

# EFFERTZ KEY RANCH

Catalog and Videos online at:  
[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

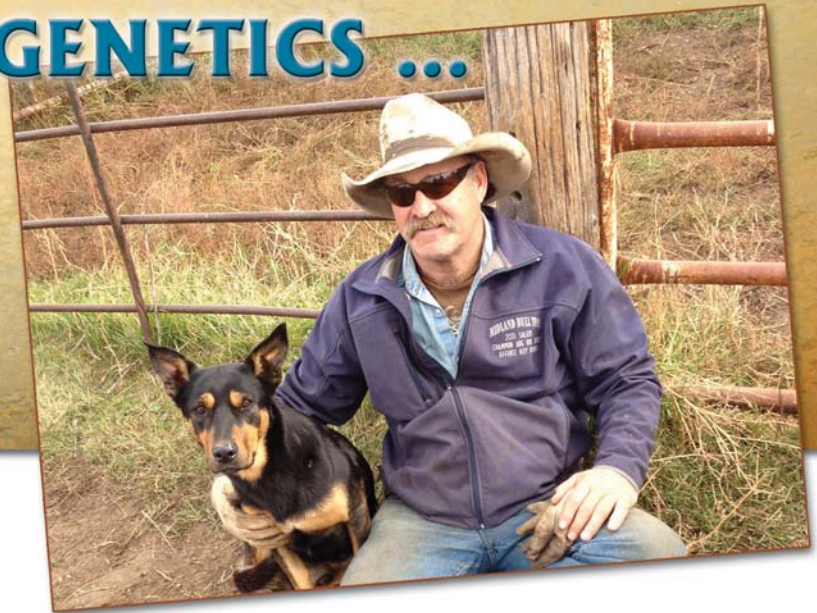
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**Offering 123 Bulls**  
**72 Charolais & 51 Salers Optimizers**

LIVE ON THE INTERNET. LIVE AUDIO. VIDEO.  
**LiveAuctions.TV**



# 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*





## 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*

*17350 Hwy. 1804 N. • Bismarck, ND 58503*

*Ph: 701-223-5202 • [effertz@bektel.com](mailto:effertz@bektel.com)*

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