, he weaned off at 825 lbs. actual and is a TT for leptin. A maternal brother is doing an excellent job in the Bina Charolais herd at Lawton, ND.



Keys All State 149X, sire of Lot 16

**18 KEYS STATESMAN 65F** M913486

BW	WW	YW	Milk	CE	MCE	MTNL
1.3	35	67	1	2	6.9	18

BD: 2/26/18 H/P/S: HORNED COLOR: WHITE BW: 90 ADJ. WW: 804  
LEPTIN: CT

KEYS ALL STATE 149X  
**KEYS STATESMAN 37C**  
MISS KEY FIRE 291S

KEYS TEN-ACIOUS 166S  
**MISS KEY LEANNE 88Y ET**  
MISS KEY LEANNE 214S

[ KEYS SPECIALIST 18U  
MISS KEY MEG 2T  
KEYS MARK IT 157M  
MISS KEYFIRE 427K

[ KEYS MC 279P  
MISS KEY MAYBELL 73N  
CARDINALS LAD D693  
MISS KEY LEANNE 79N

Line breeding at its best, a son of Statesman, who is sired by All-State, who is a son of Specialist and Specialist is a son of Ten-Acious. This calf's mother is an ET daughter of Ten-Acious, predictability is bred in. He is long, square hipped, and weaned off at 860 lbs. actual.



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**D****KEY'S BALLYHOO 77D**

BIRTH DATE: 3/1/16 H/P/S: POLLED COLOR: WHITE REG. #: M880925  
 BW: 87 ADJ. WW: 760 ADJ. YW: 1462 REA: 15.07 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	37	79	0	4.7	6.6	18

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 POLLED  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

SCR BRONCO 9026  
**MISS KEY GORGEOUS 90Z**  
 MISS KEY GORGEOUS 24U

FC TURBO 756 P  
 SCR MS KINGDOM 122B  
 KEYS TEN-ACIOUS 166S  
 MISS KEY GORGEOUS 69L

*Ballyhoo is a rancher's delight, powerful, rugged, moderate birthweight herdsire whose high performance sons are deep and easy fleshing and whose daughters should milk well.*

**Ref. Sire D****19****KEYS BALLYHOO 2F****M913466**

BW	WW	YW	Milk	CE	MCE	MTNL
1.1	33	67	-2	4	8.2	15

BD: 2/7/18

H/P/S: POLLED

COLOR: WHITE

BW: 85

ADJ. WW: 776

LEPTIN: TT

KEYS PROGRESSIVE 170Z  
**KEYS BALLYHOO 77D**  
 MISS KEY GORGEOUS 90Z

KEYS CHARLES BRONSON 2U  
 MISS KEY MEG 2T  
 SCR BRONCO 9026  
 MISS KEY GORGEOUS 24U

KEYS SPECIALIST 18U  
**MISS KEY EVERMORE 146A**  
 MISS KEY EVERMORE 34U

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 KEYS TEN-ACIOUS 166S  
 MISS KEY EVERMORE 178N

*A deep, soggy, easy fleshing bull with a light birth weight, weaned at 880 lbs. actual and is a TT for leptin.*

**Lot 19****20****KEYS BALLYHOO 28F****M913471**

BW	WW	YW	Milk	CE	MCE	MTNL
-0.2	32	65	3	6	6.8	19

BD: 2/18/18

H/P/S: POLLED

COLOR: WHITE

BW: 82

ADJ. WW: 746

LEPTIN: TT

KEYS PROGRESSIVE 170Z  
**KEYS BALLYHOO 77D**  
 MISS KEY GORGEOUS 90Z

KEYS CHARLES BRONSON 2U  
 MISS KEY MEG 2T  
 SCR BRONCO 9026  
 MISS KEY GORGEOUS 24U

OW MAXIMIZER 3041 PLD  
**MISS KEY MEG 172C**  
 MISS KEY MEG 147A

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS WISHBONE 40Y  
 MISS KEY MEG 2T

*A deep bodied, easy doing Ballyhoo son that is gaining 4.09 ADG, with a light birth weight and a TT for leptin. His mother is a young outstanding producer, her last year's bull was our high seller at \$17,000 to Cardinal Charolais, Hillrose, CO.*

**Lot 20****21****KEYS BALLYHOO 71F****M913488**

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	34	69	-2	1	5.0	15

BD: 2/27/18

H/P/S: POLLED

COLOR: WHITE

BW: 91

ADJ. WW: 743

LEPTIN: TT

KEYS PROGRESSIVE 170Z  
**KEYS BALLYHOO 77D**  
 MISS KEY GORGEOUS 90Z

KEYS CHARLES BRONSON 2U  
 MISS KEY MEG 2T  
 SCR BRONCO 9026  
 MISS KEY GORGEOUS 24U

KAYR MAINSTREET 910A  
**MISS KEY HI GAL 85C**  
 MISS KEY HI GAL 35Z

ROLLING D CLASSIC 878U  
 KAYR MISS 910W  
 KEYS SPECIALIST 18U  
 MISS KEY HI GAL 180T

*A super nice made bull from our new herdsire "Ballyhoo". This bull is really nice fronted with a long clean neck, straight topped with a deep, well muscled hind quarter. TT for leptin.*

**Lot 21**

22

## KEYS BALLYHOO 81F

M913490

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	29	57	1	2	5.6	15

BD: 3/1/18

H/P/S: POLLED

COLOR: WHITE

BW: 88  
LEPTIN: TT

ADJ. WW: 748

KEYS PROGRESSIVE 170Z  
KEYS BALLYHOO 77D  
MISS KEY GORGEOUS 90Z

KAYR MAINSTREET 910A  
MISS KEY SUPREME 8C  
MISS KEY SUPREME 191T

KEYS CHARLES BRONSON 2U  
MISS KEY MEG 2T  
SCR BRONCO 9026  
MISS KEY GORGEOUS 24U

ROLLING D CLASSIC 878U  
KAYR MISS 910W  
KEYS NEW CHOICE 23P  
MISS KEY SUPREME 163R

A 4 pound plus gainer sired by Ballyhoo. The Ballyhoo genetics should add longevity, soundness, and performance. TT for leptin.

23

## KEYS BALLYHOO 115F

M913425

BW	WW	YW	Milk	CE	MCE	MTNL
3.0	41	78	0	-1	5.4	20

BD: 3/9/18

H/P/S: POLLED

COLOR: WHITE

BW: 95  
LEPTIN: TT

ADJ. WW: 774

KEYS PROGRESSIVE 170Z  
KEYS BALLYHOO 77D  
MISS KEY GORGEOUS 90Z

KEYS PROGRESSIVE 170Z  
MISS KEY DENISE 199C  
MISS KEY DENISE 159X

KEYS CHARLES BRONSON 2U  
MISS KEY MEG 2T  
SCR BRONCO 9026  
MISS KEY GORGEOUS 24U

KEYS CHARLES BRONSON 2U  
MISS KEY MEG 2T  
KEYS TEN-ACIOUS 166S  
MISS KEY DENISE 355M

A line bred son of Ballyhoo that's really wide based, thick topped, with plenty of muscle expression from front to rear and carries a 4.42 ADG on his 104 day test.

24

## KEYS BALLYHOO 127F

M913430

BW	WW	YW	Milk	CE	MCE	MTNL
1.9	35	69	0	1	3.8	18

BD: 3/13/18

H/P/S: POLLED

COLOR: WHITE

BW: 90  
LEPTIN: TT

ADJ. WW: 776

KEYS PROGRESSIVE 170Z  
KEYS BALLYHOO 77D  
MISS KEY GORGEOUS 90Z

KAYR MAINSTREET 910A  
MISS KEY NORA 88C  
MISS KEY NORA 94Z

KEYS CHARLES BRONSON 2U  
MISS KEY MEG 2T  
SCR BRONCO 9026  
MISS KEY GORGEOUS 24U

ROLLING D CLASSIC 878U  
KAYR MISS 910W  
KEYS FRONTLINE 106X  
MISS KEY NORA 32U

A long, clean made son of Ballyhoo that exhibits a lot of style and show ring look. His mother is an excellent uddered female out of Mainstreet.



25

## KEYS BALLYHOO 134F

M913434

BW	WW	YW	Milk	CE	MCE	MTNL
0.2	37	73	7	5	5.1	25

BD: 3/15/18

H/P/S: POLLED

COLOR: WHITE

BW: 84  
LEPTIN: TT

ADJ. WW: 871

KEYS PROGRESSIVE 170Z  
KEYS BALLYHOO 77D  
MISS KEY GORGEOUS 90Z

KEYS MAXWELL 68Z  
MISS KEY DALENNNA 232C ET  
MISS KEY DALENNNA 20M

KEYS CHARLES BRONSON 2U  
MISS KEY MEG 2T  
SCR BRONCO 9026  
MISS KEY GORGEOUS 24U

KEYS TEN-ACIOUS 166S  
MISS KEY LISA 54U  
KEYS DUKE 99K  
MISS KEY DALENNNA 355K

A light birth weight Ballyhoo with a 871 lb. weaning weight. His mother is a smaller framed cow that consistently weans calves above 60% of her body weight. He had a bit of footrot early on but is over it and coming on strong.



Alan and Monica's daughter, Morgan, a student at NDSU, made a visit to the ranch late last fall with her talented friend Elizabeth Neshem. Elizabeth took some great pictures that day and let us use them in the catalog, including the cover shot. Thank you!



E

**KEYS TENACIOUS 166S**
 BIRTH DATE: 3/10/06 H/P/S: POLLED COLOR: WHITE REG. #: M724532  
 BW: 88 ADJ. WW: 801 ADJ. YW: REA: LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
2.9	45	90	-7	2.7	9.8	15

 KEYS MCHENRY 24M  
**KEYS MCTENDER 279P**  
 KEYS ABE 70C

 KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 MR KEY ABRAHAM 23  
 MISS KEY HURDLER 119Z

 KEYS HANDYMAN PLD 255H  
**MISS KEY MAYBELL 73N**  
 LTC MAYBELL 539 PLD

 2UP PEUGEOT ET  
 MISS KEY STYLISH STAR 149E  
 EC BRONSON 204 POLLED  
 LTC MISS NORWOOD 895X

The Grand Master sire of long bodied, high performance cattle with exceptional feedlot growth, carcass values and tenderness. Be careful, these cattle will grow on you! His Terminal Sire Index of 230.73 is among the top in the breed.



Ref. Sire E

26

**KEYS TENACIOUS 53F**

M913481

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	31	52	1	2	8.2	16

BD: 2/24/18

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 735

LEPTIN: TT

 KEYS MC 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

 KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELL 539 PLD

 KEYS DUKE 118M  
**MISS KEY FAME 1X**  
 MISS KEY FAME 61U

 KEYS DUKE 99K  
 MISS KEY DANCER 348K  
 KEYS UNO 1S  
 MISS KEY FAME 191S

After many years of top notch commercial producers asking us if we still have any of those Ten-Acious sired bulls for sale, we decided to go back and AI a few cows that way. It just flat out seems to work no matter how old their sire is.

27

**KEYS TENACIOUS 63F**

M913485

BW	WW	YW	Milk	CE	MCE	MTNL
1.9	38	72	0	4	9.5	19

BD: 2/24/18

H/P/S: HORNED

COLOR: WHITE

BW: 88

ADJ. WW: 751

LEPTIN: TT

 KEYS MC 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

 KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELL 539 PLD

 KEYS SPECIALIST 18U  
**MISS KEY LEANNE 231Z**  
 MISS KEY LEANNE 214S

 KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 CARDINALS LAD D693  
 MISS KEY LEANNE 79N

A linebred Ten-Acious son, weaned off at 810 lbs. actual and gaining 4.33 lbs/day on the 104 day weight. TT for leptin.

28

**KEYS TENACIOUS 97F**

M913495

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	30	58	-2	2	9.5	13

BD: 3/4/18

H/P/S: POLLED

COLOR: WHITE

BW: 88

ADJ. WW: 743

LEPTIN: TT

 KEYS MC 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

 KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELL 539 PLD

 CEDARDALE ZERXES 116Z  
**MISS KEY BISKIT 60B**  
 MISS KEY BISKIT 56Z

 CEDARDALE WINCHESTER 70W  
 CEDARDALE MISS 57U  
 CARDINALS LAD K605P  
 MISS KEY BISKIT 42W

A smooth polled, nice headed son of Ten-Acious out of a Zerxes bred female that is not large in stature but produces bulls with excellent muscle expression from end to end. Gaining 4.38 on his 104 day test weight and is a TT for leptin.



Lot 28

29

**KEYS ADVANTAGE 141F**

M913435

BW	WW	YW	Milk	CE	MCE	MTNL
1.8	37	69	3	4	8.4	21

BD: 3/17/18

H/P/S: POLLED

COLOR: WHITE

BW: 84

ADJ. WW: 852

LEPTIN: CT

 KEYS MC 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

 KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELL 539 PLD

 CJC MASTER PLAN Y795 P  
**MISS KEY NINA 177B**  
 MISS KEY NINA 95U

 CJC MR PRESIDENT T122  
 CJC MS HEISMAN M781  
 WCR SIR FA MAC 2244  
 MISS KEY NINA 225H

Keys Advantage is an outstanding son of Ten-Acious. His mother carries an outcross pedigree for us, is well made, nicely uddered and produced a \$13,000 bull in our sale two years ago. This calf weaned off at 830 lbs. actual and has got the style, muscle, and the look of a great up and coming herdsire. Retaining 1/4 interest.



Lot 29

30

## KEYS TENACIOUS 112F

M913422

BW	WW	YW	Milk	CE	MCE	MTNL
2.7	33	62	5	1	6.7	21

BD: 3/8/18

H/P/S: HORNE

COLOR: WHITE

BW: 90

ADJ. WW: 736

LEPTIN:

KEYS MC 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

[ KEYS MCHENRY 24M  
 [ KEYS ABE 70C  
 [ KEYS HANDYMAN PLD 255H  
 [ LTC MAYBELL 539 PLD

2UP PEUGEOT ET  
**MISS KEY DALENN 33Z**  
 MISS KEY DALENN 20M

[ 2UP LIMITED EDITION 147  
 [ PALGROVE ESTELLA 14PKJ124E  
 [ KEYS DUKE 99K  
 [ MISS KEY DALENN 355K

We lost this calf's mother early last spring and he sort of made it on his own, but since weaning the genetics of Ten-Acious on the top and Peugeot on the bottom took hold and he exploded with a 4.72 ADG on his 104 day test.



31

## KEYS PROGRESSIVE 117F

M913423

BW	WW	YW	Milk	CE	MCE	MTNL
2.9	41	72	-1	1	6.5	20

BD: 3/10/18

H/P/S: POLLED

COLOR: WHITE

BW: 94

ADJ. WW: 789

LEPTIN: TT

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

[ EC BRONSON 204 POLLED  
 [ MISS KEY LACE 42L  
 [ KEYS CHUMLEY 8R  
 [ MISS KEY MEG 4R

KEYS TEN-ACIOUS 166S  
**MISS KEY BISKIT 101B ET**  
 MISS KEY BISKIT 108S

[ KEYS MC 279P  
 [ MISS KEY MAYBELL 73N  
 [ CEDER SPRINT 901-Y  
 [ MISS KEY BISKIT 177L

Here's a full brother to our last years lead off bull in our Denver pen of three. A real growthy son of Progressive out of an outstanding ET daughter of Ten-Acious.



Keys Progressive, sire of Lots 31-33

32

## KEYS PROGRESSIVE 155F

M913438

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	39	64	5	1	5.5	24

BD: 3/18/18

H/P/S: POLLED

COLOR: WHITE

BW: 96

ADJ. WW: 843

LEPTIN: CT

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

[ EC BRONSON 204 POLLED  
 [ MISS KEY LACE 42L  
 [ KEYS CHUMLEY 8R  
 [ MISS KEY MEG 4R

HBR EQUALIZER 940 P ET  
**BC MISS EQUALIZER 605**  
 BC MISS GODFATHER 413

[ VCR SIR DUKE 914 PLD  
 [ VCR MISS MAC IV 902 PLD  
 [ WPLB GODFATHER 23H  
 [ BC MISS SIMBA 621

Thick, wide based and stout, with structural correctness and muscle pattern, out of an older and proven dam. He had an 843 lb. weaning weight.

33

## KEYS PROGRESSIVE 184F

M913445

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	39	62	-4	1	4.3	15

BD: 3/25/18

H/P/S: POLLED

COLOR: WHITE

BW: 96

ADJ. WW: 756

LEPTIN: TT

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

[ EC BRONSON 204 POLLED  
 [ MISS KEY LACE 42L  
 [ KEYS CHUMLEY 8R  
 [ MISS KEY MEG 4R

KEYS UNO 1S  
**MISS KEY KAY 161W**  
 MISS KEY KAY 203R

[ KEYS MCHENRY 24M  
 [ CARDINALS LADY D781P  
 [ CARDINALS LAD D693  
 [ MISS KEY KAY 83M

We no longer have his sire Progressive due to injury but here's one to take note of, he's smooth polled, carries a deep full muscled rear quarter, excellent spring and depth of rib, and out of an older but proven cow that's had many top bulls in our previous sales.



2UP Peugeot, sire of Lot 34

34

## KEYS PEUGEOT 105F

M913420

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	34	55	-1	0	6.9	16

BD: 3/7/18

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 711

LEPTIN: CT

2UP LIMITED EDITION 147  
**2UP PEUGEOT ET**  
 PALGROVE ESTELLA 14PKJ124E

[ SILVERSTREAMBONECRUSHER  
 [ KAYLAHP75KDP75D(P)  
 [ BCJ PETER PATRIATION  
 [ PALGROVE ESTELLA 7PKE101D

CSS SIR JR NAVIGATOR 75Y  
**MISS KEY MEG 245A**  
 MISS KEY MEG 2T

[ CSS SIR NAVIGATOR 37T  
 [ CSS LADY RAIN 18R  
 [ KEYS CHUMLEY 8R  
 [ MISS KEY MEG 4R

Here he is, the only son of Peugeot, our foundation sire that just about every cow in our herd will trace back to. This calf has got the look and structure as well as muscle pattern to grab your attention, plus a performance packed gain of 4.07 lbs. of ADG on his 104 day test.

Visit [www.effertzkeyranch.com](http://www.effertzkeyranch.com)

## 35 KEYS FORTUNE HUNTER 24F M913463

BW	WW	YW	Milk	CE	MCE	MTNL
2.9	32	61	10	0	5.4	27

BD: 2/17/18

H/P/S: POLLED

COLOR: WHITE

BW: 92  
LEPTIN: CT

ADJ. WW: 781

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
MISS KEY DENISE 355M

FC TURBO 756 P  
SCR MS KINGDOM 1228  
2UP PEUGEOT ET  
MISS KEYS DENISE 48D PLD

KEYS TEN-ACIOUS 166S  
**MISS KEY VIRGINIA 41A**  
MISS KEY VIRGINIA 149T

KEYS MC 279P  
MISS KEY MAYBELL 73N  
KEYS PIRATE 183P  
MISS KEY VIRGINIA 270M

Keys Fortune Hunter, if you're hunting for your next herdsire, fortunately you're in luck. Balance, style, and performance all wrapped up in a show type design, with an outcross pedigree, 855 lb. actual weaning weight, and balanced EPDs. Retaining 1/4 interest.



Lot 35

## 36 KEYS FRONTIER 29F M913470

BW	WW	YW	Milk	CE	MCE	MTNL
3.0	33	65	15	0	3.6	31

BD: 2/18/18

H/P/S: POLLED

COLOR: WHITE

BW: 95  
LEPTIN: CT

ADJ. WW: 843

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
MISS KEY DENISE 355M

FC TURBO 756 P  
SCR MS KINGDOM 1228  
2UP PEUGEOT ET  
MISS KEYS DENISE 48D PLD

KEYS FRONTLINE 106X  
**MISS KEY NORA 94Z**  
MISS KEY NORA 32U

CF FRONTLINE 124I ET  
MISS KEY MAYBELL 73N  
KEYS UNO 1S  
MISS KEY NORA 18S

Herd bull alert! With a 930 lb. actual weaning weight, outstanding length and muscle expression, he's an exciting prospect. A terrific mother with excellent EPDs, her previous sons have brought \$6,000 and \$8,000 in our last two sales. Retaining 1/4 interest.



Lot 36

## 37 KEYS JAXSON 10F M913426

BW	WW	YW	Milk	CE	MCE	MTNL
1.1	26	58	12	5	7.9	25

BD: 2/13/18

H/P/S: HORNED

COLOR: WHITE

BW: 85  
LEPTIN: TT

ADJ. WW: 756

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
MISS KEY DENISE 355M

FC TURBO 756 P  
SCR MS KINGDOM 1228  
2UP PEUGEOT ET  
MISS KEYS DENISE 48D PLD

KEYS TEN-ACIOUS 166S  
**MISS KEY FIRE 100A**  
MISS KEY FIRE 291S

KEYS MC 279P  
MISS KEY MAYBELL 73N  
KEYS MARK IT 157M  
MISS KEYFIRE 427K

This bull has length and performance, highlights of the Jaxson progeny, gaining over 4 lbs/day with a weaning weight of 840 lbs. actual. His mother is a top producer year after year, her bull in the 2017 sale brought \$8,500.

## 38 KEYS JAXSON 36F M913474

BW	WW	YW	Milk	CE	MCE	MTNL
3.8	34	68	10	-3	5.0	26

BD: 2/20/18

H/P/S: POLLED

COLOR: WHITE

BW: 98  
LEPTIN: TT

ADJ. WW: 733

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
MISS KEY DENISE 355M

FC TURBO 756 P  
SCR MS KINGDOM 1228  
2UP PEUGEOT ET  
MISS KEYS DENISE 48D PLD

KEYS TEN-ACIOUS 166S  
**MISS KEY GIRL 117A**  
MISS KEY GIRL 36P

KEYS MC 279P  
MISS KEY MAYBELL 73N  
KEYS MARK IT 157M  
MISS KEY GIRL 82M

A Jaxson son out of a Ten-Acious cow, this cross works really well. We have a very limited supply of Jaxson semen left and the bull is no longer around so grab hold and take one home before its too late.



Keys McHenry 24M, sire of Lot 39

## 39 KEYS MCHENRY 25F M913464

BW	WW	YW	Milk	CE	MCE	MTNL
2.7	30	52	4	0	8.1	19

BD: 2/17/18

H/P/S: POLLED

COLOR: WHITE

BW: 95  
LEPTIN: TT

ADJ. WW: 677

KEYS HANDYMAN PLD 255H  
**KEYS MCHENRY 24M**  
MISS KEY DIANA 102G PL

2UP PEUGEOT ET  
MS KEY STYLISH STAR 149E  
KEYS SKYFIRE 101E PLD  
KEYS MISS DIANA MAC 25D

CARDINALS LAD K605P  
**MISS KEY RHIANNA 98Y**  
MISS KEY RHIANNA 55U

CARDINALS SMOKE B159P  
CARDINALS LADY B177P  
KEYS TEN-ACIOUS 166S  
MISS KEY RHIANNA 164R ET

Length, muscle pattern, and design are all attributes of this no miss herd bull out of one of the elite foundation herdsires in our herd, Keys McHenry. Even though his sire dates back a few years this calf is as modern as they come. A TT for leptin and gaining 4.49 lbs. on his 104 day test.

40

**KEYS GRIDMAKER 38F ET** Pending

BW	WW	YW	Milk	CE	MCE	MTNL
1.9	31	63	18	6	6.7	34

BD: 2/20/18

H/P/S: POLLED

COLOR: WHITE

BW: 82  
LEPTIN: CC

ADJ. WW: 724

WCR SIR TRADITION 066  
**M6 GRID MAKER 104 PET**  
VCR MISS MAC IV 317

ABC WIENKS TRADITION  
IDEAL 809 45 OF 25  
WCR SIR FA MAC 2244  
VCR MISS DUCHESS 113 PLD

DOUBLE-H CASH 414P ET  
**M6 MS CASH 691**  
GP E46 MS SILVERBOEN 04ET

LT RIO BLANCO 1234 P  
JWK MIRANDA F208ET  
LHD CIGAR E46  
CJC MS SILVERBOE D1253

A well made embryo calf out of Gridmaker. We purchased a few embryos from the M6 Dispersal resulting in this calf. Light birth, excellent EPDs, and smooth polled. He should work really well on first calf heifers.

**M6 Gridmaker, sire of Lots 40-43**

41

**KEYS GRIDMAKER 95F** M913494

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	30	57	9	3	5.7	24

BD: 3/4/18

H/P/S: HORNED

COLOR: WHITE

BW: 92  
LEPTIN: CT

ADJ. WW: 770

WCR SIR TRADITION 066  
**M6 GRID MAKER 104 PET**  
VCR MISS MAC IV 317

WCR SIR TRADITION 4402  
IDEAL 809 45 OF 25  
WCR SIR FA MAC 2244  
VCR MISS DUCHESS 113 PLD

KEYS TEN-ACIOUS 166S  
**MISS KEY RHIANNA 55U**  
MISS KEY RHIANNA 164R ET

KEYS MC 279P  
MISS KEY MAYBELL 73N  
AMOUR DE PARIS  
MISS KEY DISTANCE 32E

A solid made Gridmaker son with good numbers to boot, 805 lb. actual weaning weight and a 4.47 ADG on his 104 day test. The Gridmaker and Ten-Acious cross works really well for performance, muscle design and structural correctness.

42

**KEYS GRIDMAKER 101F** M913417

BW	WW	YW	Milk	CE	MCE	MTNL
1.5	28	54	15	4	5.1	30

BD: 3/6/18

H/P/S: POLLED

COLOR: WHITE

BW: 90  
LEPTIN: CC

ADJ. WW: 772

WCR SIR TRADITION 066  
**M6 GRID MAKER 104 PET**  
VCR MISS MAC IV 317

WCR SIR TRADITION 4402  
IDEAL 809 45 OF 25  
WCR SIR FA MAC 2244  
VCR MISS DUCHESS 113 PLD

KEYS UNO 1S  
**MISS KEY BISKIT 42W**  
MISS KEY BISKIT 26T

KEYS MCHENRY 24M  
CARDINALS LADY D781P  
KEYS RAVEN 205D PLD ET  
MISS KEY BISKIT 412H

A smooth polled son of Gridmaker with an ADG of 4.33 on his 104 day test weight. Length weighs and this guy has got the length, he's very sound in his structure and exhibits plenty of muscle to boot.

43

**KEYS GRIDMAKER 132F** M913433

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	39	71	7	2	4.8	27

BD: 3/14/18

H/P/S: POLLED

COLOR: WHITE

BW: 90  
LEPTIN: CT

ADJ. WW: 805

WCR SIR TRADITION 066  
**M6 GRID MAKER 104 PET**  
VCR MISS MAC IV 317

WCR SIR TRADITION 4402  
IDEAL 809 45 OF 25  
WCR SIR FA MAC 2244  
VCR MISS DUCHESS 113 PLD

KEYS WISHBONE 40Y  
**MISS KEY MEG 147A**  
MISS KEY MEG 2T

KEYS SPECIALIST 18U  
MISS KEY BISKIT 108S  
KEYS CHUMLEY 8R  
MISS KEY MEG 4R

One of the top Gridmakers in the sale. With a limited supply of semen we used Gridmaker on some of our elite females. This calf is bred for big things to come. He's got an excellent highly maternal mother and outstanding performance with a 805 lb. weaning weight, 4.32 lb. ADG and 4.05 WDA. Retaining 1/4 interest.

44

**KEYS ZEAL 70F** M913487

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	36	67	6	2	4.5	24

BD: 2/26/18

H/P/S: POLLED

COLOR: WHITE

BW: 96  
LEPTIN: TT

ADJ. WW: 841

CEDARDALE TYRANT 31T  
**CEDARDALE ZEAL 125Z**  
CEDARDALE MISS 64T

DBAR SURVIVOR 220M  
CEDARDALE MEMORABLE 19M  
HFCC CALYPSO 1N  
CEDARDALE PROSPECT 5P

KEYS FRONTLINE 106X  
**MISS KEY KAI 70Z**  
MISS KEY KAI 114M

CF FRONTLINE 124I ET  
MISS KEY MAYBELL 73N  
KEYS DUKE 99K  
MISS KEY KAI 290K

New genetics here. The Zeal bull is quite popular in Canada and this calf is an testimony to his popularity, thick, easy doing bull that will add pounds to your next calf crop, he had an actual weaning weight of 865 lbs.

45

**KEYS ZEAL 99F** M913496

BW	WW	YW	Milk	CE	MCE	MTNL
4.3	38	66	9	-2	5.7	28

BD: 3/5/18

H/P/S: SCURRED

COLOR: WHITE

BW: 95  
LEPTIN: TT

ADJ. WW: 826

CEDARDALE TYRANT 31T  
**CEDARDALE ZEAL 125Z**  
CEDARDALE MISS 64T

DBAR SURVIVOR 220M  
CEDARDALE MEMORABLE 19M  
HFCC CALYPSO 1N  
CEDARDALE PROSPECT 5P

KEYS DUKE 118M  
**MISS KEY JAIME 16Y**  
MISS KEY JAIME 79W

KEYS DUKE 99K  
MISS KEY DANCER 348K  
EC BRONSON 204 POLLED  
MISS KEY JAIME 99S

A Zeal son here that gives us some sound outcross genetics that combine TT for the leptin gene with style, muscle and performance, weaned off at 860 lbs. actual.

**Cedardale Zeal, sire of Lot 45**

## F KAYR MAINSTREET 910A

BIRTH DATE: 1/23/13 H/P/S: POLLED COLOR: WHITE REG. #: M846238  
LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
2.6	35	65	-2	-1.7	-0.8	16

HTA PURSUIT 646S  
ROLLING D CLASSIC 878U  
ROLLING D PRETTY BABE 27P

HEJ RIPPER 66P  
HTA SARA 212M  
MVX COUGARHILL HANK 720G  
SNOWPOINT POL UNL 25L

RGP REAL ESTATE 129R  
KAYR MISS 910W  
KAYR MISS 514R

SVY FREEDOM PLD 307N  
RGP LAUREL 129L  
KEYS POLLED COMPASS  
KAY-R MISS PEUGEOT 523U

This powerful, deep ribbed, deep quartered Canadian bred herdsire is really long with a quiet disposition. He consistently sires some of our top performance bulls – big bodied and beefy. He's a TT for Leptin. He sires outstanding females.



Ref. Sire F

## 46 KEYS MAINTAINER 39F

M913476

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	36	64	-1	1	2.8	17

BD: 2/20/18 H/P/S: POLLED COLOR: WHITE

BW: 86  
LEPTIN: TT  
ADJ. WW: 761

ROLLING D CLASSIC 878U  
KAYR MAINSTREET 910A  
KAYR MISS 910W

HTA PURSUIT 646S  
ROLLING D PRETTY BABE 27P  
RGP REAL ESTATE 129R  
KAYR MISS 514R

KEYS TEN-ACIOUS 166S  
MISS KEY LADY 40Z  
MISS KEY LADY 148W

KEYS MC 279P  
MISS KEY MAYBELL 73N  
KEYS PIRATE 183P  
CARDINALS LADY D781P

Full brother to Streetsmart that sold in our 2017 sale to Cardinal Charolais, Hillrose, CO. Just like his brother, this bull has an excellent, quiet disposition. Like all the Mainstreet calves, he exhibits that exceptional length of spine and a deep, well muscled quarter. TT for leptin.



Lot 46

## 47 KEYS MAINSTREET 180F

M913443

BW	WW	YW	Milk	CE	MCE	MTNL
2.4	38	72	-2	0	4.9	17

BD: 3/25/18 H/P/S: POLLED COLOR: WHITE

BW: 85  
LEPTIN: TT  
ADJ. WW: 851

ROLLING D CLASSIC 878U  
KAYR MAINSTREET 910A  
KAYR MISS 910W

HTA PURSUIT 646S  
ROLLING D PRETTY BABE 27P  
RGP REAL ESTATE 129R  
KAYR MISS 514R

KEYS SPECIALIST 18U  
MISS KEY GIRL 105B  
MISS KEY GIRL 36P

KEYS TEN-ACIOUS 166S  
MISS KEY KRISTEN 63K  
KEYS MARK IT 157M  
MISS KEY GIRL 82M

From the stand point of pure power in a moderate frame, this calf comes to the top. Tremendously wide based, thick topped, big butted, and yet very smooth in his muscle design. He's smooth polled, weaned off at 851 lbs., 108 ratio, and is homozygous for the leptin gene. A no miss herdsire. Retaining 1/4 interest.



Lot 47

## 48 KEYS MAINSTREET 151F ET Pending

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	28	47	2	1	3.7	16

BD: 3/18/18 H/P/S: POLLED COLOR: WHITE

BW: 88  
LEPTIN: TT  
ADJ. WW: 679

ROLLING D CLASSIC 878U  
KAYR MAINSTREET 910A  
KAYR MISS 910W

HTA PURSUIT 646S  
ROLLING D PRETTY BABE 27P  
RGP REAL ESTATE 129R  
KAYR MISS 514R

CARDINALS LAD K605P  
MISS KEY WHITNEY 26Z  
MISS KEY WHITNEY 154W

CARDINALS SMOKE B159P  
CARDINALS LADY B177P  
KEYS UNO 1S  
BC MISS EQUALIZER 609

Here's an ET calf out of our Mainstreet bull who carries his sire's quiet disposition and tremendous length of body. His ADG on the 104-day gain test was over 4.5 lbs.

## 49 KEYS MAINSTREET 187F

M913446

BW	WW	YW	Milk	CE	MCE	MTNL
2.3	25	49	5	-1	2.5	17

BD: 3/26/18 H/P/S: POLLED COLOR: WHITE

BW: 90  
LEPTIN: CT  
ADJ. WW: 678

ROLLING D CLASSIC 878U  
KAYR MAINSTREET 910A  
KAYR MISS 910W

HTA PURSUIT 646S  
ROLLING D PRETTY BABE 27P  
RGP REAL ESTATE 129R  
KAYR MISS 514R

KEYS JAXSON 200Y ET  
MISS KEY BRANDY 65A  
MISS KEY BRANDY 88W

SCR BRONCO 9026  
MISS KEY DENISE 355M  
KEYS UNO 1S  
MISS KEY BRANDY 44T

Another long made, thick butted Mainstreet out of a nice made heavy milking Jaxson female. He has been putting it on as of late and comes in with a 4.09 ADG on the 104 day test.

## 50 KEYS STREETSMART 14F M913436

BW	WW	YW	Milk	CE	MCE	MTNL
3.4	38	70	-2	-5	1.6	17

BD: 2/14/18

H/P/S: POLLED

COLOR: WHITE

BW: 94

ADJ. WW: 742

LEPTIN: TT

KAYR MAINSTREET 910A  
**KEYS STREETSMART 74C**  
MISS KEY LADY 40Z

ROLLING D CLASSIC 878U  
KAYR MISS 910W  
KEYS TEN-ACIOUS 166S  
MISS KEY LADY 148W

KEYS ALL STATE 149X  
**MISS KEY PERFECTION 30C**  
MISS KEY PERFECTION 77P

KEYS SPECIALIST 18U  
MISS KEY MEG 2T  
KEYS MCHENRY 24M  
MISS KEY PERFECTION 144E

A wide based, well balanced bull. His sire sold in our 2017 sale as a herdsire for the Cardinal Charolais operation in Hillrose, CO.



Lot 50

## 51 KEYS STREETSMART 35F M913472

BW	WW	YW	Milk	CE	MCE	MTNL
3.1	38	67	0	0	4.5	19

BD: 2/19/18

H/P/S: POLLED

COLOR: WHITE

BW: 94

ADJ. WW: 704

LEPTIN: TT

KAYR MAINSTREET 910A  
**KEYS STREETSMART 74C**  
MISS KEY LADY 40Z

ROLLING D CLASSIC 878U  
KAYR MISS 910W  
KEYS TEN-ACIOUS 166S  
MISS KEY LADY 148W

KEYS MARK IT 9R  
**MISS KEY DOLL 9U**  
DCR MS F ONE N263

KEYS MARK IT 157M  
MISS KEY LEANNE 79N  
SNOWPOINT FORMULA ONE25E  
DCR MISS REBOK G27

A Streetsmart calf with tremendous length, is smooth polled and has a smaller nice shaped head. Gaining over 4 lbs. on the first 104 day test.

## 52 KEYS STREETSMART 72F M913489

BW	WW	YW	Milk	CE	MCE	MTNL
4.5	44	77	-1	-4	2.5	22

BD: 2/27/18

H/P/S: POLLED

COLOR: WHITE

BW: 100

ADJ. WW: 828

LEPTIN: TT

KAYR MAINSTREET 910A  
**KEYS STREETSMART 74C**  
MISS KEY LADY 40Z

ROLLING D CLASSIC 878U  
KAYR MISS 910W  
KEYS TEN-ACIOUS 166S  
MISS KEY LADY 148W

KEYS WISHBONE 40Y  
**MISS KEY DEE 30B**  
MISS KEY DEE 22W

KEYS SPECIALIST 18U  
MISS KEY BISKIT 108S  
KEYS UNO 1S  
MISS KEY DEE 30T

A larger framed bull with tremendous length and stretch, smooth polled, an actual weaning weight of 865 lbs. and a TT for leptin.

## 53 KEYS WISHBONE 54F M913483

BW	WW	YW	Milk	CE	MCE	MTNL
2.9	39	70	-3	1	8.1	17

BD: 2/24/18

H/P/S: POLLED

COLOR: WHITE

BW: 92

ADJ. WW: 812

LEPTIN: TT

KEYS WISHBONE 40Y  
**KEYS WISHBONE 46B**  
MISS KEY GOLD 205S

KEYS SPECIALIST 18U  
MISS KEY BISKIT 108S  
KEYS MCHENRY 24M  
MISS KEY GOLD 474K

KEYS SPECIALIST 18U  
**MISS KEY HEATHER 66Y**  
MISS KEY HEATHER 207R

KEYS TEN-ACIOUS 166S  
MISS KEY KRISTEN 63K  
KEYS MODEL 270N  
MISS KEY HEATHER 205L

This is the only Wishbone 46B son in the sale. These bulls flat out perform, an 875 lb. actual weaning weight and gaining 4.42 on his ADG test, along with a quiet disposition. His mother raised a great one last year that went to Canada.



Keys Wishbone 40Y, grandsire of Lot 53

Nadine and Jeff's son Jim and his wife Lisa welcomed Charleigh Grace in January. She joins a fun, busy family with brothers Blake and Brady and sister Madi.



Charleigh Grace



Sloan Marie

Neil and Jan's daughter Abbey and husband Matt welcomed Sloan Marie in June. When she isn't playing with her big sister Cora, she likes to help Grandpa Neil make funny faces.

**G****TRI N BOUNTY HUNTER**

BIRTH DATE: 2/10/15 H/P/S: POLLED COLOR: RED REG. #: QM201148  
 BW: 95 ADJ. WW: 855 ADJ. YW: 1604 REA: LEPTIN: CT

BW	WW	YW	Milk	CE	MCE	MTNL
1.8	34	60	-8	0.3	1.9	9

PRO-CHAR CPTN. MORGAN 8U  
**TRI-N CAPTAIN MORGAN 340A**  
 TRI-N BUFFY 79T

SOS CRIMSON TIDE 97S  
**TRI-N BUFFY 63Y**  
 TRI-N BUFFY II 51S

HARVIE REDEMPTION 36P  
 EFH DAISY MAE 30J  
 TRI-N-PAYDAY 419P  
 TRI-N BUFFY 6R

MGM MERLOT  
 P-3 LADY PERFECT 6-146F  
 SDC LAREDO 17N  
 TRI-N-ROUND-UP 3K

This outcross dark red Captain Morgan son is a brother to the high selling sire group at the Tri N Sale, averaging over \$10,000. He has multiple generations of red genetics.

**54****KEYS BOUNTY HUNTER 51F** QM201602

BD: 2/23/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 90

ADJ. WW: 901

LEPTIN: CC

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

OW MAXIMIZER 3041 PLD  
**MISS KEY KATIE 112C**  
 MISS KEY KATIE 23A

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 RED MAN 1021  
 MISS KEY KATIE 2X

This bull will catch your eye. A tan Bounty Hunter son that's smooth polled, deep bodied, long spined, moves out with a long stride, and a definite pound maker. A weaning weight of 925 lbs. actual, gaining 4.18 lbs. for his 104 day gain. Has an excellent milking, red factor Maximizer dam.

**55****KEYS BOUNTY HUNTER 76F** QM201603

BD: 2/28/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 94

ADJ. WW: 803

LEPTIN: TT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CLYDE 79T  
**MISS KEY FAME 18B**  
 MISS KEY FAME 61U

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 KEYS UNO 1S  
 MISS KEY FAME 191S

A nice patterned son of Bounty Hunter that is really well balanced with plenty of eye appeal. He is dark tan, has an actual weaning weight of 835 lbs., and TT for leptin.

**56****KEYS BOUNTY HUNTER 41F** QM201601

BD: 2/20/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 90

ADJ. WW: 679

LEPTIN: TT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CLYDE 79T  
**MISS KEY KATIE 114X**  
 MISS KEY KATIE 183N

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

WRANGLER HEADLINER 28N  
 KEYS PIRATE 183P  
 CARDINALS LADY D781P  
 LTC MS KATIE 648 POLLED

A smooth polled, red Bounty Hunter out of an excellent producing Clyde cow. Good feet, solid color, and longevity are bred into these Bounty Hunter X Clyde cross bulls. TT for the leptin gene.

**57****KEYS BOUNTY HUNTER 87F** QM201604

BD: 3/2/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 84

ADJ. WW: 684

LEPTIN: TT

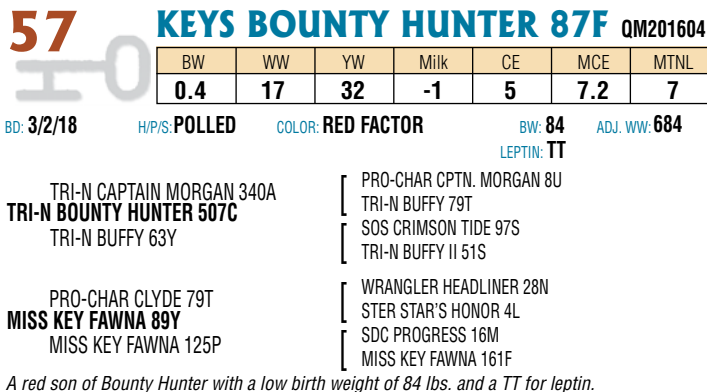
TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CLYDE 79T  
**MISS KEY FAWNA 89Y**  
 MISS KEY FAWNA 125P

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 SDC PROGRESS 16M  
 MISS KEY FAWNA 161F

A red son of Bounty Hunter with a low birth weight of 84 lbs. and a TT for leptin.



58

## KEYS BOUNTY HUNTER 91F QM201605

BW	WW	YW	Milk	CE	MCE	MTNL
2.3	34	56	-5	1	2.5	12

BD: 3/3/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 98

ADJ. WW: 766

LEPTIN: CT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

JWK TOMAHAWK 505X  
**MISS KEY FERN 137A**  
 MISS KEY FERN 159Y

LANG'S RED SOLDIER 22S  
 NOR INDIAN MAID 5R  
 PRO-CHAR CLYDE 79T  
 MISS KEY FERN 167R

A smooth polled red son of Bounty Hunter. Length, structural soundness, and quiet dispositions are strong attributes of the Bounty Hunter x Clyde genetics.

59

## KEYS BOUNTY HUNTER 98F QM201606

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	38	60	-5	3	3.6	14

BD: 3/5/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 94

ADJ. WW: 846

LEPTIN: CT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

JWK TOMAHAWK 505X  
**MISS KEY COOKIE 135Z**  
 MISS KEY COOKIE 12X

LANG'S RED SOLDIER 22S  
 NOR INDIAN MAID 5R  
 PRO-CHAR CLYDE 79T  
 MISS KEY COOKIE 74S

A dark red son of Bounty Hunter that weaned off his mother at 880 lbs. actual. Lots of stretch and performance here.



Lot 60

60

## KEYS BOUNTY HUNTER 102F QM201596

BW	WW	YW	Milk	CE	MCE	MTNL
3.8	39	68	3	-2	1.8	23

BD: 3/6/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 94

ADJ. WW: 847

LEPTIN: CT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

KEYS REDHAWK 93A  
**MISS KEY COOKIE 13C**  
 MISS KEY COOKIE 226Y

RED MAN 1021  
 MISS KEY COOKIE 74S  
 CARDINALS LAD K521P  
 MISS KEY COOKIE 99W

Take note of this dark red son of Bounty Hunter. Long sided, clean fronted, well muscled and sound as a fiddle. His mother is a milk machine and really puts everything into her calf, demonstrated by his 847 lb. weaning weight, 107 ratio and 4.9 ADG on his 104 day test weight.



Lot 61

61

## KEYS BOUNTY HUNTER 113F QM201608

BW	WW	YW	Milk	CE	MCE	MTNL
3.1	40	69	-1	1	5.4	19

BD: 3/9/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 90

ADJ. WW: 857

LEPTIN: CT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

RED MAN 1021  
**MISS KEY KATIE 23A**  
 MISS KEY KATIE 2X

SVS NOBLEMAN 25N  
 LVB MISS FERRUGO 9009  
 PRO-CHAR CLYDE 79T  
 MISS KEY KATIE 46U

A red son of Bounty Hunter that displays exceptional length, frame, muscle and rib design, which merits his outstanding performance of an 857 lb. weaning weight as well as a 4.71 ADG and 4.32 WDA.

62

## KEYS BOUNTY HUNTER 108F QM201607

BW	WW	YW	Milk	CE	MCE	MTNL
2.7	31	54	-3	-1	4.2	13

BD: 3/7/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 90

ADJ. WW: 765

LEPTIN: CT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

PRO-CHAR CLYDE 79T  
**MISS KEY NORA 57X**  
 MISS KEY NORA 169N

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 2UP PEUGEOT ET  
 MISS KEY NORA 152E PLD

A tan son of Bounty Hunter that exhibits his sire's tremendous length and soundness, out of a no miss Clyde daughter.

63

## KEYS BOUNTY HUNTER 149F QM201610

BW	WW	YW	Milk	CE	MCE	MTNL
-0.7	28	48	-7	7	5.6	7

BD: 3/18/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 80

ADJ. WW: 751

LEPTIN: CT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

JWK TOMAHAWK 505X  
**MISS KEY LUCY 140A**  
 MISS KEY LUCY 75Y

LANG'S RED SOLDIER 22S  
 NOR INDIAN MAID 5R  
 PRO-CHAR CLYDE 79T  
 MISS KEY LUCY 278R

A light birth weight, tan son of Bounty Hunter with a minus birth weight EPD and a calving ease of 7. He is small headed, well muscled and patterned to make a good heifer bull.

64

**KEYS BOUNTY HUNTER 182F** QM201613

BW	WW	YW	Milk	CE	MCE	MTNL
3.8	39	69	0	-2	2.7	20

BD: 3/25/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 92

ADJ. WW: 840

LEPTIN: CT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

KEYS REDHAWK 93A  
**MISS KEY NORA 114C**  
 MISS KEY NORA 57X

RED MAN 1021  
 MISS KEY COOKIE 74S  
 PRO-CHAR CLYDE 79T  
 MISS KEY NORA 169N

A deep bodied, soggy, long sided red Bounty Hunter. Comes from a young, nice made Red Hawk daughter that's quickly rising to the top in terms of performance driven genetics. This calf boasted a 4.23 ADG and a WDA of 4.01



Lot 64

65

**KEYS BOUNTY HUNTER 154F** QM201609

BW	WW	YW	Milk	CE	MCE	MTNL
0.1	27	51	0	6	6.9	13

BD: 3/18/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 81

ADJ. WW: 795

LEPTIN: CT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

KEYS REDHAWK 93A  
**MISS KEY MELODY 83C**  
 MISS KEY MELODY 147X

RED MAN 1021  
 MISS KEY COOKIE 74S  
 PRO-CHAR CLYDE 79T  
 MISS KEY MELODY 48S

Another well made light birth weight son of Bounty Hunter. He is red and fits very well with Lot 63 as far as type, design and EPDs.

66

**KEYS BOUNTY HUNTER 158F** QM201611

BW	WW	YW	Milk	CE	MCE	MTNL
0.0	21	37	-2	5	4.7	8

BD: 3/20/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 85

ADJ. WW: 705

LEPTIN: TT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

JWK TOMAHAWK 505X  
**MISS KEY COOKIE 24Z**  
 MISS KEY COOKIE 157X

LANG'S RED SOLDIER 22S  
 NOR INDIAN MAID 5R  
 PRO-CHAR CLYDE 79T  
 MISS KEY COOKIE 38U

This Bounty Hunter bull is red and has more than six generations of red factor breeding in his pedigree. His full sister was one of our heaviest heifers at weaning last year and is now in our replacement bred heifer pen. He's smooth polled, carries both leptin genes.

67

**KEYS BOUNTY HUNTER 164F** QM201612

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	36	63	-3	0	4.4	15

BD: 3/20/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 90

ADJ. WW: 814

LEPTIN: TT

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

RED MAN 1021  
**MISS KEY CHARZADA 60A**  
 MISS KEY CHARZADA 228X

SVS NOBLEMAN 25N  
 LVB MISS FERRUGO 9009  
 PRO-CHAR CLYDE 79T  
 MISS KEY CHARZADA 255M

A younger but stout red Bounty Hunter bull that tipped the scales at weaning with an 814 lb., he's TT for leptin and is out of a deep ribbed, soggy Redman sired cow.

68

**KEYS BOUNTY HUNTER 195F** QM201614

BW	WW	YW	Milk	CE	MCE	MTNL
1.5	26	45	-6	2	4.9	7

BD: 3/29/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 87

ADJ. WW: 734

LEPTIN: CC

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

PRO-CHAR CLYDE 79T  
**MISS KEY COOKIE 62A**  
 MISS KEY COOKIE 99W

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 KEYS UNO 1S  
 MISS KEY COOKIE 242K

A nice patterned, light birth weight red son of Bounty Hunter. He carries a small smooth polled head and traces back to the Cookie cow family, the foundation of our red factor Charolais program.

69

**KEYS BOUNTY HUNTER 203F** QM201615

BW	WW	YW	Milk	CE	MCE	MTNL
3.9	48	85	0	-2	2.0	24

BD: 4/2/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 98

ADJ. WW: 916

LEPTIN: CC

TRI-N CAPTAIN MORGAN 340A  
**TRI-N BOUNTY HUNTER 507C**  
 TRI-N BUFFY 63Y

PRO-CHAR CPTN. MORGAN 8U  
 TRI-N BUFFY 79T  
 SOS CRIMSON TIDE 97S  
 TRI-N BUFFY II 51S

KEYS REDHAWK 93A  
**MISS KEY HANNA 41C**  
 MISS KEY HANNA 166Z

RED MAN 1021  
 MISS KEY COOKIE 74S  
 JWK TOMAHAWK 505X  
 MISS KEY HANNAH 3X

The youngest bull in the sale and one of the highest performing calves. He's dark tan, very quiet dispositioned, well muscled, straight topped, and very complete. He had an Adj WW of 916 #, ratio 116 with a WDA of 4.14.

Roger  
 and Shelly  
 have a new  
 grandson,  
 Barrett  
 James.



Barrett James

70

## KEYS CLYDE 56F

QM201598

BW	WW	YW	Milk	CE	MCE	MTNL
3.8	32	48	6	2	7.1	22

BD: 2/24/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 98

ADJ. WW: 898

LEPTIN: TT

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

[ WMG SHERIFF ACE 27H  
 [ MOORMAID FOCUS 810H  
 [ STERLING HOSS' HONOR 1H  
 [ HHT MS POLL STAR 1A

CARDINALS LAD K521P  
**MISS KEY COOKIE 226Y**  
 MISS KEY COOKIE 99W

[ SAMACUS 6131 PLD  
 [ CARDINALS LADY G194 P  
 [ KEYS UNO 1S  
 [ MISS KEY COOKIE 242K

A powerhouse dark tan bull out of our foundation red factor sire Clyde. He weaned off at 970 lbs. actual, with a WDA of 4.19. A true herdsire candidate that exhibits exceptional length of body and superb thickness over his topline and down through his rear quarter. Retaining 1/4 interest.



Lot 70

71

## KEYS CLYDE 86F

QM201599

BW	WW	YW	Milk	CE	MCE	MTNL
4.6	24	35	1	-4	4.3	13

BD: 3/2/18

H/P/S: POLLED

COLOR: RED FACTOR

BW: 102

ADJ. WW: 749

LEPTIN: TT

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

[ WMG SHERIFF ACE 27H  
 [ MOORMAID FOCUS 810H  
 [ STERLING HOSS' HONOR 1H  
 [ HHT MS POLL STAR 1A

JWX X-RAY 91X  
**MISS KEY FAME 178A**  
 MISS KEY FAME 153U

[ CRYSTAL D PIERCE 40P  
 [ HOPEWELL SASFIRE 510R  
 [ KEYS UNO 1S  
 [ MISS KEY FAME 255R

You want a wide bodied, thick, deep, and well muscled bull then lot 71 is your ticket. This guy is stout, red, and a TT for leptin.



Lot 71

72

## KEYS REDBONE 31F

QM201597

BW	WW	YW	Milk	CE	MCE	MTNL
0.1	19	31	2	7	8.7	11

BD: 2/19/18

H/P/S: HORNED

COLOR: RED FACTOR

BW: 92

ADJ. WW: 767

LEPTIN: TT

JWK TOMAHAWK 505X  
**KEYS REDBONE 115B**  
 MISS KEY JENNA 173Y

[ LANG'S RED SOLDIER 22S  
 [ NOR INDIAN MAID 5R  
 [ PRO-CHAR CLYDE 79T  
 [ MISS KEY JENNA 122U

PRO-CHAR CLYDE 79T  
**MISS KEY FAWNA 79X**  
 MISS KEY FAWNA 125P

[ WRANGLER HEADLINER 28N  
 [ STER STAR'S HONOR 4L  
 [ SDC PROGRESS 16M  
 [ MISS KEY FAWNA 161F

A red son of Redbone. His sire has been used very successfully on first calf heifers. A TT for leptin, and gaining 4.26 ADG on the first 104 day test.



# H

## KEYS CRUISER 105C

P704370

BIRTH DATE: 3/17/15 H/P/S: POLLED COLOR: RED REG. #: P704370  
 BW: 70 ADJ. WW: 664 ADJ. YW: 1304 REA: 14.8 LEPTIN: TT

BW	WW	YW	Milk	MWW
1.6	47	81	22	45

NJF FEISTS MASTERPIECE 7  
**KEYS MONUMENT 234A**  
 MISS KEY GARNET 13S

DJF 311U  
**MISS KEY CLAIRE 169Y**  
 MISS KEY CLAIRE 217M

BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P

MAC FI PARADOX 63P  
 DJF MISS 311N  
 KEYS TOTAL 415S  
 MISS KEY KYLIE 36K

Here's the red Salers Monument son with a 70# birthweight and tremendous length. His calves wean heavy, his heifers milk well and his sons scan excellent REA. You'll like the look of his sons they've got some push!



Ref. Sire H

# 73

## KEYS CRUISER 3F

P727219

BW	WW	YW	Milk	MWW
0.1	57	102	22	50

BD: 2/7/18

H/P/S: POLLED

COLOR: RED

BW: 72

ADJ. WW: 717

LEPTIN: TT

KEYS MONUMENT 234A  
**KEYS CRUISER 105C**  
 MISS KEY CLAIRE 169Y

LCOC HIGH NOON A093R  
**MISS KEY LYDIE 30X**  
 MISS KEY LYDIE 116L

NJF FEISTS MASTERPIECE 7  
 MISS KEY GARNET 13S  
 DJF 311U  
 MISS KEY CLAIRE 217M

BIEBER MAKE MIMI 7249  
 SRN HI DEE 3021  
 KEYS TOPCOAT 116H  
 MISS KEY LYDIE 173B

%SA  
 67.5SA  
 4.4AN  
 28.1AR

Here is the curve-bender bull in this year's sale. He started out at 72 pounds, and has an actual weaning weight of 870 pounds. His mid-term rate of gain is 4.52, and his dam is 109 index on seven calves for weaning.

# 74

## KEYS CRUISER 19F

P727226

BW	WW	YW	Milk	MWW
2.7	54	101	16	44

BD: 2/15/18

H/P/S: POLLED

COLOR: RED

BW: 92

ADJ. WW: 730

LEPTIN: CT

KEYS MONUMENT 234A  
**KEYS CRUISER 105C**  
 MISS KEY CLAIRE 169Y

RCM P R FIRECRACKER  
**MISS KEY REGAN 131X**  
 MISS KEY REGAN 143R

NJF FEISTS MASTERPIECE 7  
 MISS KEY GARNET 13S  
 DJF 311U  
 MISS KEY CLAIRE 217M

TFI POLLED AFTERSHOCK  
 DJF POLLED LEAH 127L  
 PFFR BEEF MAN 263  
 MISS KEY REDWOOD 71H

%SA  
 80SA  
 4.4AN  
 15.6AR

This calf came off the cow with an actual 850 pound weaning weight and hasn't slowed up.

# 75

## KEYS CRUISER 22F

P727229

BW	WW	YW	Milk	MWW
1.7	50	101	18	43

BD: 2/16/18

H/P/S: POLLED

COLOR: RED

BW: 87

ADJ. WW: 671

LEPTIN: CT

KEYS MONUMENT 234A  
**KEYS CRUISER 105C**  
 MISS KEY CLAIRE 169Y

KEYS DIRECT FIRE 18Y  
**MISS KEY GARNET 71A**  
 MISS KEY GARNET 19P

NJF FEISTS MASTERPIECE 7  
 MISS KEY GARNET 13S  
 DJF 311U  
 MISS KEY CLAIRE 217M

5L DIRECT FIRE 1641-6443  
 MISS KEY RUBY 133W  
 J W K NEW DESIGN 0028  
 MISS KEY GARNET 100G PLD

%SA  
 67.5SA  
 16.9AN  
 15.6AR

Herd sire look with herd sire numbers. One of the high gaining bulls with 4.42 ADG on the interim test, and has both leptin markers.



Lot 75

# 76

## KEYS CRUISER 20F

P727227

BW	WW	YW	Milk	MWW
1.9	51	93	20	45

BD: 2/15/18

H/P/S: POLLED

COLOR: RED

BW: 86

ADJ. WW: 717

LEPTIN: TT

KEYS MONUMENT 234A  
**KEYS CRUISER 105C**  
 MISS KEY CLAIRE 169Y

NJF FEISTS MASTERPIECE 7  
**MISS KEY GARNET 102D**  
 MISS KEY GARNET 71A

NJF FEISTS MASTERPIECE 7  
 MISS KEY GARNET 13S  
 DJF 311U  
 MISS KEY CLAIRE 217M

BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS DIRECT FIRE 18Y  
 MISS KEY GARNET 19P

%SA  
 80SA  
 10.6AN  
 9.4AR

Attractive, heavily muscled calf out of a first-calf heifer.

# 77

## KEYS CRUISER 23F

P727228

BW	WW	YW	Milk	MWW
2.5	45	90	19	41

BD: 2/16/18

H/P/S: POLLED

COLOR: RED

BW: 86

ADJ. WW: 634

LEPTIN: CT

KEYS MONUMENT 234A  
**KEYS CRUISER 105C**  
 MISS KEY CLAIRE 169Y

RCM P R FIRECRACKER  
**MISS KEY REESE 43U**  
 MISS KEY DESIGN 204N

NJF FEISTS MASTERPIECE 7  
 MISS KEY GARNET 13S  
 DJF 311U  
 MISS KEY CLAIRE 217M

TFI POLLED AFTERSHOCK  
 DJF POLLED LEAH 127L  
 J W K NEW DESIGN 0028  
 MISS KEY NOREEN 22G PLD

%SA  
 80SA  
 16.9AN  
 3.1AR

This calf comes in a herd sire package with over a 4 pound rate of gain on the mid term test.

78

## KEYS CRUISER 29F

P727231

BW	WW	YW	Milk	MWW
3.3	72	117	21	57

BD: 2/18/18

H/P/S: POLLED

COLOR: RED

BW: 90

ADJ. WW: 835

LEPTIN: TT

KEYS MONUMENT 234A  
KEYS CRUISER 105C  
MISS KEY CLAIRE 169Y

NJF FEISTS MASTERPEICE 7  
MISS KEY GARNET 13S  
DJF 311U  
MISS KEY CLAIRE 217M

%SA  
86.3SA  
4.4AN  
9.4AR

KEYS LONGSHOT 1X  
MISS KEY CLAIRE 42A  
MISS KEY CLAIRE 61Y

SC PLD BLK TRADER 107T  
MISS KEY MELODY 114P  
KEYS HIGHWAY 101W  
MISS KEY CLAIRE 26W

Tremendous push in this calf with over a 4 pound WDA. He has big performance EPDs. His mother is 108 index for weaning on 4 calves. He also carries both leptin markers.



Lot 78

79

## KEYS CRUISER 28F

P727230

BW	WW	YW	Milk	MWW
2.6	51	93	20	46

BD: 2/17/18

H/P/S: POLLED

COLOR: RED

BW: 92

ADJ. WW: 741

LEPTIN: CT

KEYS MONUMENT 234A  
KEYS CRUISER 105C  
MISS KEY CLAIRE 169Y

NJF FEISTS MASTERPEICE 7  
MISS KEY GARNET 13S  
DJF 311U  
MISS KEY CLAIRE 217M

%SA  
80SA  
4.4AN  
15.6AR

NJF FEISTS MASTERPEICE 7  
MISS KEY PAIGE 74D  
MISS KEY PAIGE 4W

BEV MASTERPIECE 110H  
NJF MISS MERCURY 623S  
PIE GET R DONE 684  
MISS KEY PAIGE 4L

Tremendous muscle in this bull that came unassisted out a first-calf heifer.

80

## KEYS CRUISER 47F

P727238

BW	WW	YW	Milk	MWW
1.5	54	99	18	45

BD: 2/23/18

H/P/S: POLLED

COLOR: RED

BW: 85

ADJ. WW: 706

LEPTIN: CT

KEYS MONUMENT 234A  
KEYS CRUISER 105C  
MISS KEY CLAIRE 169Y

NJF FEISTS MASTERPEICE 7  
MISS KEY GARNET 13S  
DJF 311U  
MISS KEY CLAIRE 217M

%SA  
67.5SA  
4.4AN  
28.1AR

LCOC HIGH NOON A093R  
MISS KEY LORRI 90X  
MISS KEY LORRI 45P

BIEBER MAKE MIMI 7249  
SRN HI DEE 3021  
EPIC DISCOVERY 34M  
MISS KEY LORRI 8M

This Cruiser son is out of Miss Key X90, the dam of Keys Dundee, our new herdsire with several top bulls in the sale.



Lot 81

81

## KEYS CRUISER 51F

P727240

BW	WW	YW	Milk	MWW
2.8	45	89	20	42

BD: 2/24/18

H/P/S: POLLED

COLOR: RED

BW: 90

ADJ. WW: 675

LEPTIN: CT

KEYS MONUMENT 234A  
KEYS CRUISER 105C  
MISS KEY CLAIRE 169Y

NJF FEISTS MASTERPEICE 7  
MISS KEY GARNET 13S  
DJF 311U  
MISS KEY CLAIRE 217M

%SA  
83.1SA  
13.8AN  
3.1AR

S PRINCE 407P  
MISS KEY SHEREE 48S  
MISS KEY GARNET 20P

D LIMITED EDITION 179L  
S BLACK LADY 50K  
KEYS TOTAL 415S  
MISS KEY GARNET 46M

Herd sire alert!!! One of the top gaining bulls, perfect conformation, and a proven 12 year old cow for a mother.

82

## KEYS CRUISER 67F

727246

BW	WW	YW	Milk	MWW
0.5	44	83	17	39

BD: 3/3/18

H/P/S: HORNED

COLOR: RED

BW: 80

ADJ. WW: 659

LEPTIN: TT

KEYS MONUMENT 234A  
KEYS CRUISER 105C  
MISS KEY CLAIRE 169Y

NJF FEISTS MASTERPEICE 7  
MISS KEY GARNET 13S  
DJF 311U  
MISS KEY CLAIRE 217M

%SA  
81.6SA  
9.1AN  
9.4AR

DJF 311U  
MISS KEY SHEREE 107Y  
MISS KEY SHEREE 48S

MAC F1 PARADOX 63P  
DJF MISS 311N  
S PRINCE 407P  
MISS KEY GARNET 20P

This calf comes from a long line of low birthweight numbers. His dam's average birthweight on 6 calves is 71 pounds.



Pat and Mady, Chad's youngest.  
He does enjoy the grandkids!

Visit [www.effertzkeyranch.com](http://www.effertzkeyranch.com)

19

## KEYS MONUMENT 234A

BIRTH DATE: 4/13/13 H/P/S: POLLED COLOR: RED REG. #: P694195  
BW: 90 ADJ. WW: 627 ADJ. YW: 1154 REA: 16.8 LEPTIN: TT

BW	WW	YW	Milk	MWW
2.0	43	80	28	50

BEV MASTERPIECE 110H  
NJF FEIST'S MASTERPIECE 7  
NJF MISS MERCURY 623S

MAC MICHAELANGELO 66D  
BEV EMMA 262E  
KKCC MERCURY 416P  
NJF MISS MAGISTRATE 721G

%SA  
SA81  
AN19

KEYS HEFTY 1P  
MISS KEY GARNET 13S  
MISS KEY GARNET 19P

KEYS STEALTH 41M  
MISS KEY DESIGN 209M  
JWK NEW DESIGN 0028  
MISS KEY GARNET 100G PLD

Monument is a very well made, well balanced, good headed bull that really stamps his calves with a great look and excellent performance. He is a TT for Leptin.



Ref. Sire I

## 83 KEYS MONUMENT 52F

P727241

BD: 2/25/18

H/P/S: POLLED

COLOR: RED

BW: 88

ADJ. WW: 710

LEPTIN: TT

NJF FEISTS MASTERPEICE 7  
KEYS MONUMENT 234A  
MISS KEY GARNET 13S

BEV MASTERPIECE 110H  
NJF MISS MERCURY 623S  
KEYS HEFTY 1P  
MISS KEY GARNET 19P

%SA  
78.1SA  
9.4AN  
12.5AR

KEYS HIGHWAY 101W  
MISS KEY CLAIRE 61Y  
MISS KEY CLAIRE 26W

JCG DIAMOND  
MISS KEY ESTELLE 24G  
PIE GET R DONE 684  
MISS KEY CLAIRE 217M

This calf has a herd sire look to him and is carrying both of the desired leptin markers.



Lot 83

## 84 KEYS MONUMENT 62F

P727245

BD: 2/28/18

H/P/S: POLLED

COLOR: RED

BW: 90

ADJ. WW: 649

LEPTIN: TT

NJF FEISTS MASTERPEICE 7  
KEYS MONUMENT 234A  
MISS KEY GARNET 13S

BEV MASTERPIECE 110H  
NJF MISS MERCURY 623S  
KEYS HEFTY 1P  
MISS KEY GARNET 19P

%SA  
84.4SA  
9.4AN  
6.3AR

DJF 311U  
MISS KEY LYDIE 99Y  
MISS KEY LYDIE 116L

MAC F1 PARADOX 63P  
DJF MISS 311N  
KEYS TOPCOAT 116H  
MISS KEY LYDIE 173B

This calf carries both leptin numbers and will catch your eye.



Lot 84

## 85 KEYS DUNDEE 37F

P727234

BD: 2/21/18

H/P/S: POLLED

COLOR: RED

BW: 75

ADJ. WW: 626

LEPTIN: CT

KEYS MONUMENT 234A  
KEYS DUNDEE 160D  
MISS KEY LORRI 90X

NJF FEISTS MASTERPEICE 7  
MISS KEY GARNET 13S  
LCOC HIGH NOON A093R  
MISS KEY LORRI 45P

%SA  
60.9SA  
4.7AN  
34.4AR

KEYS JENGA 18Z  
MISS KEY CLAIRE 9C  
MISS KEY CLAIRE 132Z

KEYS ACCEL 6X  
MISS KEY REGAN 131X  
MAC BAYSIDE 292X  
MISS KEY CLAIRE 118W

This good heifer bull carries excellent thickness and muscling.

## 86 KEYS DUNDEE 61F

P727243

BD: 2/27/18

H/P/S: POLLED

COLOR: RED

BW: 91

ADJ. WW: 720

LEPTIN: CT

KEYS MONUMENT 234A  
KEYS DUNDEE 160D  
MISS KEY LORRI 90X

NJF FEISTS MASTERPEICE 7  
MISS KEY GARNET 13S  
LCOC HIGH NOON A093R  
MISS KEY LORRI 45P

%SA  
65.6SA  
9.4AN  
25AR

KEYS MONUMENT 234A  
MISS KEY LYDIE 33C  
MISS KEY LYDIE 30X

NJF FEISTS MASTERPEICE 7  
MISS KEY GARNET 13S  
LCOC HIGH NOON A093R  
MISS KEY LYDIE 116L

Big growth bull with a stacked pedigree for performance, and he himself has a 4.47 mid-term rate of gain.

87

## KEYS DUNDEE 60F

P727244

BW	WW	YW	Milk	MWW
0.1	47	91	23	46

BD: 2/27/18

H/P/S: POLLED

COLOR: RED

BW: 84

ADJ. WW: 706

LEPTIN: CT

KEYS MONUMENT 234A  
KEYS DUNDEE 160D  
MISS KEY LORRI 90X

[ NJF FEISTS MASTERPEICE 7 70.3SA  
MISS KEY GARNET 13S 17.2AN  
LCOC HIGH NOON A093R 12.5AR  
MISS KEY LORRI 45P

NJF TOP LEVEL 41T  
MISS KEY DESIGN 171X  
MISS KEY DESIGN 202N

[ GGT P BLK QUANTUM 207M  
NJF MISS FEIST 215M  
J W K NEW DESIGN 0028  
MISS KEY PRIDE 84X

This excellent low birth weight bull should work on heifers and still give you plenty of pounds as his mother's records show a 105 index on seven calves for weaning.



Lot 87



Lot 88

88

## KEYS DUNDEE 68F

P727247

BW	WW	YW	Milk	MWW
0.3	52	97	25	51

BD: 3/4/18

H/P/S: POLLED

COLOR: RED

BW: 72

ADJ. WW: 767

LEPTIN: CT

KEYS MONUMENT 234A  
KEYS DUNDEE 160D  
MISS KEY LORRI 90X

[ NJF FEISTS MASTERPEICE 7 76.6SA  
MISS KEY GARNET 13S 10.9AN  
LCOC HIGH NOON A093R 12.5AR  
MISS KEY LORRI 45P

MAC ANDREW 62A  
BODINES MS C514  
MAC ALLY 220A

[ MAC YOUNGWOOD 41Y  
MAC F1 YUMA 19Y  
MAC YALE 48Y  
MAC VONNIE 165X

An excellent three-quarter Salers heifer bull prospect. Sidenote: When we DNA'd our Salers bulls, this bull carries all six genes for tenderness.

89

## KEYS DUNDEE 83F

P727251

BW	WW	YW	Milk	MWW
1.3	45	85	20	42

BD: 3/11/18

H/P/S: POLLED

COLOR: RED

BW: 80

ADJ. WW: 655

LEPTIN: TT

KEYS MONUMENT 234A  
KEYS DUNDEE 160D  
MISS KEY LORRI 90X

[ NJF FEISTS MASTERPEICE 7 73.4SA  
MISS KEY GARNET 13S 4.7AN  
LCOC HIGH NOON A093R 21.9AR  
MISS KEY LORRI 45P

NJF FEISTS MASTERPEICE 7  
MISS KEY GRACE 17A  
MISS KEY GRACE 37Y

[ BEV MASTERPIECE 110H  
NJF MISS MERCURY 623S  
DJF 311U  
MISS KEY GRACE 52R

A good red Dundee son with low birth, balanced EPDs and a TT for Leptin.

90

## KEYS DUNDEE 87F

P727254

BW	WW	YW	Milk	MWW
1.1	41	83	20	41

BD: 3/13/18

H/P/S: POLLED

COLOR: RED

BW: 84

ADJ. WW: 660

KEYS MONUMENT 234A  
KEYS DUNDEE 160D  
MISS KEY LORRI 90X

[ NJF FEISTS MASTERPEICE 7 71.9SA  
MISS KEY GARNET 13S 18.8AR  
LCOC HIGH NOON A093R 9.4AN  
MISS KEY LORRI 45P

KEYS MONUMENT 234A  
MISS KEY REGAN 45C  
MISS KEY REGAN 131X

[ NJF FEISTS MASTERPEICE 7  
MISS KEY GARNET 13S  
RCM P R FIRECRACKER  
MISS KEY REGAN 143R

This double bred Monument son is a real attractive calf with low birth rate numbers.

91

## KEYS DUNDEE 99F

P727257

BW	WW	YW	Milk	MWW
2.8	57	104	25	53

BD: 3/15/18

H/P/S: POLLED

COLOR: RED

BW: 90

ADJ. WW: 758

LEPTIN: TT

KEYS MONUMENT 234A  
KEYS DUNDEE 160D  
MISS KEY LORRI 90X

[ NJF FEISTS MASTERPEICE 7 71.9SA  
MISS KEY GARNET 13S 15.6AN  
LCOC HIGH NOON A093R 12.5AR  
MISS KEY LORRI 45P

KEYS MONUMENT 234A  
MISS KEY EMBER 58C  
MISS KEY EMBER 3Z

[ NJF FEISTS MASTERPEICE 7  
MISS KEY GARNET 13S  
KEYS LONGSHOT 1X  
MISS KEY EMBER 271X0

This double-bred Monument son goes back to our top maternal cow family, and is a TT for leptin.

92

## KEYS DUNDEE 109F

P727262

BW	WW	YW	Milk	MWW
1.9	62	120	23	54

BD: 3/18/18

H/P/S: POLLED

COLOR: RED

BW: 85

ADJ. WW: 748

LEPTIN: TT

KEYS MONUMENT 234A  
KEYS DUNDEE 160D  
MISS KEY LORRI 90X

[ NJF FEISTS MASTERPEICE 7 64.1SA  
MISS KEY GARNET 13S 31.2AR  
LCOC HIGH NOON A093R 4.7AN  
MISS KEY LORRI 45P

MAC BAYSIDE 292X  
MISS KEY SILHOUET 159Z  
MISS KEY SILHOUET 212U

[ MAC TORRINGTON 139T  
MAC ROSLYN 268R  
OHRR 9502 MR ROBUST 18N  
MISS KEY SILHOUET 192P

A double leptin bull carrying excellent depth and thickness. His dam carries one of the highest EPD numbers for yearling weight in our herd.

93

## KEYS DUNDEE 164F

P727276

BW	WW	YW	Milk	MWW
2.8	64	120	15	47

BD: 4/12/18

H/P/S: POLLED

COLOR: RED

BW: 95

ADJ. WW: 811

LEPTIN: TT

KEYS MONUMENT 234A  
KEYS DUNDEE 160D  
MISS KEY LORRI 90X

[ NJF FEISTS MASTERPEICE 7 57.8SA  
MISS KEY GARNET 13S 29.7AN  
LCOC HIGH NOON A093R 12.5AR  
MISS KEY LORRI 45P

KEYS MATRIX 99T  
MISS KEY PATIENCE 30Y  
MISS KEY PATIENCE 179U

[ RCM PB 44P  
MISS KEY 23M  
O C C PROVOST 737P  
MISS KEY PATIENCE 6R

His dam is our top half-blood donor cow, and is the mother of lot 106, a top herd sire prospect. Check out the muscling in this double TT calf.

J

**KEYS DIRECT FIRE 18Y**

BIRTH DATE: 2/16/11 H/P/S: POLLED COLOR: BLACK REG. #: P675511  
 BW: 77 ADJ. WW: 669 ADJ. YW: 1217 REA: 14.2 LEPTIN: TT

BW	WW	YW	Milk	MWW
1.7	51	105	1	26

C A FUTURE DIRECTION 5321  
**5L DIRECT FIRE 1641-6443**  
 5L FIREFLY 174-1641

GAR PRECISION %SA  
 CA MISS POWER FIX 308 50SA  
 5L MILLENNIUM RED 816 50AR  
 5L FIREFLY 666-174

RCM P R FIRECRACKER  
**MISS KEY RUBY 133W**  
 MISS KEY RUBY 204R

TFI POLLED AFTERSHOCK  
 DJF POLLED LEAH 127L  
 SC POLLED BLACK MEDALLION 18M  
 MISS KEY GT 114D

*Direct Fire sires moderate, easy fleshing bulls and females with tremendous carcass characteristics with good balance and performance. His calves are above average for weaning weight and ADG and he is a moderate birth weight sire.*



Ref. Sire J

94

**KEYS DIRECT FIRE 96F**

P727258

BW	WW	YW	Milk	MWW
3.0	58	110	10	39

BD: 3/15/18

H/P/S: POLLED

COLOR: BLACK

BW: 85  
LEPTIN: TT

ADJ. WW: 778

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA  
 5L FIREFLY 174-1641 64.8SA  
 RCM P R FIRECRACKER 25AR  
 MISS KEY RUBY 204R 9.4AN  
 0.8BS

MAC CAMERON 318X  
**MISS KEY GISELLE 121B**  
 MISS KEY GISELLE148U

HA THUNDER T705  
 MAC TALLIE 234T  
 WARD 793 MASTER PLAN 43L  
 MISS KEY DESIGN 215M

*One of the top performance sons of our senior herd bull Keys Direct Fire 18Y. His mid-term rate of gain comes in at 4.47 per day.*

95

**KEYS DIRECT FIRE 105F**

P727260

BW	WW	YW	Milk	MWW
3.3	56	109	11	39

BD: 3/17/18

H/P/S: POLLED

COLOR: RED

BW: 85  
LEPTIN: CT

ADJ. WW: 743

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA  
 5L FIREFLY 174-1641 62SA  
 RCM P R FIRECRACKER 34.4AR  
 MISS KEY RUBY 204R 3.4AN  
 0.2XX

DJF 311X  
**MISS KEY EMBER 63B**  
 MISS KEY EMBER 177Y

LINDENHILL TNT 753T  
 DJF MISS 311N  
 KEYS FIRECRACKER 84U  
 MISS KEY EMBER 39R

*One of the top performing sons of our proven herd sire Keys Direct Fire 18Y. He carries a whopping 4.62 gain for his mid-term weight.*

96

**KEYS DIRECT FIRE 132F**

P727270

BW	WW	YW	Milk	MWW
1.9	56	110	12	40

BD: 3/27/18

H/P/S: POLLED

COLOR: BLACK

BW: 85  
LEPTIN: TT

ADJ. WW: 738

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA  
 5L FIREFLY 174-1641 50SA  
 RCM P R FIRECRACKER 25AR  
 MISS KEY RUBY 204R 25AN

J W K NEW DESIGN 0028  
**MISS KEY EBONY 60U**  
 MISS KEY EBONY 99K

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS POLLED REDWOOD 60E  
 MISS KEY EBONY 89F PLD

*This excellent two generation half on half bull should work on any set of cows, and does carry both markers for leptin.*



Lot 96

97

**KEYS DIRECT FIRE 176F**

P727278

BW	WW	YW	Milk	MWW
2.6	54	105	10	36

BD: 4/20/18

H/P/S: POLLED

COLOR: BLACK

BW: 88  
LEPTIN: TT

ADJ. WW: 770

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA  
 5L FIREFLY 174-1641 52.8SA  
 RCM P R FIRECRACKER 43.8AR  
 MISS KEY RUBY 204R 3.4AN

DJF 311X  
**MISS KEY CLAIRE 119A**  
 MISS KEY CLAIRE 118W

LINDENHILL TNT 753T  
 DJF MISS 311N  
 PIE GET R DONE 684  
 MISS KEY CLAIRE 124R

*This is the youngest calf in the sale. He has both leptin markers with excellent conformation and numbers.*

98

**KEYS BONFIRE 36F**

P727233

BW	WW	YW	Milk	MWW
0.0	31	77	14	29

BD: 2/20/18

H/P/S: POLLED

COLOR: BLACK

BW: 75  
LEPTIN: CT

ADJ. WW: 617

KEYS DIRECT FIRE 18Y  
**KEYS BONFIRE 97B**  
 MISS KEY TOPS 77W

5L DIRECT FIRE 1641-6443 %SA  
 MISS KEY RUBY 133W 56.3SA  
 J W K NEW DESIGN 0028 12.5AR  
 MISS KEY TOPCOAT 42L 31.3AN

RCM P BLK XENOS 050X  
**MISS KEY SUNDANCE 190A**  
 MISS SUNDANCE 36S

RCM P BLK UNO 833U  
 RCM P BLK SERENA 70S  
 LAGRAN SUN DANCE 4211  
 MISS KEY 23M

*Another excellent bull for heifers out of our Keys Bonfire 97B bull.*

99

## KEYS BONFIRE 41F

P727235

BW	WW	YW	Milk	MWW
-0.2	35	78	13	31

BD: 2/22/18

H/P/S: POLLED

COLOR: BLACK

BW: 72  
LEPTIN: CC

ADJ. WW: 621

KEYS DIRECT FIRE 18Y  
KEYS BONFIRE 97B  
MISS KEY TOPS 77W

5L DIRECT FIRE 1641-6443  
MISS KEY RUBY 133W  
J W K NEW DESIGN 0028  
MISS KEY TOPCOAT 42L

%SA  
75SA  
12.5AR  
12.5AN

RCM P R FIRECRACKER  
MISS KEY PATIENCE  
MISS KEY PATIENCE 20N

TFI POLLED AFTERSHOCK  
DJF POLLED LEAH 127L  
BIG SKY P BLK STEALTH  
MISS KEY PATIENCE 15G

This good heifer bull is out of a proven cow family and the \$20,000 Keys Bonfire herd sire.



Keys Bonfire 97B, Sire of Lot 98-100

100

## KEYS BONFIRE 46F

P727237

BW	WW	YW	Milk	MWW
0.7	32	74	12	28

BD: 2/23/18

H/P/S: POLLED

COLOR: BLACK

BW: 82  
LEPTIN: CT

ADJ. WW: 607

KEYS DIRECT FIRE 18Y  
KEYS BONFIRE 97B  
MISS KEY TOPS 77W

5L DIRECT FIRE 1641-6443  
MISS KEY RUBY 133W  
J W K NEW DESIGN 0028  
MISS KEY TOPCOAT 42L

%SA  
43.8SA  
12.5AR  
18.8AN  
25CH

PRO-CHAR CLYDE 79T  
MISS KEY CHANDRA 58Z  
MISS KEY CHANDRA 2R

WRANGLER HEADLINER 28N  
STER STAR'S HONOR 4L  
W BAR VIEW 77N  
MISS KEY CHANDRA 1N

This Bonfire son has a quarter Charolais in his pedigree with a tremendous mid-term rate of gain at 4.62.

101

## KEYS DIRECT HIT 12F

P727222

BW	WW	YW	Milk	MWW
1.8	49	91	19	44

BD: 2/14/18

H/P/S: POLLED

COLOR: RED

BW: 90  
LEPTIN: CT

ADJ. WW: 739

KEYS DIRECT FIRE 18Y  
KEYS DIRECT HIT 59C  
MISS KEY NOREEN 74T

5L DIRECT FIRE 1641-6443  
MISS KEY RUBY 133W  
S PRINCE 407P  
MISS KEY NOREEN 31R

%SA  
82.8SA  
12.5AR  
4.7AN

KEYS MONUMENT 234A  
MISS KEY JAMACA 20D  
MISS KEY JAMACA 26X

NJF FEISTS MASTERPEICE 7  
MISS KEY GARNET 13S  
JSR JAMACA 431  
MISS KEY BANNER 175C

Came unassisted out a first-calf heifer.

102

## KEYS DIRECT HIT 15F

P727224

BW	WW	YW	Milk	MWW
0.8	37	84	16	35

BD: 2/14/18

H/P/S: POLLED

COLOR: BLACK

BW: 85  
LEPTIN: CT

ADJ. WW: 630

KEYS DIRECT FIRE 18Y  
KEYS DIRECT HIT 59C  
MISS KEY NOREEN 74T

5L DIRECT FIRE 1641-6443  
MISS KEY RUBY 133W  
S PRINCE 407P  
MISS KEY NOREEN 31R

%SA  
62.5SA  
12.5AR  
25AN

J W K NEW DESIGN 0028  
MISS KEY TOPS 77W  
MISS KEY TOPCOAT 42L

B/R NEW DESIGN 036  
J W K GAINES LADY 8062  
KEYS TOPCOAT 116H  
MISS KEY EFFIE 141J

An excellent maternal brother to the \$20,000 Keys Bonfire that sold in our 2015 sale.



Keys Direct Hit 59C, Sire of Lot 101-105

103

## KEYS DIRECT HIT 31F

P727232

BW	WW	YW	Milk	MWW
2.8	65	119	16	49

BD: 2/19/18

H/P/S: POLLED

COLOR: RED

BW: 88  
LEPTIN: CT

ADJ. WW: 788

KEYS DIRECT FIRE 18Y  
KEYS DIRECT HIT 59C  
MISS KEY NOREEN 74T

5L DIRECT FIRE 1641-6443  
MISS KEY RUBY 133W  
S PRINCE 407P  
MISS KEY NOREEN 31R

%SA  
75SA  
12.5AR  
12.5AN

MAC CAMERON 318X  
MISS KEY NAOMI 88Z  
MISS KEY NAOMI 202U

HA THUNDER T705  
MAC TALLIE 234T  
O C C PROVOST 737P  
MISS KEY NAOMI 59N

One of the top performing bulls in the sale. His dam has a 107 index on five progeny for weaning.

104

## KEYS DIRECT HIT 48F

P727239

BW	WW	YW	Milk	MWW
3.5	47	94	13	37

BD: 2/24/18

H/P/S: POLLED

COLOR: RED

BW: 92  
LEPTIN: CC

ADJ. WW: 694

KEYS DIRECT FIRE 18Y  
KEYS DIRECT HIT 59C  
MISS KEY NOREEN 74T

5L DIRECT FIRE 1641-6443  
MISS KEY RUBY 133W  
S PRINCE 407P  
MISS KEY NOREEN 31R

%SA  
87.5SA  
12.5AR

RCM P R FIRECRACKER  
MISS KEY MEDAL 222W  
MISS KEY MEDAL 90L

TFI POLLED AFTERSHOCK  
DJF POLLED LEAH 127L  
KEYS HEAVY MEDAL 23F PLD  
MISS KEY REDWOOD 71H

A higher percentage Salers calf with enough length to stretch out any calf crop.

## 105 KEYS DIRECT HIT 77F

P727249

BW	WW	YW	Milk	MWW
3.7	57	104	15	44

BD: 3/8/18

H/P/S: POLLED

COLOR: RED

BW: 95

ADJ. WW: 715

LEPTIN: CT

KEYS DIRECT FIRE 18Y  
KEYS DIRECT HIT 59C  
MISS KEY NOREEN 74T

5L DIRECT FIRE 1641-6443  
MISS KEY RUBY 133W  
S PRINCE 407P  
MISS KEY NOREEN 31R

%SA  
68.8SA  
12.5AR  
12.5CH  
6.3A

KEYS LONGSHOT 1X  
MISS KEY ALANA 91A  
MISS KEY DESIGN 122Y

SC PLD BLK TRADER 107T  
MISS KEY MELODY 114P  
PRO-CHAR CLYDE 79T  
MISS KEY DESIGN 203N

Excellent conformation on this calf with strong performance on his bottom side.



Lot 105

## 106 KEYS CLEMSON 113F ET

P727264

BW	WW	YW	Milk	MWW
3.2	54	101	16	43

BD: 3/20/18

H/P/S: POLLED

COLOR: BLACK

BW: 90

ADJ. WW: 707

LEPTIN: TT

KEYS ROCKSTAR 95X  
BODINES CLEMSON C01  
RAO MISS DIAMOND 01W

NJF TOP LEVEL 41T  
MISS KEY ESTELLE 10N  
JCG DIAMOND  
RAO TELMA 42T

%SA  
75SA  
25AN

KEYS MATRIX 99T  
MISS KEY PATIENCE 30Y  
MISS KEY PATIENCE 179U

RCM PB 44P  
MISS KEY 23M  
O C C PROVOST 737P  
MISS KEY PATIENCE 6R

Here's a top ET calf out of our Y30 donor cow. He puts it all together - numbers and conformation - and traces to a very strong cow family. TT for Leptin. Selling half interest and full possession.



Lot 106

## 108 KEYS CAMERON 110F

P727263

BW	WW	YW	Milk	MWW
3.8	55	98	19	47

BD: 3/18/18

H/P/S: POLLED

COLOR: BLACK

BW: 90

ADJ. WW: 771

LEPTIN: CC

KEYS CAMERON 219Z  
KEYS CAMERON 107D  
MISS KEY TOPS 92A

MAC CAMERON 318X  
MISS KEY ELITA 199U  
KEYS ROCKSTAR 95X  
MISS KEY TOPCOAT 42L

%SA  
92.2SA  
6.2AR  
1.6AN

KKCC BLK PLD MATRIX 304N  
MISS KEY TARA 80T  
MISS KEY BANNER 175C

JFW PACKER 40F  
KKCC BP CHATTER 123L  
BANNERS PRIDE 172T  
MISS KEY 590T

A high percentage, excellent conformation performance son of our performance herd sire Keys Cameron 107D.

## 109 KEYS CAMERON 121F

P727267

BW	WW	YW	Milk	MWW
2.7	57	116	14	43

BD: 3/24/18

H/P/S: POLLED

COLOR: BLACK

BW: 80

ADJ. WW: 709

LEPTIN: TT

KEYS CAMERON 219Z  
KEYS CAMERON 107D  
MISS KEY TOPS 92A

MAC CAMERON 318X  
MISS KEY ELITA 199U  
KEYS ROCKSTAR 95X  
MISS KEY TOPCOAT 42L

%SA  
71.9SA  
12.5AR  
15.6AN

KEYS CAMERON 219Z  
MISS KEY EVIE 21B  
MISS KEY EVIE 12R

MAC CAMERON 318X  
MISS KEY ELITA 199U  
J W K NEW DESIGN 0028  
MISS KEY EVIE 71N

A light birthweight double bred bull with both leptin markers.

## 110 KEYS CAMERON 138F

P727273

BW	WW	YW	Milk	MWW
3.1	58	117	16	45

BD: 3/28/18

H/P/S: POLLED

COLOR: BLACK

BW: 85

ADJ. WW: 725

LEPTIN: TT

KEYS CAMERON 219Z  
KEYS CAMERON 107D  
MISS KEY TOPS 92A

MAC CAMERON 318X  
MISS KEY ELITA 199U  
KEYS ROCKSTAR 95X  
MISS KEY TOPCOAT 42L

%SA  
67.2SA  
6.3AR  
26.6AN

J W K NEW DESIGN 0028  
MISS KEY PATIENCE 218A  
MISS KEY PATIENCE 24R

B/R NEW DESIGN 036  
J W K GAINES LADY 8062  
KEYS STEALTH 41M  
MISS KEY PATIENCE 31M

This bull carries a stacked pedigree for performance, and also carries both markers for the leptin gene.

## 111 KEYS HIGHWAY 43F

P727236

BW	WW	YW	Milk	MWW
3.8	28	58	22	36

BD: 2/23/18

H/P/S: POLLED

COLOR: BLACK

BW: 86

ADJ. WW: 649

LEPTIN: CC

JCG DIAMOND  
KEYS HIGHWAY 101W  
MISS KEY ESTELLE 24G

JSR JAMACA 431  
JCG CARMA  
KEYS POLLED REDWOOD 60E  
MISS KEY ESTELLE 10E

%SA  
PURE-BRED

D CENTURY  
RBB 147S  
MAC LISSA 341L

D 162 BLACK SPECIAL 360  
D 25 MISS BIG TRADE 261  
RRF ROBIN HERCULES  
MAC ELISSA 11E

This good purebred calf lost his mother last summer, and still did alright on his own. He is catching back up now with a 4.4 rate of gain.

**K****KEYS ROCKSTAR 95X**
 BIRTH DATE: 3/31/10 H/P/S: POLLED COLOR: BLACK REG. #: P669027  
 BW: ADJ. WW: ADJ. YW: REA: LEPTIN:

BW	WW	YW	Milk	MWW
3.7	58	101	20	49

 GGT P BLK QUANTUM 207M  
**NJF TOP LEVEL 41T**  
 NJF MISS FEIST 215M

 BIG SKY P BLK STEALTH  
**MISS KEY ESTELLE 10N**  
 MISS KEY ESTELLE 24G

 GGT P HEAVY DUTY 100J  
 GGT MS BLACK BENZ 269G  
 SPRINGDATE SATURN 19J  
 NJF MISS JETHRO 055K

 BIG SKY PLD BLACK JET  
 BIG SKY MISS 14C  
 KEYS POLLED REDWOOD 60E  
 MISS KEY ESTELLE 10E

%SA

Rockstar is a proven black polled son of the People's Choice Champion Top Level. He is owned by Rob Bodine and sires tremendous length, growth and muscle. His calves excel at weaning weight and post weaning gain and have terrific docility, stayability and carcass.



Ref. Sire K

**112****KEYS ROCKSTAR 4F**

P727220

BW	WW	YW	Milk	MWW
2.5	48	92	14	38

BD: 2/7/18

H/P/S: POLLED

COLOR: BLACK

BW: 86

ADJ. WW: 678

LEPTIN: CC

 NJF TOP LEVEL 41T  
**KEYS ROCKSTAR 95X**  
 MISS KEY ESTELLE 10N

 O C C PROVOST 737P  
**MISS KEY RHEA 102U**  
 MISS KEY RHEA 36R

 GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 BIG SKY P BLK STEALTH  
 MISS KEY ESTELLE 24G

 O C C EMBLAZON 854E  
 O C C DIXIE ERICA 903E  
 KEYS STEALTH 41M  
 MISS KEY MEDAL 38H

%SA

75SA

25AN

With strong maternal lines in his pedigree, this calf came off his mother with an actual weaning weight of 825 pounds.



Lot 112

**113****KEYS ROCKSTAR 88F**

P727253

BW	WW	YW	Milk	MWW
4.5	61	112	13	43

BD: 3/13/18

H/P/S: POLLED

COLOR: BLACK

BW: 90

ADJ. WW: 752

LEPTIN:

 KEYS ROCKSTAR 95X  
**BODINES ROCKSTAR D1**  
 WF MISS TOPEKA W1

 KEYS CAMERON 219Z  
**MISS KEY KYLENE 25C**  
 MISS KEY KYLENE 122X

 NJF TOP LEVEL 41T  
 MISS KEY ESTELLE 10N  
 MAC TOPEKA 159T  
 NJF MISS FEIST 692S

 MAC CAMERON 318X  
 MISS KEY ELITA 199U  
 DJF TRIBUTE 513T  
 MISS KEY KUYENE 113N

%SA

89.1SA

9.4AR

1.6AN

He comes in an very attractive package with both leptin markers. This 7/8 Salers bull is gaining 4 pounds per day on the mid-term test. Retaining 1/4 interest.

**114****KEYS ROCKSTAR 108F**

P727261

BW	WW	YW	Milk	MWW
1.6	60	105	20	50

BD: 3/18/18

H/P/S: POLLED

COLOR: BLACK

BW: 83

ADJ. WW: 760

LEPTIN: TT

 KEYS ROCKSTAR 95X  
**BODINES ROCKSTAR D1**  
 WF MISS TOPEKA W1

 RAO ALBERT  
**MISS KEY NOREEN 130C**  
 MISS KEY NOREEN 80Z

 NJF TOP LEVEL 41T  
 MISS KEY ESTELLE 10N  
 MAC TOPEKA 159T  
 NJF MISS FEIST 692S

 NJF TOP LEVEL 39X  
 RAO WAUMA 914W  
 BR BAND WARRIOR 012  
 MISS KEY NOREEN 173W

%SA

87.5SA

12.5AN

This 7/8 calf has a low birth of 83 pounds, a gain of over 4 pounds a day, and carries both leptin markers.

**115****KEYS ROCKSTAR 120F**

P727266

BW	WW	YW	Milk	MWW
2.1	60	104	18	48

BD: 3/23/18

H/P/S: POLLED

COLOR: RED

BW: 78

ADJ. WW: 743

LEPTIN: TT

 KEYS ROCKSTAR 95X  
**BODINES ROCKSTAR D1**  
 WF MISS TOPEKA W1

 RAO ALBERT  
**MISS KEY PATIENCE 143C**  
 MISS KEY PATIENCE 49Z

 NJF TOP LEVEL 41T  
 MISS KEY ESTELLE 10N  
 MAC TOPEKA 159T  
 NJF MISS FEIST 692S

 NJF TOP LEVEL 39X  
 RAO WAUMA 914W  
 JWK TOMAHAWK 505X  
 MISS KEY PATIENCE 16X

%SA

78.1SA

18.8CH

3.1AN

A light birthweight TT bull with 104 yearling EPD.

**116****KEYS ROCKSTAR 122F**

P727269

BW	WW	YW	Milk	MWW
3.1	62	111	15	46

BD: 3/25/18

H/P/S: POLLED

COLOR: BLACK

BW: 84

ADJ. WW: 740

LEPTIN: CT

 KEYS ROCKSTAR 95X  
**BODINES ROCKSTAR D1**  
 WF MISS TOPEKA W1

 KEYS CAMERON 219Z  
**MISS KEY PATIENCE 72C**  
 MISS KEY PATIENCE

 NJF TOP LEVEL 41T  
 MISS KEY ESTELLE 10N  
 MAC TOPEKA 159T  
 NJF MISS FEIST 692S

 MAC CAMERON 318X  
 MISS KEY ELITA 199U  
 RCM P R FIRECRACKER  
 MISS KEY PATIENCE 20N

%SA

92.2SA

6.3AR

1.6AN

A high percentage Salers bull, this calf is a curve-bender with a low birthweight of 84 pounds and a high yearling EPD of 111.

## 117 KEYS ROCKSTAR 135F P727272

BW	WW	YW	Milk	MWW
4.3	64	120	17	49

BD: 3/28/18 H/P/S: POLLED COLOR: BLACK BW: 93 ADJ. WW: 779  
LEPTIN: CC

KEYS ROCKSTAR 95X  
BODINES ROCKSTAR D1  
WF MISS TOPEKA W1

NJF TOP LEVEL 41T  
MISS KEY ESTELLE 10N  
MAC TOPEKA 159T  
NJF MISS FEIST 692S

%SA  
79.7SA  
6.3AR  
14.1AN

KEYS CAMERON 219Z  
MISS KEY PATIENCE 270C  
MISS KEY PATIENCE 102W

MAC CAMERON 318X  
MISS KEY ELITA 199U  
J W K NEW DESIGN 0028  
MISS KEY PATIENCE 31M

This calf has the herd sire look with high performance numbers.



Lot 117

## 118 KEYS ROCKSTAR 128F P727268

BW	WW	YW	Milk	MWW
2.0	59	102	19	49

BD: 3/25/18 H/P/S: POLLED COLOR: BLACK BW: 75 ADJ. WW: 750  
LEPTIN: CC

KEYS ROCKSTAR 95X  
BODINES ROCKSTAR D1  
WF MISS TOPEKA W1

NJF TOP LEVEL 41T  
MISS KEY ESTELLE 10N  
MAC TOPEKA 159T  
NJF MISS FEIST 692S

%SA  
PURE-BRED

RCM P BLK WEST STAR 129Y  
BODINES MS C537  
HA GOLDEN CHAIN T751

OPP WEST STAR 938W  
RCM P BLK WYOMING 940W  
JGK BLK PLD JASPER 634R  
HA GOLDEN CHAIN P4133

This purebred Salers bull carries a 75 pound birthweight with an outcross pedigree on its bottom side.

## 119 KEYS ROCKSTAR 156F P727275

BW	WW	YW	Milk	MWW
3.4	63	107	19	50

BD: 4/5/18 H/P/S: POLLED COLOR: BLACK BW: 83 ADJ. WW: 780  
LEPTIN: TT

KEYS ROCKSTAR 95X  
BODINES ROCKSTAR D1  
WF MISS TOPEKA W1

NJF TOP LEVEL 41T  
MISS KEY ESTELLE 10N  
MAC TOPEKA 159T  
NJF MISS FEIST 692S

%SA  
PURE-BRED

KEYS LONGSHOT 1X  
MISS KEY SPARKLE 80C  
MISS KEY SPARKLE 16W

SC PLD BLK TRADER 107T  
MISS KEY MELODY 114P  
JCG DIAMOND  
MISS KEY DESIGN 163M

This is a low birth purebred bull that carries both leptin markers.

## 120 KEYS TOP LEVEL 92F P727255

BW	WW	YW	Milk	MWW
-0.1	43	86	15	36

BD: 3/14/18 H/P/S: POLLED COLOR: BLACK BW: 78 ADJ. WW: 690  
LEPTIN: CT

NJF TOP LEVEL 41T  
KEYS TOP LEVEL 5D  
MISS KEY NOELLE 164B

GGT P BLK QUANTUM 207M  
NJF MISS FEIST 215M  
DJF 850Y  
MISS KEY NOELLE 8W

%SA  
81.3SA  
6.3AN  
12.5AR

KEYS DIRECT FIRE 18Y  
MISS KEY DESTINY 189D  
MISS KEY DESTINY 1A

5L DIRECT FIRE 1641-6443  
MISS KEY RUBY 133W  
MAC CAMERON 318X  
KKCC BP PREDESTINED 705T

One of the top good looking heifer bulls in the sale with an excellent mid-term rate of gain of 4.18.

## 121 KEYS TOP LEVEL 104F P727259

BW	WW	YW	Milk	MWW
3.2	42	87	12	33

BD: 3/17/18 H/P/S: POLLED COLOR: BLACK BW: 95 ADJ. WW: 676  
LEPTIN: TT

NJF TOP LEVEL 41T  
KEYS TOP LEVEL 5D  
MISS KEY NOELLE 164B

GGT P BLK QUANTUM 207M  
NJF MISS FEIST 215M  
DJF 850Y  
MISS KEY NOELLE 8W

%SA  
79.7SA  
7.8AN  
12.5AR

KEYS CAMERON 219Z  
MISS KEY ANN 144D  
MISS KEY ANN 99A

MAC CAMERON 318X  
MISS KEY ELITA 199U  
KEYS DIRECT FIRE 18Y  
CCHS MS MARK WEB 711X

This big, long performance calf has a first-calf heifer for a mother, and is carrying both leptin markers.

## 122 KEYS BOUNTY HUNTER 57F P727242

BW	WW	YW	Milk	MWW
2.4	36	73	2	20

BD: 2/26/18 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 656  
LEPTIN: TT

TRI-N CAPTAIN MORGAN 340A  
TRI-N BOUNTY HUNTER 507C  
TRI-N BUFFY 63Y

PRO-CHAR CPTN MORGAN BU  
TRI-N BUFFY 79T  
SOS CRIMSON TIDE 97S  
TRI-N BUFFY II 51S

%SA  
12.5SA  
75CH  
12.5AN

PRO-CHAR CLYDE 79T  
MISS KEY MELODY 45Y  
MISS KEY MELODY 32U

WRANGLER HEADLINER 28N  
STER STAR'S HONOR 4L  
J W K NEW DESIGN 0028  
MISS KEY MELODY 114P

This double marker leptin bull is a good way to keep red color and pick up a shot of Charolais in your calf crop.

## 123 KEYS BOUNTY HUNTER 72F P727248

BW	WW	YW	Milk	MWW
1.9	34	69	6	23

BD: 3/7/18 H/P/S: POLLED COLOR: BLACK BW: 80 ADJ. WW: 687  
LEPTIN: CC

TRI-N CAPTAIN MORGAN 340A  
TRI-N BOUNTY HUNTER 507C  
TRI-N BUFFY 63Y

PRO-CHAR CPTN MORGAN BU  
TRI-N BUFFY 79T  
SOS CRIMSON TIDE 97S  
TRI-N BUFFY II 51S

%SA  
25SA  
50CH  
21.9AN  
3.1BV

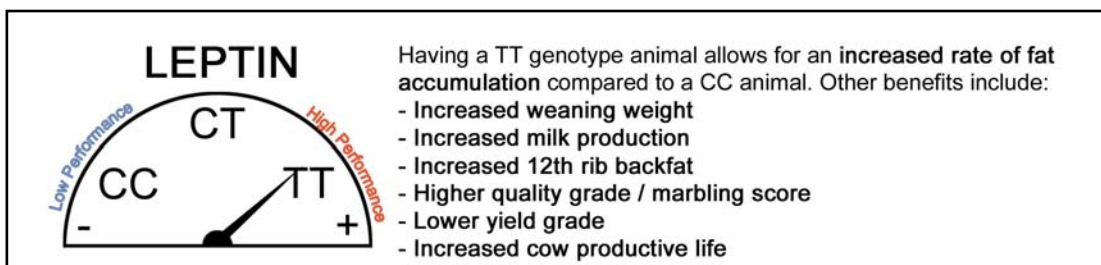
WARD 793 MASTER PLAN 43L  
MISS KEY DESIGN 173U  
MISS KEY DESIGN 77P

MJR MASTER PLAN 43L  
JSR MS POWER DRIVE 791  
J W K NEW DESIGN 0028  
MISS KEY 807H

This low birthweight, eye-catching calf is the only black half-char bull in the sale.

# WHY DO WE LEPTIN TEST OUR BULLS?

Dr. Eric DeVuyst, OSU Ag Economist wrote in an Oklahoma Extension Service circular The Economics of Gene Testing...



Genotype (TT) fed cattle are more profitable than lean genotype (CC) cattle. Differences in profit range from \$14 to \$60 per head.

The same mutation has been investigated in milk production and beef calf weaning weight. DeVuyst et al. (2008) also report heavier calf weaning weights for TT and CT cows. The effect was significant in crossbred cows. TT cows wean heavier calves than CC cows. Crossbred TT cows wean calves weighing 27 pounds more than calves weaned from crossbred CC cows.

Their analysis found that TT and CT cows were more profitable than CC cows due to 1) higher calf weaning weights and 2) longer productive lives. Differences in profitability ranged from \$15 to \$39 per year depending on breed.



## 2019 BREED AVERAGE EPDS

	BW	WW	YW	CE	MCE	MTNL
<b>CHAROLAIS</b>	<b>0.4</b>	<b>30</b>	<b>55</b>	<b>5.0</b>	<b>5.2</b>	<b>24</b>
	BW	WW	YW	MILK		
<b>SALERS</b>	<b>2.0</b>	<b>33</b>	<b>65</b>	<b>18</b>		

## ADJUSTMENT FACTORS TO ADD TO EPDS OF DIFFERENT BREEDS TO ESTIMATE ACROSS-BREED EPDS

DIFFERENT BREEDS TO ESTIMATE ACROSS BREED EPDs

Breed	Birth Wt. (lb)	Weaning Wt. (lb)	Yearling Wt. (lb)	Maternal Milk (lb)	Marbling Score <sup>a</sup>	Ribeye Area (in <sup>2</sup> )	Fat Thickness (in)	Carcass Wt.(lb)
Angus	0.0	0.0	0.0	0.0	0.00	0.00	0.000	0.0
Hereford	1.4	-16.5	-44.4	-12.5	-0.30	0.02	-0.073	-71.1
Red Angus	2.6	-19.4	-31.4	1.5	-0.03	0.25	-0.040	-13.2
Shorthorn	4.5	-34.4	-46.6	-0.1	-0.07	0.47	-0.032	5.6
South Devon	2.6	-29.9	-55.4	3.1	-0.53	0.64	-0.213	-68.8
Beefmaster	4.0	23.4	1.1	7.7				
Brahman	10.3	53.3	14.4	16.7		0.03	-0.166	-35.9
Brangus	3.1	14.9	5.3	12.9				
Santa Gertrudis	5.2	40.4	39.8	16.8	-0.44	0.12	-0.085	-12.3
Braunvieh	2.2	-21.1	-46.6	4.1	-0.61	1.00	-0.100	-53.4
Charolais	6.6	32.7	23.2	8.1	-0.29	0.79	-0.201	5.1
Chiangus	2.8	-21.1	-36.2	2.5	-0.47	0.59	-0.142	-19.3
Gelbvieh	2.9	-15.5	-27.1	8.2	-0.37	0.66	-0.066	1.5

Larry Kuehn and Mark Thallman,  
US Meat Animal Research Center

Bulls of different breeds can be compared on the same EPD scale by adding the appropriate adjustment factor to the EPDs produced in the most recent genetic evaluations for each of the eighteen breeds. Normally, the EPDs of the

animals from different breeds cannot be compared because most of the breed associations compute their EPDs in separate analyses and each breed has a different base point. The across-breed adjustment factors allow producers to compare the EPDs for animals from different breeds for these traits. These factors adjust the EPDs to an Angus base (chosen arbitrarily).

## NOTES

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## TERMS & CONDITIONS

**Terms:** Terms of the sale are cash or check payable immediately upon conclusion of the sale and before animals are moved. Seller will reserve the right to require a certified check as settlement before releasing any cattle.

**Insurance of Purchases and Risk:** All animals are the owner's risk prior to their sale and become the buyer's property as soon as declared sold by the auctioneer. Insurance will be available when making settlement.

**Bidding:** All animals sell to the highest bidder. Any disputes or challenges regarding bids will be settled by the auctioneer and his decision will be final.

**Health:** All animals will have proper individual health certificates, making them eligible for transport to destinations within the U.S.

**Registration and Transfer:** Please notify us when making settlement if you want registration papers.

**Announcements:** Any errors or changes of information contained in the catalog will be announced from the auction block and such announcements shall take precedence over information contained herein.

**Breeding Guarantee:** Bulls ... If a yearling bull fails to pass a semen test at turnout time, he may be returned to Effertz Key Ranch if healthy and in adequate condition. The buyer can select a suitable replacement or receive credit for the purchase price in our next bull sale.

**Liabilities:** All persons who attend the sale do so at their own risk and Effertz Key Ranch and Auction Effertz, Ltd. assume no liability for any loss or injury to livestock due to theft, mysterious disappearance, sickness, improper handling or Act of God. It is to be clearly understood that Auction Effertz, Ltd. and its representatives act only as a medium between the buyer and seller. They are not responsible in any way for any failure on the part of the buyer and the seller to live up to their obligations or for the truth of any warranties or representation, expressed or implied. Neither does Auction Effertz, Ltd. assume any financial obligations to collect or enforce collection of monies between parties. Any legal action that may in exceptional cases be taken, must be between the buyer and seller.

**Contract:** The above terms and guarantee constitute a contract between buyer and seller of each animal sold.

**Mail Bids:** Mail or wire bids may be furnished. Bids must be in the hands of the Sale Management in ample time prior to the sale date and will be handled in strict confidence.



**Auction Effertz, Ltd.**

*Your Market Masters*

*NEIL & JAN EFFERTZ*

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**41st Annual Bull Sale**  
**Thursday, March 14, 2019**

**Rugby Livestock, Rugby, ND • 1 p.m. CST**

**123 Charolais & Salers Optimizer Bulls**

**Auctioneer: Jered Shipman**



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