

EFFERTZ KEY RANCH

Catalog and Videos online at:
www.effertzkeyranch.com

Effertz Key Ranch
37th Annual Bull Sale
Friday, April 17, 2015

1 p.m. CDT

Kist Livestock, Mandan, ND

Auctioneer: Roger Jacobs

Offering 134 Bulls

74 Charolais Bulls

60 Salers Optimizer Bulls

DVAuction Broadcasting
Real-time Auctions



HIGH-IMPACT GENETICS ...



Welcome to our 37th Annual Bull Sale.

Let me start out by congratulating guys like Paul Ogden, a good customer from Stanley that uses both our Charolais and Salers bulls, for having the foresight to sell his calves this year the first week of November. He topped the market with 128 head. These are good times in the cow/calf business.

Here at Effertz Key Ranch, we think we offer genetics that give you the best chance to take advantage of this market. The Salers X Angus female has proven herself to be a great cow for the important traits of fertility, longevity and mothering ability. There is still nothing that can hit the ground in cold weather and get going like a Salers cross calf.

I don't think there is any better terminal cross than the Charolais bull.

Next, I think we can get more out of our cow herds. Yes, I am back on heterosis. It clearly brings benefits in reproduction, calf survival, longevity, milk production and overall growth. It also allows you to increase the value of your calf crop by being able to split your focus between carcass and feedlot traits and cowherd traits such as longevity and fertility.

We continue to DNA test for the Leptin gene because of its positive effects on maternal values, weaning weight, feed efficiency, marbling, and general feedlot management. Our PMCH DNA testing seems to have combined with our Leptin selection to give us the best carcass numbers that we have ever had on this year's bulls. You can read more about why we are testing for these genes on page 28.

As to the offering, there will be 74 Charolais and 60 Salers Optimizer bulls. The Charolais offering includes a nice set of red factor bulls that will put some color in your cattle. In our composite bulls, we offer various percentages of Angus and Salers genetics to provide an opportunity to select for more British or Continental influence. These bulls will offer strong maternal traits, excellent calving ease, and

tremendous vigor at birth. A majority of these bulls have a moderate 5 to 6 frame score. Note their excellent IMF scores.

We do not creep feed our calves and we are pleased with their rate of gain.

We know you are busy this time of year. Please take time to come by and take a look at the bulls at the Velva ranch or study the videos (at www.effertzkeyranch.com) before the sale. For those of you that can't make it to Kist Livestock on sale day, please call us to discuss the bull options that will fit your cows, even if you plan to bid online with DV Auction. If you are having a problem with bidding online or are unable to be online during the sale, call us on our cell phones:

Roger: 701-720-1156 • Kevin: 701-720-1363 • Neil: 701-471-0153

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

We appreciate your business. If we can be of any assistance, please contact us.

Roger Effertz

**EFFERTZ
KEY RANCH**

37th Annual Bull Sale

Friday,
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Kist Livestock • Mandan, ND • 1 p.m. CDT



Selling 134 Bulls

74 Charolais Bulls pages 2 - 15
60 Salers Optimizer Bulls pages 16 - 27

Sale Day Phones:

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

Auctioneer:

Roger Jacobs, Billings, MT 406-698-7686

Join Us!

The bulls will be penned and ready to look at Thursday, April 16.

Join us for lunch before the sale.

Directions to Sale Site:

Kist Livestock..... 701-663-9573
1715 40th Ave SE, Mandan, ND 58554

Special Representatives:

Colt Keffer, Charolais Journal..... 765-376-8784
Dean Pike, American Salers..... 308-810-7605
Kris Petersen, Cattle Business Weekly 701-339-0305
Kirby Goetsch, Farm & Ranch Guide 605-226-8925

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.

Registration Papers: Most 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: A video of individual bulls will be available on our website, www.effertzkeyranch.com by April 1.

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 John's Disease.

Trucking: We will assist in making trucking arrangements to minimize your cost. Haul your bull home sale day and receive a \$50-per-bull discount.

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.

Scrotal Measurements: Scrotal measurements will be available sale day.

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 Kris Petersen (701-339-0305) to discuss the bulls and arrange to place a bid.

This sale will be broadcast live on the internet.

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Auction Effertz, Ltd.**

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A CEDARDALE ZERXES 116Z

BIRTH DATE: 3/3/12 H/P/S: POLLED COLOR: WHITE REG. #: M830288
BW: 91 ADJ. WW: 857 ADJ. YW: 1489 REA: IMF: LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
-0.4	5	11	1			4

SPARROWS ALCATRAZ 18N
CEDARDALE WINCHESTER 70W
CEDARDALE NOSTALGIA 3N

SPARROWS MATADOR 7K
SPARROWS BARMAID 218H
LHD CIGAR
RODANJEN DAMSEL 47D

LT BLUEGRASS 4017P
CEDARDALE MISS 57U
CEDARDALE MAJESTIC LADY 2M

LT ASSERTION 1277P
LT PEARLS BREEZE 2236P
MNE EXCLUSIVE 17E ET
RODANJEN DARLING 34D

This stout made 3-year-old son of Winchester puts a lot of power and thickness in his calves. They are all powerful, thick made bulls that will have a lot of natural fleshing ability and excellent scrotal development with rapid early growth. He offers an outcross bloodline that's deep sided and moderate framed. He should sire great feeding cattle.

1 KEYS BOOTLEGGER 36B

M851699

BW	WW	YW	Milk	CE	MCE	MTNL
1.0	23	30	-2	2.7	4.2	9

BD: 2/25/14 H/P/S: POLLED COLOR: WHITE
ADG: 2.89 WDA: 3.44 REA: 15.3 IMF: 2.21

BW: 95 ADJ. WW: 787 ADJ. YW: 1249
PROFIT INDEX: 110 LEPTIN: TT PMCH: AA

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

KEYS UNO 1S
MISS KEY BISKIT 208W
MISS KEY BISKIT 34P

KEYS MCHENRY 24M
CARDINALS LADY D781P
CARDINALS SMOKE B159P
MISS KEY BISKIT 58M

Zerxes is a new bull purchased from Cedardale Farms in Ontario, Canada. I believe these cattle are a feedlot dream. They have explosive growth without the overly large frame work, they are long sided, well muscled bulls that move out soundly, exhibit excellent scrotal development and should be able to cover a lot of cows.

3 KEYS ZERXES 38B

M851701

BW	WW	YW	Milk	CE	MCE	MTNL
1.3	26	47	-1	1.7	4.1	12

BD: 2/27/14 H/P/S: POLLED COLOR: WHITE
ADG: 3.63 WDA: 3.67 REA: 16.0 IMF: 3.02

BW: 94 ADJ. WW: 775 ADJ. YW: 1356
PROFIT INDEX: 118 LEPTIN: TT PMCH: AA

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

LVB LUCK OF THE DRAW L306
MISS KEY FIRE 25W
MISS KEYFIRE 80S

M6 GRID MAKER 104 PET
LVB MISS LUCKYCHARM L132
KEYS MCHENRY 24M
MISS KEYFIRE 1L

A deep, soft sided bull with a wide topline and a tremendously well muscled rear quarter. This bull is awesome from any angle.

5 KEYS ZERXES 57B

M851707

BW	WW	YW	Milk	CE	MCE	MTNL
-0.9	8	18	1	4.8	6.5	5

BD: 3/5/14 H/P/S: POLLED COLOR: WHITE
ADG: 3.33 WDA: 3.30 REA: 13.2 IMF: 4.31

BW: 84 ADJ. WW: 682 ADJ. YW: 1215
PROFIT INDEX: 104 LEPTIN: CT PMCH: AA

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

LT ASSERTION 1277 P
JLS ASSERTION 473 PLD
JLS WIND 273 POLLED

EATONS ASSERT 9171
LT ALLI'S CLASS 9140 P
LT WYOMING WIND 4020 PLD
JLS RAINMAKER 073 POLLED

A light birth weight bull with a low BW EPD. Long, clean made and as sound as they come, with a high marbling score of 4.31.



REF. SIRE A

2 KEYS JAXSON 240B

BW	WW	YW	Milk	CE	MCE	MTNL
1.3	23	45	12	-2.3	-0.8	23

BD: 2/25/14 H/P/S: POLLED COLOR: WHITE
ADG: 4.11 WDA: 3.56 REA: 16.2 IMF:

BW: 88 ADJ. WW: 690 ADJ. YW: 1348
PROFIT INDEX: 119 LEPTIN: CT PMCH: AA

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 UNO 1S
MISS KEY DALENN 171W
MISS KEY DALENN 20M

KEYS MCHENRY 24M
CARDINALS LADY D781P
KEYS DUKE 99K
MISS KEY DALENN 355K

Here's one of the top bulls in the sale. He displays a lot of depth and spring of rib. He's smooth made, wide based and carries a deep, well -muscled rear quarter. His performance is top of the line with a 4.11 ADG and a 16.20 REA.

4 KEYS ZERXES 45B

QM200797

BW	WW	YW	Milk	CE	MCE	MTNL
1.1	20	39	-4	1.6	5.5	6

BD: 3/1/14 H/P/S: POLLED COLOR: WHITE
ADG: 3.53 WDA: 3.38 REA: 15.6 IMF: 2.44

BW: 92 ADJ. WW: 687 ADJ. YW: 1252
PROFIT INDEX: 111 LEPTIN: TT PMCH:

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

KEYS TEN-ACIOUS 166S
MISS KEY KATIE 46U
MISS KEY KATIE 69M

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
2UP PEUGEOT ET
MISS KEY KATIE 79H

Someone overslept when this calf was born but don't hold that against him. He was born on a -20 degree night and therefore lost half of each ear. This bull is sound, very well muscled with a gentle disposition and is homozygous for the Leptin gene.

6 KEYS ZERXES 59B

M851708

BW	WW	YW	Milk	CE	MCE	MTNL
-0.4	7	17	0	5.0	6.1	3

BD: 3/5/14 H/P/S: POLLED COLOR: WHITE
ADG: 4.64 WDA: 3.51 REA: 13.9 IMF: 2.84

BW: 88 ADJ. WW: 616 ADJ. YW: 1358
PROFIT INDEX: 116 LEPTIN: CT PMCH: AT

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

KEYS TENACIOUS 36U
MISS KEY RONNIE 110X
MISS KEY RONNIE 223U

KEYS TEN-ACIOUS 166S
JLS ASSERTION 473 PLD
KEYS UNO 1S
MISS KEY RONNIE 144R

A low birth weight Zerxes son out of a Ten-acious bred female, a cross that appears to work quite well. Long spined, level topped, with a well developed, expressive muscle pattern.

7

KEYS ZERXES 61B

M851709

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	8	24	4	1.3	5.3	8

BD: 3/6/14 H/P/S: POLLED COLOR: WHITE
ADG: 3.55 WDA: 3.18 REA: 16.5 IMF: 2.99

BW: 102 ADJ. WW: 618 ADJ. YW: 1186
PROFIT INDEX: 109 LEPTIN: TT PMCH: TT

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

KEYS NEW CHOICE 23P
MISS KEY JENNA 121S
MISS KEY JENNA 131L

KEYS MCHENRY 24M
MISS KEY LACE 42L
DCR MR INCOME 1255
MISS KEY JENNA 1J

A big framed, sound made Zerxes sired bull with a 16.5 ribeye and a TT for Leptin.

8

KEYS LOADSTAR 75B

M851714

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	18	31	5	1.1	4.9	14

BD: 3/10/14 H/P/S: POLLED COLOR: WHITE
ADG: 4.29 WDA: 3.92 REA: 15.5 IMF: 3.44

BW: 98 ADJ. WW: 767 ADJ. YW: 1453
PROFIT INDEX: 124 LEPTIN: TT PMCH: AT

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

LHD CIGAR E46
MISS KEY LACE 33T
MISS KEY LACE 42L

LHD MR PERFECT Y416
LHD MS CLASSIC BELL X613
CF FRONTLINE 124I ET
MISS KEY DISTANCE 32E

Here's a big powerhouse 1453 YW bull that's a TT for Leptin, with top gain and WDA and a 124 profit index!

9

KEYS ZERXES 78B

M851715

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	23	42	0	1.3	4.1	11

BD: 3/11/14 H/P/S: SCURRED COLOR: WHITE
ADG: 3.66 WDA: 3.48 REA: 17.6 IMF: 3.93

BW: 87 ADJ. WW: 707 ADJ. YW: 1293
PROFIT INDEX: 118 LEPTIN: TT PMCH: TT

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

KEYS MCHENRY 24M
MISS KEY HARIAT 174W
MISS KEY HARIAT 488K

KEYS HANDYMAN PLD 255H
MISS KEY DIANA 102G PL
2UP PEUGEOT ET
LTC HARIET 772

A well muscled, straight topped son of Zerxes that excels in style, length, and conformation. He should sire market topping calves with his 17.6 inch ribeye and a TT for Leptin.

10

KEYS ZERXES 87B

M851719

BW	WW	YW	Milk	CE	MCE	MTNL
1.8	20	36	0	0.8	2.2	10

BD: 3/14/14 H/P/S: POLLED COLOR: WHITE
ADG: 2.67 WDA: 3.20 REA: 13.7 IMF: 3.28

BW: 97 ADJ. WW: 721 ADJ. YW: 1148
PROFIT INDEX: 100 LEPTIN: TT PMCH: AT

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

KEYS MODEL 270N
MISS KEY HEATHER 207R
MISS KEY HEATHER 205L

CF FRONTLINE 124I ET
MISS KEY PAIGE 402H ET
CF FRONTLINE 124I ET
MISS KEY HEATHER 258H

A nice made bull that's really stuck together - wide topped, big butted and clean made. His mother was moved into our ET program and we are anxiously awaiting her McHenry ET calves. She produced the national bull calf champion 2 years ago in Houston and is a no-miss cow.

11

KEYS ZERXES 89B

M851721

BW	WW	YW	Milk	CE	MCE	MTNL
0.2	24	37	6	-1.7	0.2	18

BD: 3/14/14 H/P/S: POLLED COLOR: WHITE
ADG: 3.98 WDA: 3.82 REA: 16.8 IMF: 3.67

BW: 84 ADJ. WW: 767 ADJ. YW: 1404
PROFIT INDEX: 123 LEPTIN: CT PMCH: AT

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

KEYS MCHENRY 24M
MISS KEY JAIME 74P
MISS KEY JAIME 365J

KEYS HANDYMAN PLD 255H
MISS KEY DIANA 102G PL
KEYS POLLED ABE 74F
LTC MS LONE TREE 333 PLD

A lighter birth weight Zerxes son out of a big framed McHenry daughter gaining right at 4 lbs/day with a 16.8 REA. This bull is built long and smooth with a wide explosive topline and a deep, well muscled quarter.

12

KEYS ZERXES 145B

M851581

BW	WW	YW	Milk	CE	MCE	MTNL
1.0	10	22	6	0.7	1.9	11

BD: 3/27/14 H/P/S: HORNED COLOR: WHITE
ADG: 3.35 WDA: 3.25 REA: 13.3 IMF: 3.27

BW: 92 ADJ. WW: 695 ADJ. YW: 1231
PROFIT INDEX: 105 LEPTIN: TT PMCH: AA

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

KEYS SPECIALIST 18U
MISS KEY DALENNA 58Y
MISS KEY DALENNA 20M

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
KEYS DUKE 99K
MISS KEY DALENNA 355K

A sound made Zerxes son out of a smaller framed Specialist cow. He is TT for Leptin and homozygous for the tenderness gene.

13

KEYS ZERXES 92B

M851725

BW	WW	YW	Milk	CE	MCE	MTNL
1.5	23	41	-4	1.5	5.2	8

BD: 3/15/14 H/P/S: POLLED COLOR: WHITE
ADG: 3.21 WDA: 3.54 REA: 16.4 IMF: 3.34

BW: 96 ADJ. WW: 767 ADJ. YW: 1281
PROFIT INDEX: 114 LEPTIN: TT PMCH: AT

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

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

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

A smooth polled herdsire prospect with an outstanding maternal pedigree. The U55 cow is an excellent milking daughter of Ten-acious out of the one and only Amour de Paris cow Miss Key Rhianna 164R ET. If you want a well muscled, attractive, smooth made sire then 92B is your bull.



Lot 13

14 KEYS ZERXES 109B

M851570

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	30	51	-4	2.8	6.3	11

BD: 3/17/14 H/P/S: **HORNED** COLOR: **WHITE** BW: 87 ADJ. WW: 833 ADJ. YW: 1422
ADG: 3.68 WDA: 3.78 REA: 15.2 IMF: 3.42 PROFIT INDEX: 121 LEPTIN: CT PMCH: AA

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

KEYS TEN-ACIOUS 166S
MISS KEY NOLA 15Y
MISS KEY NOLA 12T

[SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

[KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
KEYS MCHENRY 24M
MISS KEY NOLA 264N

833 pound weaning and 87 lb birth weight, this Zerxes bull is really well put together - wide topped, wide based, and deep sided with that ever present big, well muscled quarter.



Lot 14

15 KEYS ZERXES 165B

M851588

BW	WW	YW	Milk	CE	MCE	MTNL
-1.2	10	20	1	2.6	5.0	6

BD: 4/6/14 H/P/S: **HORNED** COLOR: **WHITE** BW: 80 ADJ. WW: 685 ADJ. YW: 1229
ADG: 3.40 WDA: 3.26 REA: 12.4 IMF: 3.18 PROFIT INDEX: 103 LEPTIN: TT PMCH: AA

CEDARDALE WINCHESTER 70W
CEDARDALE ZERXES 116Z
CEDARDALE MISS 57U

KEYS SPECIALIST 18U
MISS KEY PERFECTION 99Y
MISS KEY PERFECTION 77P

[SPARROWS ALCATRAZ 18N
CEDARDALE NOSTALGIA 3N
LT BLUEGRASS 4017 P
CEDARDALE MAJESTIC LADY2M

[KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
KEYS MCHENRY 24M
MISS KEY PERFECTION 144E

The youngest Zerxes bull in the sale with a light 80 lb. birth weight and a -1.2 birth EPD. He displays that expressive muscle shape that the Zerxes cattle have and is also homozygous for the Leptin and Tenderness DNA.



16 KEYS POWER UP 9B

P985707

BW	WW	YW	Milk	CE	MCE	MTNL
1.2	24	43	-4	0.9	4.4	7

BD: 2/17/14 H/P/S: **POLLED** COLOR: **WHITE** BW: 93 ADJ. WW: 743 ADJ. YW: 1338
ADG: 3.72 WDA: 3.58 REA: 16.2 IMF: 3.48 PROFIT INDEX: 118 LEPTIN: TT PMCH: AT

NAV NAPOLEON 25N
ANJOU PURE POWER 184Y
ANJOU ROCHELLE 528R

KEYS TEN-ACIOUS 166S
MISS KEY DENISE 14W
MISS KEY DENISE 355M

[JEZABEL
NAV HYDRA 2J
NAV LEIF 59L
ANJOU FARCE 20F

[KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
2UP PEUGEOT ET
MISS KEY DENISE 48D PLD

Herdsire alert - if you want to put some power in your next calf crop then Power Up is a bull to consider. He's polled, sired by Pure Power and out of a super made, excellent milking Ten-acious daughter who is also the mother of Bonus, our herdsire we've used on our first calf heifers for the last 2 years. Power Up is powerful in his structure, good footed, nice headed, has a 16.2 REA and TT for Leptin. Retaining a 1/4 interest for semen use.



Lot 16

17 KEYS JAXSON 34B

M851697

BW	WW	YW	Milk	CE	MCE	MTNL
2.0	31	64	3	-1.9	5.0	19

BD: 2/25/14 H/P/S: **POLLED** COLOR: **WHITE** BW: 90 ADJ. WW: 710 ADJ. YW: 1393
ADG: 4.27 WDA: 3.70 REA: 16.1 IMF: 2.53 PROFIT INDEX: 122 LEPTIN: CT PMCH: AA

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

KEYS TEN-ACIOUS 166S
MISS KEY DREAM 96U
MISS KEY DREAM 52J

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

[KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
2UP PEUGEOT ET
MISS COMPASS DREAM 83E

Strong performance and strong maternal are two of the main features of the Jaxson bloodline. This bull exemplifies this with a 4.27 ADG and a 16.1 REA.

18 KEYS JAXSON 41B

M851703

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	22	53	10	0.4	3.6	21

BD: 2/28/14 H/P/S: **POLLED** COLOR: **WHITE** BW: 84 ADJ. WW: 724 ADJ. YW: 1388
ADG: 4.15 WDA: 3.66 REA: 15.3 IMF: 3.71 PROFIT INDEX: 120 LEPTIN: CT PMCH: AA

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

KEYS CHARLES BRONSON 2U
MISS KEY GIRL 194X
MISS KEY GIRL 36P

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

[EC BRONSON 204 POLLED
MISS KEY LACE 42L
KEYS MARK IT 157M
MISS KEY GIRL 82M

Low birth and outstanding performance, two qualities that should grab the attention of all serious cattlemen. 84# birth weight and a 4.15 ADG all wrapped up in a well designed, well muscled frame.

B KEYS JAXSON 200Y ET

BIRTH DATE: 4/14/11 H/P/S: POLLED COLOR: WHITE REG. #: EM806052
BW: 94 ADJ. WW: 879 ADJ. YW: 1482 LEPTIN: CT

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	27	63	12			25

FC TURBO 756 P
SCR BRONCO 9026
SCR MS KINGDOM 1228

SCR MR TURBO 4009
FC MS MAGIC JOSIE
SCR MAJESTIC 7397
SCR MISS POLAR 4185

2 UP PEUGEOT ET
MISS KEY DENISE 355M
MISS KEYS DENISE 48D PLD

2UP LIMITED EDITION L147
PALGROVE ESTELLA 14PKJ 124E
RPJ MISTER UNLIMITED 206B
MS KEY HIGH ROLLER 105A

Jaxson is a long-bodied performance sire that is very strong in the maternal traits. He sires that extra length that gives you the pounds without any problems. His females should be good milking, maternal females. Our top milking replacement heifers are sired by Jaxson.



REF. SIRE B

19 KEYS JAXSON 99B

M851728

BW	WW	YW	Milk	CE	MCE	MTNL
0.9	21	49	4	-0.9	3.2	14

BD: 3/16/14 H/P/S: POLLED COLOR: WHITE
ADG: 3.00 WDA: 3.19 REA: 15.4 IMF: 3.15

BW: 88 ADJ. WW: 692 ADJ. YW: 1172
PROFIT INDEX: 105 LEPTIN: CT PMCH: AA

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 SPECIALIST 18U
MISS KEY FAME 151X
MISS KEY FAME 226T

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
KEYS MODEL 270N
MISS KEY FAME 73F PLD

A well made, classy individual sired by Jaxson, out of a past show heifer by Specialist. This bull exhibits a long, clean made front with a smooth shoulder, he's level topped and well muscled through his quarter and style and should sire calves with performance and style along with superior milking females.



Lot 19

20 KEYS JAXSON 110B

M851572

BW	WW	YW	Milk	CE	MCE	MTNL
3.0	24	49	13	-5.9	-1.1	25

BD: 3/18/14 H/P/S: POLLED COLOR: CREAM
ADG: 3.00 WDA: 3.19 REA: 13.3 IMF: 3.04

BW: 94 ADJ. WW: 692 ADJ. YW: 1172
PROFIT INDEX: 101 LEPTIN: CT PMCH: AA

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 UNO 231U
MISS KEY LIPPI 99X
MISS KEY LIPPI 65U

KEYS UNO 1S
MISS KEY DALENN 20M
KEYS TEN-ACIOUS 166S
MISS KEY LIPPI 391L

A soggy made, long bodied son of Jaxson, out of a heavy milking, nice made cow that is also the granddam of the lot 64 bull that we are retaining a 1/4 semen interest in.

21 KEYS JAXSON 123B

M851576

BW	WW	YW	Milk	CE	MCE	MTNL
1.3	27	56	7	-1.8	2.9	20

BD: 3/22/14 H/P/S: POLLED COLOR: WHITE
ADG: 4.08 WDA: 3.63 REA: 14.9 IMF: 3.84

BW: 90 ADJ. WW: 688 ADJ. YW: 1341
PROFIT INDEX: 116 LEPTIN: TT PMCH: AA

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 MCHENRY 24M
MISS KEY PERFECTION 278U
MISS KEY PERFECTION 77P

KEYS HANDYMAN PLD 255H
MISS KEY DIANA 102G PL
KEYS MCHENRY 24M
MISS KEY PERFECTION 144E

Here's a high gaining bull sired by Jaxson out of an intensely linebred dam who is a McHenry daughter out of a McHenry daughter, consistency bred in and homozygous for Leptin and Tenderness.



Lot 19 and his terrific mother last summer.

22 KEYS JAXSON 151B

M851583

BW	WW	YW	Milk	CE	MCE	MTNL
3.0	25	57	5	-1.0	4.2	18

BD: 3/31/14 H/P/S: POLLED COLOR: WHITE
ADG: 3.48 WDA: 3.18 REA: 13.3 IMF: 3.99

BW: 97 ADJ. WW: 652 ADJ. YW: 1209
PROFIT INDEX: 104 LEPTIN: TT PMCH: AA

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 ABBA 57Y
MISS KEY ABBA 402N

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
KEYS MERIT 100L
KEYS ABE 70C

Our Jaxson herd sire is no longer with us due to a hip injury last year. After calving some of the first calf heifers sired by Jaxson, we decided we needed to keep this bloodline going. They have phenomenal udders, are very easy doing and always stay in good shape. This bull was contemplated as a replacement for Jaxson due to his easy temperament, structural soundness and muscle composition as well as being homozygous for Leptin and Tenderness.

C KEYS WISHBONE 40Y

BIRTH DATE: 2/24/11 H/P/S: POLLED COLOR: WHITE REG. #: M805350
BW: 91 ADJ. WW: 774 REA: 15.9 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
1.2	25	47	0			13

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
2UP PEUGEOT ET
MISS KEY AUGUSTA 216E

CEDER SPRINT 901-Y
MISS KEY BISKIT 108S
MISS KEY BISKIT 177L

KEYS SPRINT 6164U
MISS FEIST 0-11
MERIT 5133E
MISS KEY BISKIT 412H

We sold half interest in Wishbone for \$10,000 to PH Ranching, Innisfail, Alberta, at the 2012 Black Hills Stock Show. This stout made, good haired son of Specialist sires calves that are thick and long bodied, clean made and good headed. His dam is a very nice made, good uddered cow. These cattle are very sound footed and good moving. He is homozygous polled.

23 KEYS WISHBONE 21B

M851687

BW	WW	YW	Milk	CE	MCE	MTNL
2.0	29	52	2	-0.4	4.7	16

BD: 2/20/14 H/P/S: POLLED COLOR: WHITE BW: 94 ADJ. WW: 715 ADJ. YW: 1302
ADG: 3.67 WDA: 3.50 REA: 16.5 IMF: 2.78 PROFIT INDEX: 116 LEPTIN: TT PMCH: AA

KEYS SPECIALIST 18U
KEYS WISHBONE 40Y
MISS KEY BISKIT 108S

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
CEDER SPRINT 901-Y
MISS KEY BISKIT 177L

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

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

An eye-catching, attractive son of Wishbone - excellent front end extension, really smooth through his shoulder, very well-balanced in his structure and still quite thick when you get right behind him. He carries a 16.5 REA and is homozygous for Leptin and Tenderness.

24 KEYS WISHBONE 15B

M851585

BW	WW	YW	Milk	CE	MCE	MTNL
1.2	17	34	4	-2.1	3.7	13

BD: 2/19/14 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 736 ADJ. YW: 1277
ADG: 3.38 WDA: 3.47 REA: 15.1 IMF: 3.34 PROFIT INDEX: 112 LEPTIN: TT PMCH: AA

KEYS SPECIALIST 18U
KEYS WISHBONE 40Y
MISS KEY BISKIT 108S

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
CEDER SPRINT 901-Y
MISS KEY BISKIT 177L

AMOUR DE PARIS
MISS KEY RHIANNA 164R ET
MISS KEY DISTANCE 32E

SYLVAIN S04
SENSIBLE HBC58270
KEYS DISTANCE 2Z
MISS KEY ZEKE 118C

A really long sided bull with a well muscled top and quarter. His sire is a homozygous polled bull who sires cattle with a lot of length, smooth in their structure, and very correct in their overall makeup. This bull's mother is probably the only offspring remaining out of the great Amour de Paris, a bull known for producing outstanding females.

26 KEYS HOLIDAY 35B

M851698

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	36	58	2	-1.3	5.6	20

BD: 2/25/14 H/P/S: POLLED COLOR: WHITE BW: 92 ADJ. WW: 809 ADJ. YW: 1247
ADG: 2.74 WDA: 3.49 REA: 14.7 IMF: 2.69 PROFIT INDEX: 108 LEPTIN: TT PMCH: AA

KEYS SPECIALIST 18U
KEYS WISHBONE 40Y
MISS KEY BISKIT 108S

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
CEDER SPRINT 901-Y
MISS KEY BISKIT 177L

KEYS MCHENRY 24M
MISS KEY HANNA 146S
MISS KEY HANNA 255L

KEYS HANDYMAN PLD 255H
MISS KEY DIANA 102G PL
LAFRAISE EXTRA EASE 848
MISS KEY HANNA 114H ET

There's no guess work here. The mother of this bull produces herdsires. Larry Starr of Bisbee, ND, bought one a few years back as well as Bina Charolais two years ago. This bull is no exception, weaning off at 809#, ratio 112. He's long spined, deep sided, and well muscled from end to end. He also carries a TT for Leptin and a AA for Tenderness.



REF. SIRE C



Lot 23

25 KEYS WISHBONE 29B

M851695

BW	WW	YW	Milk	CE	MCE	MTNL
1.6	18	33	6	0.1	5.4	15

BD: 2/24/14 H/P/S: POLLED COLOR: WHITE BW: 93 ADJ. WW: 754 ADJ. YW: 1274
ADG: 3.25 WDA: 3.39 REA: 15.6 IMF: 2.96 PROFIT INDEX: 112 LEPTIN: TT PMCH: AA

KEYS SPECIALIST 18U
KEYS WISHBONE 40Y
MISS KEY BISKIT 108S

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
CEDER SPRINT 901-Y
MISS KEY BISKIT 177L

CF FRONTLINE 124I ET
MISS KEY LACE 42L
MISS KEY DISTANCE 32E

MANDALONG LOVER
DCC CARRIE 22Y
KEYS DISTANCE 2Z
MISS KEY ZEKE 118C

Here's a long sided, well designed bull, out of one of the elite cows in our herd. L42 is now 14 years of age and is still going strong. She's produced many replacement females along with two past herdsires and is the paternal grand mother to our current herdsire Keys Progressive 170Z.

27 KEYS WISHBONE 153B

M851584

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	26	47	3	-2.4	1.5	16

BD: 4/2/14 H/P/S: POLLED COLOR: WHITE BW: 88 ADJ. WW: 727 ADJ. YW: 1228
ADG: 3.13 WDA: 3.41 REA: 13.5 IMF: 3.26 PROFIT INDEX: 105 LEPTIN: TT PMCH: AT

KEYS SPECIALIST 18U
KEYS WISHBONE 40Y
MISS KEY BISKIT 108S

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
CEDER SPRINT 901-Y
MISS KEY BISKIT 177L

CARDINALS SMOKE B159P
MISS KEY MAYBELLINE 8P
MISS KEY MAYBELLINE 73M

LHD CIGAR E46
CARDINALS LADY 9019P
KEYS HANDYMAN PLD 255H
LTC MAYBELLINE 539 PLD

An April Wishbone son with added length and style, out of a big, deep bodied cow with lots of milk.

28

KEYS WISHBONE 46B

M851704

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	36	61	0	-1.1	3.9	19

BD: 3/1/14 H/P/S: POLLED COLOR: WHITE BW: 94 ADJ. WW: 792 ADJ. YW: 1386
 ADG: 3.71 WDA: 3.78 REA: 16.7 IMF: 1.94 PROFIT INDEX: 122 LEPTIN: CT PMCH: AA

KEYS SPECIALIST 18U
KEYS WISHBONE 40Y
 MISS KEY BISKIT 108S

KEYS MCHENRY 24M
MISS KEY GOLD 205S
 MISS KEY GOLD 474K

A powerful performance bull with extra size and dimension to add stretch, frame, and pounds to your next year's calf crop, note the 16.7 REA.



Lot 28

29

KEYS ALLSTATE 26B

M851694

BW	WW	YW	Milk	CE	MCE	MTNL
-0.2	26	51	1	-6.3	1.4	14

BD: 2/23/14 H/P/S: POLLED COLOR: WHITE BW: 80 ADJ. WW: 670 ADJ. YW: 1289
 ADG: 3.87 WDA: 3.38 REA: 18.8 IMF: 3.45 PROFIT INDEX: 121 LEPTIN: TT PMCH: AA

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

VC BACK TO THE FUTURE
MISS KEY CHARZADA 14X
 MISS KEY CHARZADA 101U

Here's a good looking bull that definitely inherited his sire's attributes. Large ribeyes, well muscled hind quarters, small headed and structurally correct, all characteristic of the All State cattle.



Keys All State 149X, sire of Lot 29, 30 and 31

30

KEYS ALLSTATE 37B

M851700

BW	WW	YW	Milk	CE	MCE	MTNL
0.1	32	58	1	-3.5	2.6	17

BD: 2/26/14 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 792 ADJ. YW: 1453
 ADG: 4.13 WDA: 3.92 REA: 15.8 IMF: 2.90 PROFIT INDEX: 125 LEPTIN: CT PMCH: AA

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

KEYS MARK IT 157M
MISS KEY FIRE 291S
 MISS KEYFIRE 427K

One of the very top bulls in the sale, sired by All State. He's big, wide topped, long bodied with a well designed muscle pattern. His dam is a super heavy milking cow with a low birth weight EPD. This bull has a 4.13 ADG with a 15.8 REA. He's a herdsire.



Lot 30

31

KEYS DOUBLE CHECK 70B

M851713

BW	WW	YW	Milk	CE	MCE	MTNL
1.3	44	77	-4	-5.6	0.2	18

BD: 3/9/14 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 853 ADJ. YW: 1346
 ADG: 3.08 WDA: 3.49 REA: 14.6 IMF: 3.19 PROFIT INDEX: 114 LEPTIN: TT PMCH: AA

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

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

Keys Double Check. He's no Aaron Rogers but in cattlemen's terms, he's an all-stater. Weaning off a first calf heifer at 853#, ratio 118, this stout made All State son is definitely one to consider.



Lot 31

D KEYS SPECIALIST 18U

BIRTH DATE: 2/2/08 H/P/S: POLLED COLOR: WHITE REG. #: M761126
BW: 92 ADJ. WW: 728 IGENITY TENDERNES: 10 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	23	48	-6			6

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

2UP PEUGEOT ET
MISS KEY KRISTEN 63K
MISS KEY AUGUSTA 216E

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

UUP LIMITED EDITIONL147
PALGROVEESTELLA14PKJ124E
KEYS POLLED AUGUSTUS112C
MISS KEY BULLET 8240W ET

For five years now, the Specialist sons were the most popular bulls in the sale with their style and performance. Specialist is an outstanding son of Ten-acious out of a tremendous Peugeot donor cow. He is a perfect 10 for tenderness and a TT for leptin. His daughters have perfect udders.

32 KEYS SPECIALIST 65B

M851712

BW	WW	YW	Milk	CE	MCE	MTNL
4.1	36	60	-3	-3.6	5.2	15

BD: 3/8/14 H/P/S: HORNED COLOR: WHITE BW: 105 ADJ. WW: 839 ADJ. YW: 1268
ADG: 2.68 WDA: 3.53 REA: 12.9 IMF: 3.45 PROFIT INDEX: 106 LEPTIN: CT PMCH: AA

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
MISS KEY KRISTEN 63K

2UP PEUGEOT ET
MISS KEY EVERMORE 178N
MISS KEY EVERMORE 263J

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
2UP PEUGEOT ET
MISS KEY AUGUSTA 216E

2UP LIMITED EDITIONL147
PALGROVEESTELLA14PKJ124E
KEYS RICH-N-RARE 14G PLD
MISS KEY EVERMORE 57FPLD

This bull is a real bruiser, he weaned off at 839#, ratio 116. He is an exceptionally long bodied bull that blends his length with a muscular top and rear quarter.

34 KEYS SPECIALIST 85B

M851718

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	36	58	-3	-0.1	6.4	15

BD: 3/13/14 H/P/S: HORNED COLOR: WHITE BW: 95 ADJ. WW: 895 ADJ. YW: 1525
ADG: 3.94 WDA: 4.20 REA: 16.5 IMF: 3.04 PROFIT INDEX: 130 LEPTIN: CT PMCH: AT

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
MISS KEY KRISTEN 63K

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

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
2UP PEUGEOT ET
MISS KEY AUGUSTA 216E

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

He might be horned, but he's one stout individual to consider when looking to add weight, style and muscle in your next calf crop. He weaned off at 895# and is currently gaining nearly 4 pounds per day with a 16.5 REA. Wow!

36 KEYS SPECIALIST 120B

M851574

BW	WW	YW	Milk	CE	MCE	MTNL
2.7	32	54	-2	-3.9	4.9	14

BD: 3/21/14 H/P/S: POLLED COLOR: WHITE BW: 98 ADJ. WW: 776 ADJ. YW: 1400
ADG: 3.90 WDA: 3.81 REA: 15.4 IMF: 3.81 PROFIT INDEX: 120 LEPTIN: CT PMCH: AA

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
MISS KEY KRISTEN 63K

KEYS MCHENRY 24M
MISS KEY GOLD 179W
MISS KEY GOLD QUEEN 56K

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
2UP PEUGEOT ET
MISS KEY AUGUSTA 216E

KEYS HANDYMAN PLD 255H
MISS KEY DIANA 102G PL
2UP PEUGEOT ET
MISS KEY GOLD QUEEN 73E

Here's a bull built rock solid. Explosive muscle through his rear quarter, big topped and standing wide and square on all four corners. He's polled and has a 15.4 ribeye and is as sound and sure footed as they come.



REF. SIRE D

33 KEYS SPECIALIST 83B

M851717

BW	WW	YW	Milk	CE	MCE	MTNL
2.4	29	50	-1	-3.0	7.4	14

BD: 3/12/14 H/P/S: HORNED COLOR: WHITE BW: 95 ADJ. WW: 715 ADJ. YW: 1285
ADG: 3.56 WDA: 3.47 REA: 13.8 IMF: 3.52 PROFIT INDEX: 110 LEPTIN: CT PMCH: AA

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
MISS KEY KRISTEN 63K

KEYS MCHENRY 76T
MISS KEY ELSIE 144W
MISS KEY ELSIE 178T

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
2UP PEUGEOT ET
MISS KEY AUGUSTA 216E

KEYS MCHENRY 24M
MISS KEY LISA 92P
CARDINALS LAD D693
MISS KEY ELSIE 468K

A real attractive, well muscled bull sired by Specialist, a sire who has been very consistent in producing bulls of the cattlemen's kind - sound in their structure, proportionally well balanced with excellent muscle expression.

35 KEYS SPECIALIST 116B

M851573

BW	WW	YW	Milk	CE	MCE	MTNL
1.0	22	43	0	-2.7	4.2	11

BD: 3/19/14 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 711 ADJ. YW: 1244
ADG: 3.33 WDA: 3.42 REA: 11.9 IMF: 5.08 PROFIT INDEX: 103 LEPTIN: TT PMCH: AA

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
MISS KEY KRISTEN 63K

KEYS MCHENRY 24M
MISS KEY PERFECTION 77P
MISS KEY PERFECTION 144E

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
2UP PEUGEOT ET
MISS KEY AUGUSTA 216E

KEYS HANDYMAN PLD 255H
MISS KEY DIANA 102G PL
WHITECAP NEW REQUEST50B
MISS KEY 548T

Take note of this bull's marbling score, a 5.08 with a TT for Leptin and an AA for Tenderness, there's definitely a correlation there.



Lot 36

37

KEYS SPECIALIST 121B

M851575

BW	WW	YW	Milk	CE	MCE	MTNL
0.0	17	33	1	1.2	8.6	10

BD: 3/21/14 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 690 ADJ. YW: 1231
 ADG: 3.38 WDA: 3.37 REA: 13.9 IMF: 3.81 PROFIT INDEX: 106 LEPTIN: TT PMCH: AA

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCHENRY 24M
MISS KEY LOTUS 208S
 MISS KEY LOTUS 33L TW

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 2UP PEUGEOT ET
 MISS KEY BLAZE 157A PLD

Typical Specialist son - strong, level topped with well defined muscle expression and as sound as can be with the added Leptin and Tenderness genes to boot.

38

KEYS SPECIALIST 148B

M851582

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	27	60	4	-2.5	5.2	17

BD: 3/28/14 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 774 ADJ. YW: 1347
 ADG: 3.58 WDA: 3.67 REA: 17.7 IMF: 2.86 PROFIT INDEX: 121 LEPTIN: CT PMCH: AA

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS CHARLES BRONSON 2U
MISS KEY MEG 167X
 MISS KEY MEG 123L

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

EC BRONSON 204 POLLED
 MISS KEY LACE 42L
 LAFRAISE EXTRA EASE 848
 MISS KEY MEG 22H PLD

The youngest Specialist bull in the sale out of a top producing cow. Her last year's bull sold for \$6000. This bull is extremely long bodied with a deep, well designed muscle pattern through his quarter and rear leg. He also displays one of the largest ribeye areas in the sale at 17.7.

39

KEYS TENACIOUS 117B ET

EM852076

BW	WW	YW	Milk	CE	MCE	MTNL
2.7	38	68	-5	-2.3	3.5	14

BD: 3/20/14 H/P/S: POLLED COLOR: WHITE BW: 83 ADJ. WW: 662 ADJ. YW: 1256
 ADG: 3.71 WDA: 3.41 REA: 13.3 IMF: 3.83 PROFIT INDEX: 107 LEPTIN: TT PMCH: AA

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

CEDER SPRINT 901-Y
MISS KEY BISKIT 108S
 MISS KEY BISKIT 177L

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

KEYS SPRINT 6164U
 MISS FEIST 0-11
 MERIT 5133E
 MISS KEY BISKIT 412H

An ET calf out of Ten-acious and the mother of our Wishbone herdsire. There were only two bulls in this flush and we are retaining the other to carry on the Ten-acious bloodline as well as the Leptin and Tenderness DNA.



Keys Ten-acious 166S, sire of Lot 39

40

KEYS PROGRESSIVE 188B

M851592

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	37	65	13	-3.4	1.9	31

BD: 4/18/14 H/P/S: POLLED COLOR: WHITE BW: 88 ADJ. WW: 813 ADJ. YW: 1319
 ADG: 3.16 WDA: 3.69 REA: 17.2 IMF: 2.32 PROFIT INDEX: 118 LEPTIN: CT PMCH: AA

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

KEYS DUKE 118M
MISS WE LISA
 MISS KEY LISA 145M

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

KEYS DUKE 99K
 MISS KEY DANCER 348K
 KEYS EXPRESSWAY 182K
 ABC LISA EDE

A young Progressive bull with excellent numbers, 88# at birth and a 813# weaning weight. His projected yearling weight is 1319#. and has one of the larger ribeyes at 17.2. His mother was purchased from Ed and Wanda Hanousek, Hanousek Charolais of McCluskey, ND, and is a great producing female with an udder shape that's second to none.

41

KEYS PROGRESSIVE 222B

M851688

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	35	60	6	-2.4	1.3	23

BD: 5/5/14 H/P/S: POLLED COLOR: WHITE BW: 95 ADJ. WW: 821 ADJ. YW: 1410
 ADG: 3.68 WDA: 3.94 REA: 16.1 IMF: 3.44 PROFIT INDEX: 122 LEPTIN: CT PMCH: AT

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

KEYS UNO 1S
MISS KEY DANIELLE 85W
 MISS KEY DANIELLE 152LTW

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

KEYS MCHENRY 24M
 CARDINALS LADY D781P
 CF FRONTLINE 1241 ET
 MISS KEYS DANIELLE 106D

Here's a young Progressive bull who is one of the top performance bulls in the sale. Just a May born calf with a 821#Adj WW and a projected 1410#. YW. There's also a tremendous amount of muscle development in this calf as indicated by his 16.1 REA. He might be a little younger but he's got the size, scale, and numbers to cover a lot of cows.

42

KEYS GO TIME 170B

M851590

BW	WW	YW	Milk	CE	MCE	MTNL
-0.3	35	62	8	-0.9	4.6	25

BD: 4/9/14 H/P/S: POLLED COLOR: WHITE BW: 80 ADJ. WW: 822 ADJ. YW: 1302
 ADG: 3.00 WDA: 3.65 REA: 15.4 IMF: 2.70 PROFIT INDEX: 113 LEPTIN: CT PMCH: AA

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

KEYS MCHENRY 24M
MISS KEY NOLA 12T
 MISS KEY NOLA 264N

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

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 KEYS EXPRESSWAY 182K
 MISS KEY DEMPSEY 183H

His sire, Progressive, is a maternal half brother to All State. This bull is just an April calf but has a tremendous birth to weaning spread of 80 lbs. BW to 822#. weaned, his EPD's are right, his ribeye is 15.4, he's made solid as a rock and comes from a top producing, heavy milking McHenry female.



Lot 42

E PRO-CHAR CLYDE 79T

BIRTH DATE: 3/1/07 H/P/S: POLLED COLOR: RED REG. #: QM200258
LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
2	18	28	4			13

WMG SHERIFF ACE 27H
WRANGLER HEADLINER 28N
MOORMAID FOCUS 810H

STZ GOOD TIMES 13D
WMG LADY ACE 21E
MISTY CREEK FOCUS 5F
MOORMAID

STERLING HOSS' HONOR 1H
STER STAR'S HONOR 4L
HHT MS POLL STAR 1A

STERLING SCOUT'S HONOR 2A
CK MISS STAR 30A
POLL STAR
HHT MS BARONESS 6Y

Clyde is a moderate-framed, long-bodied, polled, double-red, purebred Charolais bull. He is really thick yet incredibly sound, very good footed and clean jointed with an excellent disposition. When bred to our black Optimizer cows, most of our Clyde sons are black. Our winning WDA and ADG sire group at Midland in 2012 were Clyde sons.

43 KEYS CLYDE 63B

QM200799

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	12	22	7	-2.5	3.0	13

BD: 3/6/14 H/P/S: POLLED COLOR: RED FACTOR BW: 93 ADJ. WW: 661 ADJ. YW: 1307
ADG: 4.04 WDA: 3.49 REA: 14.5 IMF: 3.45 PROFIT INDEX: 113 LEPTIN: TT PMCH: AA

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

KEYS MASTERCARD 23S
MISS KEY FIRE 99U
MISS KEY FIRE 291S

SVS MASTERCARD 2M
MISS KEY HATTIE 20P
KEYS MARK IT 157M
MISS KEYFIRE 427K

We finally had to let our Clyde herd sire go due to an old injury. As many know, the disposition of the Clyde offspring are second to none, and this calf is no exception. He's gaining almost 4# per day and is homozygous for the Leptin and Tenderness genes.

45 KEYS CLYDE 119B

QM200786

BW	WW	YW	Milk	CE	MCE	MTNL
2.7	29	46	7	-2.2	1.9	21

BD: 3/21/14 H/P/S: POLLED COLOR: RED FACTOR BW: 94 ADJ. WW: 743 ADJ. YW: 1308
ADG: 3.53 WDA: 3.54 REA: 14.9 IMF: 4.03 PROFIT INDEX: 113 LEPTIN: TT PMCH: AT

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

KEYS UNO 231U
MISS KEY DEE 42X
MISS KEY DEE 45U

KEYS UNO 1S
MISS KEY DALENA 20M
KEYS TEN-ACIOUS 166S
MISS KEY DEE 55M

We don't have as many of the Clyde sired bulls as we did in the past sales as the ole Clyde bull has passed on now. Here's a quiet Clyde son with a TT for Leptin.

47 KEYS CLYDE 126B

QM200788

BW	WW	YW	Milk	CE	MCE	MTNL
2.3	17	23	4	-2.1	3.9	13

BD: 3/22/14 H/P/S: POLLED COLOR: RED FACTOR BW: 95 ADJ. WW: 686 ADJ. YW: 1267
ADG: 3.63 WDA: 3.37 REA: 13.7 IMF: 4.57 PROFIT INDEX: 108 LEPTIN: TT PMCH: AA

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

2UP PEUGEOT ET
MISS KEY CHABLIS 166L
MISS KEY CHABLIS 82E

2UP LIMITED EDITIONL147
PALGROVEESTELLA14PKJ124E
ABC ATORO HOMBRE
MISS KEY FRED 7222W

This is the last calf out of the Chablis 166L cow as time caught up with her. She has had many bulls in our past sales and at least two were also sired by Clyde. They're quiet, sound made bulls that last.



44 KEYS CLYDE 80B

QM200802

BW	WW	YW	Milk	CE	MCE	MTNL
-0.2	13	23	5	1.0	5.0	11

BD: 3/11/14 H/P/S: POLLED COLOR: RED FACTOR BW: 82 ADJ. WW: 688 ADJ. YW: 1270
ADG: 3.64 WDA: 3.45 REA: 14.9 IMF: 2.23 PROFIT INDEX: 111 LEPTIN: TT PMCH: AA

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

SDC PROGRESS 16M
MISS KEY FAWNA 125P
MISS KEY FAWNA 161F

MSW Y2K
SDC MISS GYPSY 40J
ABC ATORO HOMBRE
MISS KEYS 9Y01

A low birth weight red son of Clyde out of a Progress cow that's been part of our ET program, he's homozygous for Leptin and Tenderness.

46 KEYS CLYDE 124B

QM200787

BW	WW	YW	Milk	CE	MCE	MTNL
0.8	27	41	4	-3.1	-0.6	18

BD: 3/22/14 H/P/S: POLLED COLOR: RED FACTOR BW: 84 ADJ. WW: 747 ADJ. YW: 1419
ADG: 4.20 WDA: 3.84 REA: 16.6 IMF: 3.39 PROFIT INDEX: 124 LEPTIN: CT PMCH: AA

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

KEYS DUKE 118M
MISS KEY WINTER 46W
MISS KEY ROCKET 231P

KEYS DUKE 99K
MISS KEY DANCER 348K
TARGET PLD MAVERICK 26M
EZ MISS ROCKET 90E PLD

I've noticed this bull all winter, he just seems to put on weight with ease. He is sired by Clyde so his great disposition is a given, he's soft made, deep sided, well muscled. He's gaining 3.8 with a 16.6 REA, all with an 84# BW.



F CIRCLE C FIRED UP 104Y

BIRTH DATE: 1/17/11 H/P/S: POLLED COLOR: RED REG. #: QM200548
BW: 96 ADJ. WW: 821 ADJ. YW: 1271 LEPTIN: CT

BW	WW	YW	Milk	CE	MCE	MTNL
0.1	4	4	-6			-4

ERIXENS SPITFIRE 127T
MXS IRISH CREAM 973W
MXS BAILEY 232M

CRYSTAL D PIERCE 40P
JWX SWEET THING 406T
WMM KIT KAT 406Y

GDSF RED KING 39M
ERIXONS LUCY 62K
MXS PROZAK 37K
MXS NIOORINA 933J

MOORES LARIAT 136L
FHC RED LADY 14J
LHD CIGAR
CARLSONS KIM 505E

Circle C Fired Up is a double red polled bull that has yet to sire a horned calf. His calves are really stuck together! They are very solid, good haired, stout boned, moderate framed and quiet. He puts out very wide based sons. If you are looking for one that might produce some winning show steers with some color, his sons just might be what you are looking for.

48

KEYS FIRED UP 7B

QM200801

BW	WW	YW	Milk	CE	MCE	MTNL
-0.8	10	15	0	1.7	3.0	5

BD: 2/14/14 H/P/S: POLLED COLOR: RED FACTOR BW: 75 ADJ. WW: 693 ADJ. YW: 1285
ADG: 3.70 WDA: 3.28 REA: 13.9 IMF: 3.28 PROFIT INDEX: 110 LEPTIN: TT PMCH: AT

MXS IRISH CREAM 973W
CIRCLE CEE FIRED UP 104Y
JWX SWEET THING 406T

PRO-CHAR CLYDE 79T
MISS KEY FIRE 18Y
MISS KEY FIRE 99U

ERIXON'S SPITFIRE 127T
MXS BAILEY 232M
CRYSTAL D PIERCE 40P
WMM KIT KAT 406P

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
KEYS MASTERCARD 23S
MISS KEY FIRE 291S

A red factor bull sired by Fired Up, a new red factor sire we used in our AI program. The bull exhibits a lot of length, really smooth made, with a wide top and a muscle pattern that carries deep down through his rear quarter, all this coupled with low birth, polled, and homozygous for the Leptin gene.

49

KEYS FIRED UP 14B

QM200791

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	15	23	-2	3.5	4.0	6

BD: 2/19/14 H/P/S: POLLED COLOR: RED FACTOR BW: 98 ADJ. WW: 766 ADJ. YW: 1331
ADG: 3.53 WDA: 3.56 REA: 14.4 IMF: 4.71 PROFIT INDEX: 114 LEPTIN: CT PMCH: AA

MXS IRISH CREAM 973W
CIRCLE CEE FIRED UP 104Y
JWX SWEET THING 406T

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

ERIXON'S SPITFIRE 127T
MXS BAILEY 232M
CRYSTAL D PIERCE 40P
WMM KIT KAT 406P

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

A stout made, easy doing son of Fired Up, out of a real nice made, good uddered, daughter of Clyde. Lots of rib and depth in a medium sized, well muscled frame.

51

KEYS FIRED UP 40B

QM200795

BW	WW	YW	Milk	CE	MCE	MTNL
3.1	17	25	-3	-1.6	-0.1	6

BD: 2/28/14 H/P/S: POLLED COLOR: RED FACTOR BW: 97 ADJ. WW: 709 ADJ. YW: 1295
ADG: 3.66 WDA: 3.34 REA: 15.1 IMF: 2.75 PROFIT INDEX: 113 LEPTIN: TT PMCH: AA

MXS IRISH CREAM 973W
CIRCLE CEE FIRED UP 104Y
JWX SWEET THING 406T

PRO-CHAR CLYDE 79T
MISS KEY COOKIE 8Y
MISS KEY COOKIE 117U

ERIXON'S SPITFIRE 127T
MXS BAILEY 232M
CRYSTAL D PIERCE 40P
WMM KIT KAT 406P

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
SCHURRTOP-DC INTIMIDATOR
MISS KEY COOKIE 242K

A dark red bull sired by Fired Up. A very attractive bull that's square made, wide based, with a long level topline. The maternal side of his pedigree comes from the foundation of our red factor bloodline, Miss Key Cookie 242K. Retaining 1/4 interest.



REF. SIRE F



Lot 48

50

KEYS FIRED UP 23B

QM200794

BW	WW	YW	Milk	CE	MCE	MTNL
2.0	12	18	-2	2.4	4.2	4

BD: 2/22/14 H/P/S: POLLED COLOR: RED FACTOR BW: 98 ADJ. WW: 668 ADJ. YW: 1201
ADG: 3.33 WDA: 3.09 REA: 13.2 IMF: 3.40 PROFIT INDEX: 103 LEPTIN: TT PMCH: AT

MXS IRISH CREAM 973W
CIRCLE CEE FIRED UP 104Y
JWX SWEET THING 406T

PRO-CHAR CLYDE 79T
MISS KEY ANNA 146Y
MISS KEY ANNA 280T

ERIXON'S SPITFIRE 127T
MXS BAILEY 232M
CRYSTAL D PIERCE 40P
WMM KIT KAT 406P

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
KEYS PIRATE 183P
MISS KEY ANNA 344P ET

A frame 6, red factor bull that is really powerful in his muscle shape, wide based, thick topped, and clean fronted with a small polled head. He would sire some classy looking show cattle.



Lot 51

52

KEYS FIRED UP 44B

QM200796

BW	WW	YW	Milk	CE	MCE	MTNL
1.0	15	27	-3	3.2	4.2	5

BD: 3/1/14 H/P/S: POLLED COLOR: RED FACTOR BW: 93 ADJ. WW: 698 ADJ. YW: 1223
 ADG: 3.28 WDA: 3.28 REA: 15.0 IMF: 3.83 PROFIT INDEX: 108 LEPTIN: TT PMCH: AA

MXS IRISH CREAM 973W
CIRCLE CEE FIRED UP 104Y
 JWX SWEET THING 406T

PRO-CHAR CLYDE 79T
MISS KEY KATIE 2X
 MISS KEY KATIE 46U

ERIXON'S SPITFIRE 127T
 MXS BAILEY 232M
 CRYSTAL D PIERCE 40P
 WMM KIT KAT 406P

WRANGLER HEADLINER 28N
 STER STAR'S HONOR 4L
 KEYS TEN-ACIOUS 166S
 MISS KEY KATIE 69M

A red factor bull that's designed to sire show quality steers and heifers. Very moderate in his frame, well muscled, straight topped, and clean fronted, good haired with a small keen head.



Lot 52

53

KEYS FIRED UP 16B

QM200792

BW	WW	YW	Milk	CE	MCE	MTNL
1.9	16	25	-1	1.9	2.9	7

BD: 2/19/14 H/P/S: POLLED COLOR: RED FACTOR BW: 98 ADJ. WW: 752 ADJ. YW: 1301
 ADG: 3.43 WDA: 3.48 REA: 16.9 IMF: 3.49 PROFIT INDEX: 117 LEPTIN: CT PMCH: AA

MXS IRISH CREAM 973W
CIRCLE CEE FIRED UP 104Y
 JWX SWEET THING 406T

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

ERIXON'S SPITFIRE 127T
 MXS BAILEY 232M
 CRYSTAL D PIERCE 40P
 WMM KIT KAT 406P

WRANGLER HEADLINER 28N
 STER STAR'S HONOR 4L
 KEYS MAKERS MARK 276K
 LTC MS KATIE 648 POLLED

A powerfully made red factor bull with a near 17 inch ribeye. Lots of performance in a long bodied, deep sided son of Fired Up.

54

KEYS FIRED UP 74B

QM200800

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	7	8	0	1.2	2.2	4

BD: 3/10/14 H/P/S: POLLED COLOR: RED FACTOR BW: 92 ADJ. WW: 663 ADJ. YW: 1210
 ADG: 3.42 WDA: 3.23 REA: 13.7 IMF: 2.43 PROFIT INDEX: 105 LEPTIN: CT PMCH: AA

MXS IRISH CREAM 973W
CIRCLE CEE FIRED UP 104Y
 JWX SWEET THING 406T

PRO-CHAR CLYDE 79T
MISS KEY COOKIE 157X
 MISS KEY COOKIE 38U

ERIXON'S SPITFIRE 127T
 MXS BAILEY 232M
 CRYSTAL D PIERCE 40P
 WMM KIT KAT 406P

WRANGLER HEADLINER 28N
 STER STAR'S HONOR 4L
 MGM MERLOT
 MISS KEY COOKIE 74S

There are three generations of red factor breeding in this dark red Fired Up son - plenty of length and muscle expression in this red factor bull.

55

KEYS TOMAHAWK 50B

QM200798

BW	WW	YW	Milk	CE	MCE	MTNL
1.5	29	41	-3	0.2	3.2	12

BD: 3/3/14 H/P/S: POLLED COLOR: RED FACTOR BW: 94 ADJ. WW: 756 ADJ. YW: 1418
 ADG: 4.14 WDA: 3.77 REA: 17.8 IMF: 3.30 PROFIT INDEX: 127 LEPTIN: CT PMCH: AT

LANG'S RED SOLDIER 22S
JWK TOMAHAWK 505X
 NOR INDIAN MAID 5R

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

LANG'S RED MAC 24M
 LANG'S RED HEROINE 5H
 BELMONT'S INDIANA 9J
 LKPR WINDY 237M

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

A big time performance bull sired by our easy calving sire "Tomahawk". He's double bred red and packed full of meat, with a 4.14 ADG and a 17.8 REA.

56

KEYS TOMAHAWK 127B

QM200789

BW	WW	YW	Milk	CE	MCE	MTNL
0.5	25	35	-1	3.2	4.4	12

BD: 3/23/14 H/P/S: POLLED COLOR: RED FACTOR BW: 88 ADJ. WW: 739 ADJ. YW: 1200
 ADG: 2.88 WDA: 3.19 REA: 13.1 IMF: 3.55 PROFIT INDEX: 102 LEPTIN: TT PMCH: AA

LANG'S RED SOLDIER 22S
JWK TOMAHAWK 505X
 NOR INDIAN MAID 5R

PRO-CHAR CLYDE 79T
MISS KEY LACE 134Y
 MISS KEY LACE 92R

LANG'S RED MAC 24M
 LANG'S RED HEROINE 5H
 BELMONT'S INDIANA 9J
 LKPR WINDY 237M

WRANGLER HEADLINER 28N
 STER STAR'S HONOR 4L
 CARDINALS LAD D693
 MISS KEY LACE 42L

A Tomahawk and Clyde bred bull. This cross has worked quite well, moderate birth weights, nice temperament in a sound, well designed muscle shape and pattern plus the Leptin and Tenderness DNA to go with it.

57

KEYS REDBONE 115B

QM200804

BW	WW	YW	Milk	CE	MCE	MTNL
-1.5	19	33	-1	2.2	4.1	9

BD: 3/19/14 H/P/S: POLLED COLOR: RED FACTOR BW: 73 ADJ. WW: 687 ADJ. YW: 1220
 ADG: 3.33 WDA: 3.20 REA: 13.6 IMF: 3.12 PROFIT INDEX: 105 LEPTIN: TT PMCH: AT

LANG'S RED SOLDIER 22S
JWK TOMAHAWK 505X
 NOR INDIAN MAID 5R

PRO-CHAR CLYDE 79T
MISS KEY JENNA 173Y
 MISS KEY JENNA 122U

LANG'S RED MAC 24M
 LANG'S RED HEROINE 5H
 BELMONT'S INDIANA 9J
 LKPR WINDY 237M

WRANGLER HEADLINER 28N
 STER STAR'S HONOR 4L
 KEYS MASTERCARD 23S
 MISS KEY JENNA 121S

Here's a red red factor bull with a 73# BW, triple bred red, really a stylish individual with a strong, straight, well muscled topline. He's clean and smooth throughout his head and neck, stands square and tracks out with a long fluid stride. We will retain a 1/4 semen interest in this bull.



Lot 57

58

KEYS TOMAHAWK 132B

QM200790

BW	WW	YW	Milk	CE	MCE	MTNL
-0.7	24	30	-4	4.4	6.1	8

BD: 3/24/14 H/P/S: POLLED COLOR: RED FACTOR BW: 86 ADJ. WW: 753 ADJ. YW: 1345
 ADG: 3.70 WDA: 3.64 REA: 14.0 IMF: 3.17 PROFIT INDEX: 114 LEPTIN: TT PMCH: AT

LANG'S RED SOLDIER 22S
JWK TOMAHAWK 505X
 NOR INDIAN MAID 5R

PRO-CHAR CLYDE 79T
MISS KEY DREAM 162X
 MISS KEY DREAM 52J

LANG'S RED MAC 24M
 LANG'S RED HEROINE 5H
 BELMONT'S INDIANA 9J
 LKPR WINDY 237M

WRANGLER HEADLINER 28N
 STER STAR'S HONOR 4L
 2UP PEUGEOT ET
 MISS COMPASS DREAM 83E

Again a Tomahawk, Clyde cross. You've got minus birth EPD and a 86# BW, all in a deep sided, long bodied, easy doing red factor bull.



59

KEYS CHUMLEY 10B

M851571

BW	WW	YW	Milk	CE	MCE	MTNL
1.2	21	46	4	0.7	3.9	15

BD: 2/18/14 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 626 ADJ. YW: 1287
 ADG: 4.13 WDA: 3.36 REA: 14.9 IMF: 3.73 PROFIT INDEX: 113 LEPTIN: CT PMCH: AA

CARDINAL WESTERN MAVERICK
KEYS CHUMLEY 8R
 MISS KEY KODEE 1K

KEYS NEW CHOICE 23P
MISS KEY GOLD 178S
 MISS KEY GOLD 69F

CARDINALS MAVERICK 9023P
 CARDINALS LADY A111P
 KEYS POLLED RIATA 97H
 MISS KEY ROCKET R44H

KEYS MCHENRY 24M
 MISS KEY LACE 42L
 RPJ EVEREADY 403D
 MISS KEYS GOLD 166C

A polled Chumley son gaining over 4#/day. Strong polled breeding here out of a sire we used a few years back. Chumley consistently sired bulls that were thick made, put pounds on fast, and were super good disposition cattle to be around.

60

KEYS NAVIGATOR 163B

M851587

BW	WW	YW	Milk	CE	MCE	MTNL
0.6	24	34	1	-0.9	0.8	13

BD: 4/6/14 H/P/S: POLLED COLOR: WHITE BW: 85 ADJ. WW: 756 ADJ. YW: 1322
 ADG: 3.54 WDA: 3.66 REA: 15.2 IMF: 3.28 PROFIT INDEX: 115 LEPTIN: TT PMCH: AA

CSS SIR NAVIGATOR 37T
CSS SIR JR NAVIGATOR 75Y
 CSS LADY RAIN 18R

KEYS MCHENRY 24M
MISS KEY LUCY 135U
 MISS KEY LUCY 278R

PCC NAVIGATOR 403P
 CSS LADY SPRING WIND 59L
 HTA PLD RAIN 258M
 CSS LADY STOCKMAN 46G

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 CARDINAL WESTERN MAVERICK
 LTC LUCY 516 POLLED

A young Navigator son with the right DNA, he's long sided, small headed with a very modest birth weight of 85#.

61

KEYS NAVIGATOR 209B

M851685

BW	WW	YW	Milk	CE	MCE	MTNL
0.5	28	40	2	-0.1	1.8	16

BD: 4/24/14 H/P/S: HORNED COLOR: WHITE BW: 85 ADJ. WW: 841 ADJ. YW: 1447
 ADG: 3.79 WDA: 4.00 REA: 14.9 IMF: 3.51 PROFIT INDEX: 122 LEPTIN: TT PMCH: AT

CSS SIR NAVIGATOR 37T
CSS SIR JR NAVIGATOR 75Y
 CSS LADY RAIN 18R

KEYS UNO 231U
MISS KEY VESTA 120X
 MISS KEY VESTA 48U

PCC NAVIGATOR 403P
 CSS LADY SPRING WIND 59L
 HTA PLD RAIN 258M
 CSS LADY STOCKMAN 46G

KEYS UNO 1S
 MISS KEY DALENNIA 20M
 KEYS TEN-ACIOUS 166S
 MISS KEY VESTA 17L

A Navigator bull out of a young cow that produced a Denver pen bull last year. This calf has an 841# adj WW, a projected 1447# YW and a WDA of 4.00. He's wide made, long bodied, and is ready to sire a top set of calves.

62

KEYS NAVIGATOR 224B

M851689

BW	WW	YW	Milk	CE	MCE	MTNL
0.4	27	46	2	-2.4	1.5	15

BD: 5/9/14 H/P/S: HORNED COLOR: WHITE BW: 83 ADJ. WW: 745 ADJ. YW: 1302
 ADG: 3.48 WDA: 3.67 REA: 13.9 IMF: 3.34 PROFIT INDEX: 111 LEPTIN: CT PMCH: AA

CSS SIR NAVIGATOR 37T
CSS SIR JR NAVIGATOR 75Y
 CSS LADY RAIN 18R

KEYS MCHENRY 24M
MISS KEY MEG 4R
 MISS KEY MEG 123L

PCC NAVIGATOR 403P
 CSS LADY SPRING WIND 59L
 HTA PLD RAIN 258M
 CSS LADY STOCKMAN 46G

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 LAFRAISE EXTRA EASE 848
 MISS KEY MEG 22H PLD

A light birth weight, Navigator son out of the grandmother of our All State and Progressive herdsires. There's a lot of pedigree predictability in this young herdsire.

63

KEYS NAVIGATOR 241B

M852180

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	25	40	-4			9

BD: 5/1/14 H/P/S: POLLED COLOR: WHITE BW: 88 ADJ. WW: 755 ADJ. YW: 1238
 ADG: 3.02 WDA: 3.44 REA: 14.0 IMF: 3.16 PROFIT INDEX: 107 LEPTIN: TT PMCH: AA

CSS SIR NAVIGATOR 37T
CSS SIR JR NAVIGATOR 75Y
 CSS LADY RAIN 18R

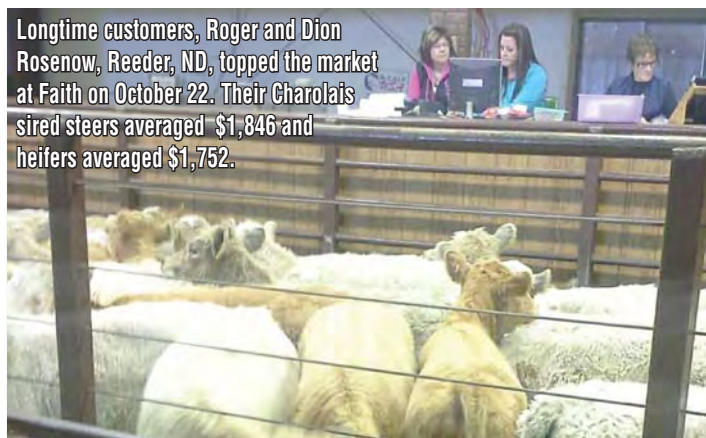
KEYS TEN-ACIOUS 166S
MISS KEY DENISE 159X
 MISS KEY DENISE 355M

PCC NAVIGATOR 403P
 CSS LADY SPRING WIND 59L
 HTA PLD RAIN 258M
 CSS LADY STOCKMAN 46G

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEYS DENISE 48D PLD

A young bull with all the right DNA markers. He is out of a very elite cow family that's proven itself with progeny that produce performance, structural soundness, and longevity.

Longtime customers, Roger and Dion Rosenow, Reeder, ND, topped the market at Faith on October 22. Their Charolais sired steers averaged \$1,846 and heifers averaged \$1,752.



G KEYS BONUS 3Y

BIRTH DATE: 2/3/11 H/P/S: POLLED COLOR: WHITE REG. #: M805815
BW: 86 ADJ. WW: 693 ADJ. YW: 1463 REA: 19.7 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
-0.2	25	63	4			16

CARDINALS SLEEP EZ
CARDINALS LAD K566P
CARDINALS LADY C445 P

CARDINALS PATRIOT C431
CARDINALS LADY A108P
WESTERN DOMINATOR PLD
CARDINAL LADY 7643P

KEYS TEN-ACIOUS 166S
MISS KEY DENISE 14W
MISS KEY DENISE 355M

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
2UP PEUGEOT ET
MISS KEYS DENISE 48D PLD

This home-raised, homozygous polled bull is our heifer bull. He has worked well for two years on our first-calf heifers. He's a -0.2 for BW and a +10.2 for calving ease yet had a 1463 lb. yearling weight with a 110 index. He is a TT for Leptin. His first daughters do a great job of milking.



REF. SIRE G

64 KEYS BONUS 3B

M851702

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	24	51	3	5.3	8.2	15

BD: 2/11/14 H/P/S: POLLED COLOR: WHITE BW: 82 ADJ. WW: 729 ADJ. YW: 1302
ADG: 3.58 WDA: 3.23 REA: 12.8 IMF: 4.81 PROFIT INDEX: 109 LEPTIN: TT PMCH: AA

CARDINALS LAD K566P
KEYS BONUS 3Y
MISS KEY DENISE 14W

CARDINALS SLEEP EZ
CARDINALS LADY C445 P
KEYS TEN-ACIOUS 166S
MISS KEY DENISE 355M

KEYS TENACIOUS 36U
MISS KEY LIPPI 9Z
MISS KEY LIPPI 99X

KEYS TEN-ACIOUS 166S
JLS ASSERTION 473 PLD
KEYS UNO 231U
MISS KEY LIPPI 65U

Bonus is homozygous polled and was used exclusively on first calf heifers, they are lighter birth weight calves and are built right to calve easy. This bull is really long bodied, straight and correct in his structure and has a very classy look about him. We will retain a 1/4 interest in him for AI use.



Lot 64

65 KEYS BONUS 88B

M851720

BW	WW	YW	Milk	CE	MCE	MTNL
0.6	26	57	6	5.5	5.3	19

BD: 3/14/14 H/P/S: POLLED COLOR: WHITE BW: 86 ADJ. WW: 721 ADJ. YW: 1369
ADG: 4.05 WDA: 3.44 REA: 15.4 IMF: 3.47 PROFIT INDEX: 118 LEPTIN: TT PMCH: AT

CARDINALS LAD K566P
KEYS BONUS 3Y
MISS KEY DENISE 14W

CARDINALS SLEEP EZ
CARDINALS LADY C445 P
KEYS TEN-ACIOUS 166S
MISS KEY DENISE 355M

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

CF FRONTLINE 1241 ET
MISS KEY MAYBELL 73N
KEYS DUKE 99K
MISS KEY KAI 290K

A Bonus bull with a light birth weight combined with excellent performance, gaining over 4# day and a REA of 15.4, out of a first-calf heifer that's going to be a real asset to our herd.



Lot 65

66 KEYS BONUS 2B

M851696

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	18	46	2	3.0	9.6	11

BD: 2/10/14 H/P/S: POLLED COLOR: WHITE BW: 80 ADJ. WW: 635 ADJ. YW: 1177
ADG: 3.39 WDA: 2.86 REA: 13.8 IMF: 3.81 PROFIT INDEX: 103 LEPTIN: TT PMCH: AA

CARDINALS LAD K566P
KEYS BONUS 3Y
MISS KEY DENISE 14W

CARDINALS SLEEP EZ
CARDINALS LADY C445 P
KEYS TEN-ACIOUS 166S
MISS KEY DENISE 355M

KEYS SPECIALIST 18U
MISS KEY ANNA 61Z
MISS KEY ANNA 280T

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
KEYS PIRATE 183P
MISS KEY ANNA 344P ET

Low birth and four generations polled breeding with the right DNA markers for Leptin and Tenderness.

67 KEYS BONUS 96B

M851726

BW	WW	YW	Milk	CE	MCE	MTNL
2.6	23	56	7	4.1	7.0	19

BD: 3/15/14 H/P/S: POLLED COLOR: WHITE BW: 95 ADJ. WW: 728 ADJ. YW: 1323
ADG: 3.72 WDA: 3.34 REA: 14.6 IMF: 4.36 PROFIT INDEX: 114 LEPTIN: TT PMCH: AA

CARDINALS LAD K566P
KEYS BONUS 3Y
MISS KEY DENISE 14W

CARDINALS SLEEP EZ
CARDINALS LADY C445 P
KEYS TEN-ACIOUS 166S
MISS KEY DENISE 355M

KEYS CHARLES BRONSON 2U
MISS KEY MAYBELLINE 177Z
MISS KEY MAYBELLINE 8P

EC BRONSON 204 POLLED
MISS KEY LACE 42L
CARDINALS SMOKE B159P
MISS KEY MAYBELLINE 73M

A smooth made, long sided son of Bonus with a 95# BW. He was born easily with no assistance because of the way he's made, smooth shouldered, long bodied with plenty of muscle expression and a 4.36 marbling score and a TT for Leptin.

68

KEYS BONUS 103B

M851569

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	21	42	8	6.3	8.2	18

BD: 3/17/14 H/P/S: POLLED COLOR: WHITE BW: 92 ADJ. WW: 755 ADJ. YW: 1349
 ADG: 3.71 WDA: 3.43 REA: 15.7 IMF: 2.90 PROFIT INDEX: 117 LEPTIN: CT PMCH: AT

CARDINALS LAD K566P
KEYS BONUS 3Y
 MISS KEY DENISE 14W

CARDINALS LAD K605P
MISS KEY LEANNE 11Z
 MISS KEY LEANNE 32W

CARDINALS SLEEP EZ
 CARDINALS LADY C445 P
 KEYS TEN-ACIOUS 166S
 MISS KEY DENISE 355M

CARDINALS SMOKE B159P
 CARDINALS LADY B177P
 EC BRONSON 204 POLLED
 MISS KEY LEANNE 79N

A Bonus calf out of a first calf heifer with a 755# WW and a 15.7 REA. His sire Bonus is homozygous polled and with the strong and extensive polled breeding on the bottom side, this calf is most likely homozygous polled as well.

70

KEYS MASTERPLAN 174B

M854250

BW	WW	YW	Milk	CE	MCE	MTNL
1.1	20	32	4	-0.6	3.7	13

BD: 4/13/14 H/P/S: POLLED COLOR: WHITE BW: 87 ADJ. WW: 601 ADJ. YW: 1214
 ADG: 3.83 WDA: 3.32 REA: 13.1 IMF: 2.49 PROFIT INDEX: 104 LEPTIN: TT PMCH: AT

CJC MR PRESIDENT T122
CJC MASTER PLAN Y795 P
 CJC MS HEISMAN M781

KEYS MCTENDER 279P
MISS KEY CHABLIS 1W
 MISS KEY CHABLIS 166L

LHD CIGAR E46
 CJC MS DAYLIGHT K1662
 LHD HEISMAN G1066
 CJC MS PRIZM H576

KEYS MCHENRY 24M
 KEYS ABE 70C
 2UP PEUGEOT ET
 MISS KEY CHABLIS 82E

A moderate framed, deep sided Masterplan bull with a modest birth weight, a real smooth made, easy keep'n kind.

72

KEYS MASTERPLAN 197B

QM200793

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	33	60	4	-4.7	1.2	20

BD: 4/20/14 H/P/S: POLLED COLOR: WHITE BW: 92 ADJ. WW: 784 ADJ. YW: 1411
 ADG: 3.92 WDA: 3.92 REA: 16.3 IMF: 2.95 PROFIT INDEX: 123 LEPTIN: TT PMCH: TT

CJC MR PRESIDENT T122
CJC MASTER PLAN Y795 P
 CJC MS HEISMAN M781

KEYS MASTERCARD 23S
MISS KEY JENNA 122U
 MISS KEY JENNA 121S

LHD CIGAR E46
 CJC MS DAYLIGHT K1662
 LHD HEISMAN G1066
 CJC MS PRIZM H576

SVS MASTERCARD 2M
 MISS KEY HATTIE 20P
 KEYS NEW CHOICE 23P
 MISS KEY JENNA 131L

This bull is our pick of the Masterplan sired bulls, lots of volume, big ribbed, wide topped, with excellent muscling through his rear quarter and style.

69

KEYS SPECIALIST 225B

M856128

BW	WW	YW	Milk	CE	MCE	MTNL
3.4	48	82	-8	-5.0	5.3	15

BD: 5/12/14 H/P/S: HORNED COLOR: WHITE BW: 85 ADJ. WW: 862 ADJ. YW: 1491
 ADG: 3.93 WDA: 4.19 REA: 15.4 IMF: 2.75 PROFIT INDEX: 126 LEPTIN: CT PMCH: AA

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS TEN-ACIOUS 166S
MISS KEY DEE 45U
 MISS KEY DEE 55M

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 KEYS POLLED COMPASS
 MISS KEY DEE 31U TW

With a WDA of 4.19 and a REA of 15.40 he is excelling in all the right traits. When you look him up you will see he walks the walk with a wide muscular top, super long sided, and a well muscled rear quarter.

71

KEYS MASTERPLAN 180B

M853200

BW	WW	YW	Milk	CE	MCE	MTNL
1.5	31	51	-2	-0.3	3.5	14

BD: 4/14/14 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 710 ADJ. YW: 1233
 ADG: 3.27 WDA: 3.41 REA: 12.6 IMF: 2.96 PROFIT INDEX: 104 LEPTIN: CT PMCH: TT

CJC MR PRESIDENT T122
CJC MASTER PLAN Y795 P
 CJC MS HEISMAN M781

KEYS TEN-ACIOUS 166S
MISS KEY WHITLEY 4W
 BC MISS EQUALIZER 605

LHD CIGAR E46
 CJC MS DAYLIGHT K1662
 LHD HEISMAN G1066
 CJC MS PRIZM H576

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 HBR EQUALIZER 940 P ET
 BC MISS GODFATHER 413

A young Masterplan with a lot of length. He's sound footed and moves out with a long easy-going stride.

73

KEYS MASTERPLAN 218B

M851686

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	39	67	4	-2.3	1.6	23

BD: 4/30/14 H/P/S: POLLED COLOR: WHITE BW: 93 ADJ. WW: 812 ADJ. YW: 1378
 ADG: 3.54 WDA: 3.87 REA: 14.0 IMF: 3.65 PROFIT INDEX: 116 LEPTIN: CT PMCH: AA

CJC MR PRESIDENT T122
CJC MASTER PLAN Y795 P
 CJC MS HEISMAN M781

KEYS MCHENRY 24M
MISS KEY MARISA 131S
 MISS KEY MARISA 76L

LHD CIGAR E46
 CJC MS DAYLIGHT K1662
 LHD HEISMAN G1066
 CJC MS PRIZM H576

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 KEYS SKETCH 208J
 LTC MS MARISA 630 PLD

Excellent performance in a young Masterplan son. He has a 812# Adj WW, and is out of a heavy milking McHenry cow who produced one of the high selling bulls in last year's sale.



H 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 IMF: LEPTIN: TT

CE	BW	WW	YW	Milk	MWW	MCE
	0.5	43	89	13	35	

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

GAR PRECISION %SA 50SA
CA MISS POWER FIX 308 50AR
5L MILLENNIUM RED 816
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 19M
MISS KEY GT 114D

Direct Fire sires moderate, easy fleshing bulls and females with tremendous carcass characteristics with good balance and performance. His sons had a 134 IMF ratio last year and a 119 IMF ratio this year. His calves are above average for weaning weight and ADG and he is a moderate birth weight sire.

75 KEYS DIRECT FIRE 18B

P696736

BW	WW	YW	Milk	MWW	CE	MCE
+0.6	+40	+82	+13	+33	+0.5	+0.2

BD: 2/20/14 H/P/S: POLLED COLOR: BLACK BW: 84 ADJ. WW: 649 ADJ. YW: 1241
ADG: 3.70 WDA: 3.31 REA: 14.5 IMF: 4.63 PROFIT INDEX: 114 LEPTIN: PMCH:

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

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

KEYS MATRIX 99T
MISS KEY KRISTIN 57Y
MISS KEY KRISTIN 95U

RCM PB 44P
MISS KEY 23M
O C C PROVOST 737P
MISS KEY KRISTIN 3P

This popular double halfblood son of Direct Fire has excellent conformation with great carcass numbers. His IMF ratio is 117 with a ribeye area per hundredweight of 1.17.

76 KEYS DIRECT FIRE 51B

P696748

BW	WW	YW	Milk	MWW	CE	MCE
-0.4	+47	+90	+15	+38	+1.3	+0.5

BD: 3/2/14 H/P/S: POLLED COLOR: BLACK BW: 70 ADJ. WW: 705 ADJ. YW: 1276
ADG: 3.57 WDA: 3.48 REA: 14.6 IMF: 4.86 PROFIT INDEX: 117 LEPTIN: CT PMCH: AT

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

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

5L DIRECT FIRE 1641-6443
MISS KEY COURTNEY 64Y
MISS KEY COURTNEY 19N

C A FUTURE DIRECTION 5321
5L FIREFLY 174-1641
BIG SKY P BLK STEALTH
MISS KEY COURTNEY 131F

Double bred Direct Fire halfblood, excellent carcass numbers, low birth. His marbling should be great - index 123.

78 KEYS DIRECT FIRE 76B

P696756

BW	WW	YW	Milk	MWW	CE	MCE
+0.8	+46	+99	+15	+38	+0.6	+0.3

BD: 3/6/14 H/P/S: POLLED COLOR: BLACK BW: 82 ADJ. WW: 671 ADJ. YW: 1335
ADG: 4.15 WDA: 3.70 REA: 13.1 IMF: 4.39 PROFIT INDEX: 118 LEPTIN: TT PMCH: AA

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

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

J W K NEW DESIGN 0028
MISS KEY MELODY 31S
MISS KEY MELODY 114P

B/R NEW DESIGN 036
J W K GAINES LADY 8062
SC POLLED BLACK MEDALLION 19M
MISS KEY MEDAL 79H

This calf is a good example of our halfblood program. He's got our four DNA markers, an excellent look and great marbling numbers. He's one of the biggest, stoutest bulls.



REF. SIRE H



Lot 75

77 KEYS DIRECT FIRE 98B

P696768

BW	WW	YW	Milk	MWW	CE	MCE
+0.9	+32	+76	+10	+26	+0.1	+0.3

BD: 3/15/14 H/P/S: POLLED COLOR: BLACK BW: 84 ADJ. WW: 578 ADJ. YW: 1116
ADG: 3.36 WDA: 3.01 REA: 15.1 IMF: 3.37 PROFIT INDEX: 107 LEPTIN: TT PMCH: AA

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

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

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

Make sure you get into the pen of these Direct Fire sons. They put it all together- looks, performance, disposition, and DNA. Here is one of the heaviest muscled bulls with a REA/CWT of 1.49.



Lot 78

79

KEYS DIRECT FIRE 90B

P696759

BW	WW	YW	Milk	MWW	CE	MCE
+3.4	+61	+122	+19	+50	-0.9	-0.2

BD: 3/9/14 H/P/S: POLLED COLOR: BLACK BW: 98 ADJ. WW: 760 ADJ. YW: 1355
 ADG: 3.72 WDA: 3.82 REA: 14.4 IMF: 5.84 PROFIT INDEX: 122 LEPTIN: CT PMCH: AT

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

C A FUTURE DIRECTION 5321
 5L FIREFLY 174-1641
 RCM P R FIRECRACKER
 MISS KEY RUBY 204R

%SA 50SA
 25AR
 25AN

J W K NEW DESIGN 0028
MISS KEY GARNET 19P
 MISS KEY GARNET 100G PLD

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS POLLED REDWOOD 60E
 MISS KEY BO 158D PLD

Another double bred halfblood bull out of one of our best sire groups on all traits. His mother is the top halfblood cow in our herd. Big time marbling score on the bull - 5.84% with an IMF ratio of 1.48.



Lot 79

80

KEYS BONFIRE 97B

P696765

BW	WW	YW	Milk	MWW	CE	MCE
+0.2	+42	+89	+18	+38	+0.9	+0.1

BD: 3/14/14 H/P/S: POLLED COLOR: BLACK BW: 80 ADJ. WW: 673 ADJ. YW: 1345
 ADG: 4.20 WDA: 3.71 REA: 16.5 IMF: 6.35 PROFIT INDEX: 126 LEPTIN: CT PMCH: AA

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

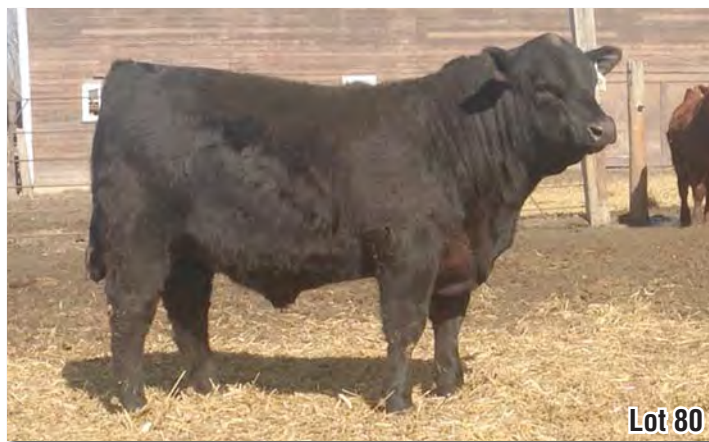
C A FUTURE DIRECTION 5321
 5L FIREFLY 174-1641
 RCM P R FIRECRACKER
 MISS KEY RUBY 204R

%SA 50SA
 25AR
 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

Don't overlook this bull. ALL the looks, ALL the numbers, clearly a genetic changer. His disposition and maternal traits strengthen his moderate framed power. Selling 1/2 interest and full possession.



Lot 80

81

KEYS DIRECT FIRE 99B

P696769

BW	WW	YW	Milk	MWW	CE	MCE
+1.9	+35	+82	+12	+29	-0.6	0.0

BD: 3/15/14 H/P/S: POLLED COLOR: BLACK BW: 92 ADJ. WW: 576 ADJ. YW: 1173
 ADG: 3.73 WDA: 3.24 REA: 14.6 IMF: 4.08 PROFIT INDEX: 110 LEPTIN: PMCH:

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

C A FUTURE DIRECTION 5321
 5L FIREFLY 174-1641
 RCM P R FIRECRACKER
 MISS KEY RUBY 204R

%SA 50SA
 25AR
 25AN

J W K NEW DESIGN 0028
MISS KEY DAZY 162U
 MISS KEY WIZARD 38G

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS POLLED REDWOOD 60E
 MISS KEY WIZARD 26D PLD

Balanced ribeye and positive marbling in this long framed son of Direct Fire.

82

KEYS DIRECT FIRE 101B

P696771

BW	WW	YW	Milk	MWW	CE	MCE
-1.4	+34	+82	+11	+27	+1.7	+0.4

BD: 3/18/14 H/P/S: POLLED COLOR: BLACK BW: 75 ADJ. WW: 618 ADJ. YW: 1207
 ADG: 3.68 WDA: 3.37 REA: 15.3 IMF: 3.97 PROFIT INDEX: 114 LEPTIN: PMCH:

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

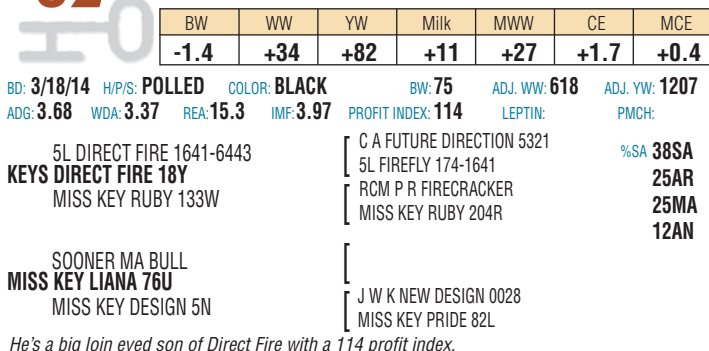
C A FUTURE DIRECTION 5321
 5L FIREFLY 174-1641
 RCM P R FIRECRACKER
 MISS KEY RUBY 204R

%SA 38SA
 25AR
 25MA
 12AN

SOONER MA BULL
MISS KEY LIANA 76U
 MISS KEY DESIGN 5N

J W K NEW DESIGN 0028
 MISS KEY PRIDE 82L

He's a big loin eyed son of Direct Fire with a 114 profit index.



83

KEYS DIRECT FIRE 109B

P696777

BW	WW	YW	Milk	MWW	CE	MCE
+1.5	+44	+88	+12	+34	+0.2	-0.1

BD: 3/23/14 H/P/S: POLLED COLOR: BLACK BW: 90 ADJ. WW: 661 ADJ. YW: 1368
 ADG: 4.42 WDA: 3.74 REA: 14.0 IMF: 4.62 PROFIT INDEX: 122 LEPTIN: PMCH:

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

C A FUTURE DIRECTION 5321
 5L FIREFLY 174-1641
 RCM P R FIRECRACKER
 MISS KEY RUBY 204R

%SA 63SA
 25AR
 12AN

JCG DIAMOND
MISS KEY SPARKLE 16W
 MISS KEY DESIGN 163M

JSR JAMACA 431
 JCG CARMA
 J W K NEW DESIGN 0028
 MISS KEY GT 35D

Big IMF numbers on this Direct Fire son combine with his big performance numbers, a 122 profit index and 4.42 ADG.

84

KEYS DIRECT FIRE 187B

P700164

BW	WW	YW	Milk	MWW	CE	MCE
+2.1	+51	+105	+18	+44	n.a	n.a

BD: 4/22/14 H/P/S: POLLED COLOR: BLACK BW: 85 ADJ. WW: 704 ADJ. YW: 1333
 ADG: 3.93 WDA: 3.75 REA: 13.6 IMF: 3.90 PROFIT INDEX: 119 LEPTIN: CT PMCH: AA

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

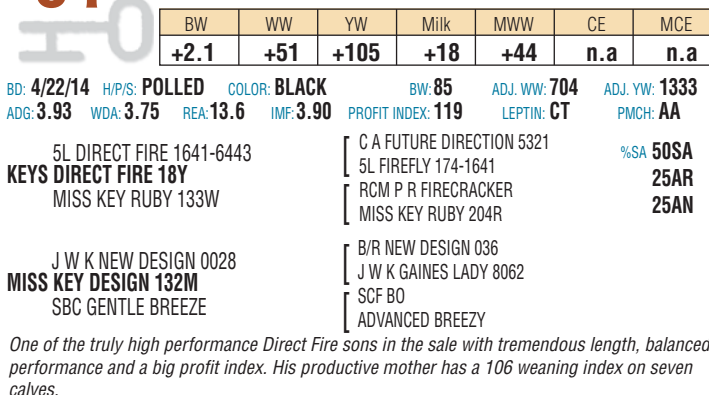
C A FUTURE DIRECTION 5321
 5L FIREFLY 174-1641
 RCM P R FIRECRACKER
 MISS KEY RUBY 204R

%SA 50SA
 25AR
 25AN

J W K NEW DESIGN 0028
MISS KEY DESIGN 132M
 SBC GENTLE BREEZE

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 SCF BO
 ADVANCED BREEZY

One of the truly high performance Direct Fire sons in the sale with tremendous length, balanced performance and a big profit index. His productive mother has a 106 weaning index on seven calves.



MAC CAMERON 318X

BIRTH DATE: 3/29/10 H/P/S: POLLED COLOR: BLACK REG. #: P668332
BW: 99 ADJ. WW: 658 ADJ. YW: 1199 LEPTIN: CT

CE	BW	WW	YW	Milk	MWW	MCE
	4.1	50	101	18	43	

JGK PLD BLK JASPER 634R
HA THUNDER T705
HA ROSE F657

BIG SKY TRITON 40R
MAC TALLIE 234T
MAC BLACK ELLEN 47E

SRI NATHAN 01N %SA PURE-BRED
JGK MARLA 128K
NRC POLLED BENZ
HA ROSE Z033
GGT P BLK STOUT 111N
BIG SKY MISS DUSTY 57E
SPRINGDALE GUS 10C
MISS 7 HALF DIAMOND 458U

He is an easy-calving, high-performance sire. This is the third set of bulls to sell out of Cameron, to date all of his calves have been black and polled. A lot of his bulls are some of the youngest ones in the sale. They're deep-bodied, soggy-looking calves with good dispositions. His sons and grandsons have consistently led the Midland Bull Test as well as our test on the ranch for ADG.

85 KEYS CAMERON 17B

P696734

BW	WW	YW	Milk	MWW	CE	MCE
+2.9	+44	+81	+20	+43	-0.3	0.0

BD: 2/19/14 H/P/S: POLLED COLOR: BLACK BW: 90 ADJ. WW: 671 ADJ. YW: 1215
ADG: 3.40 WDA: 3.31 REA: 13.9 IMF: 2.71 PROFIT INDEX: 111 LEPTIN: CC PMCH: AT

HA THUNDER T705
MAC CAMERON 318X
MAC TALLIE 234T

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

JGK BLK PLD JASPER 634R %SA PURE-BRED
HA ROSE F657
BIG SKY TRITON 40R
MAC BLACK ELLEN 47E
JFW PACKER 40F
KKCC BP CHATTER 123L
BANNERS PRIDE 172T
MISS KEY 590T

Great conformation in this purebred Salers son of our Cameron sire. Excellent maternal line on this bull, tracing back to our foundation C175 fullblood cow.

87 KEYS CAMERON 75B

P696758

BW	WW	YW	Milk	MWW	CE	MCE
+3.1	+42	+79	+16	+37	-0.5	+0.2

BD: 3/6/14 H/P/S: POLLED COLOR: BLACK BW: 88 ADJ. WW: 676 ADJ. YW: 1314
ADG: 3.99 WDA: 3.57 REA: 15.0 IMF: 3.07 PROFIT INDEX: 121 LEPTIN: CT PMCH: AT

HA THUNDER T705
MAC CAMERON 318X
MAC TALLIE 234T

WARD 793 MASTER PLAN 43L
MISS KEY NAOMI 194X
MISS KEY NAOMI 74R

JGK BLK PLD JASPER 634R %SA 93SA
HA ROSE F657 7AN
BIG SKY TRITON 40R
MAC BLACK ELLEN 47E
MJR MASTER PLAN 43L
JSR MS POWER DRIVE 791
BULL
MISS KEY NAOMI 59N

One of our top Cameron sons, his loin eye tells you he's full of muscle. Big profit index.

89 KEYS CAMERON 120B

P696782

BW	WW	YW	Milk	MWW	CE	MCE
+0.9	+45	+85	+16	+38	+0.5	-0.4

BD: 3/26/14 H/P/S: POLLED COLOR: BLACK BW: 65 ADJ. WW: 680 ADJ. YW: 1294
ADG: 3.84 WDA: 3.49 REA: 15.4 IMF: 3.17 PROFIT INDEX: 120 LEPTIN: CT PMCH: AA

HA THUNDER T705
MAC CAMERON 318X
MAC TALLIE 234T

KEYS TOPCOAT 116H
MISS KEY ESTELLE 16M
MISS KEY ESTELLE 24G

JGK BLK PLD JASPER 634R %SA PURE-BRED
HA ROSE F657
BIG SKY TRITON 40R
MAC BLACK ELLEN 47E
LM GOLD MEDAL 33D
MISS KEY EDREA 77E PLD
KEYS POLLED REDWOOD 60E
MISS KEY ESTELLE 10E

He's the top black purebred bull in sale, low birth, high performance, going from a 65# BW to a 120 profit index. His dam is a top 13 year old.



Key's Cameron 219Z, our young herdsire that's a son of Mac Cameron, a son sells as lot 90.

86 KEYS CAMERON 70B

P696757

BW	WW	YW	Milk	MWW	CE	MCE
+3.6	+44	+82	+21	+43	-0.3	+0.1

BD: 3/6/14 H/P/S: POLLED COLOR: BLACK BW: 82 ADJ. WW: 674 ADJ. YW: 1199
ADG: 3.28 WDA: 3.30 REA: 14.6 IMF: 3.35 PROFIT INDEX: 111 LEPTIN: CC PMCH: AA

HA THUNDER T705
MAC CAMERON 318X
MAC TALLIE 234T

D CENTURY
RBB 147S
MAC LISSA 341L

JGK BLK PLD JASPER 634R %SA PURE-BRED
HA ROSE F657
BIG SKY TRITON 40R
MAC BLACK ELLEN 47E
D 162 BLACK SPECIAL 360
D 25 MISS BIG TRADE 261
RRF ROBIN HERCULES
MAC ELISSA 11E

His dam is one of our good purebred cows. He has tremendous length, above average loin eye and a low birth weight.

88 KEYS CAMERON 95B

P696764

BW	WW	YW	Milk	MWW	CE	MCE
+2.0	+40	+76	+15	+35	+0.2	+0.3

BD: 3/14/14 H/P/S: POLLED COLOR: BLACK BW: 80 ADJ. WW: 645 ADJ. YW: 1259
ADG: 3.84 WDA: 3.41 REA: 15.7 IMF: 2.64 PROFIT INDEX: 118 LEPTIN: CT PMCH: AA

HA THUNDER T705
MAC CAMERON 318X
MAC TALLIE 234T

JCG DIAMOND
MISS KEY VICKI 12X
MISS KEY VICKI 139U

JGK BLK PLD JASPER 634R %SA 91SA
HA ROSE F657 9AN
BIG SKY TRITON 40R
MAC BLACK ELLEN 47E
JSR JAMACA 431
JCG CARMA
WARD 793 MASTER PLAN 43L
MISS KEY VICKI 91P

This calf is one of the leaders on loin eye measurement, the best indicator of muscle. Great, balanced performance, too - BW 80, WW 645, YW 1259.

90 KEYS CAMERON 87B

P696761

BW	WW	YW	Milk	MWW	CE	MCE
+3.2	+53	+111	+21	+48	-0.7	+0.2

BD: 3/9/14 H/P/S: POLLED COLOR: BLACK BW: 96 ADJ. WW: 696 ADJ. YW: 1373
ADG: 4.23 WDA: 3.79 REA: 14.2 IMF: 4.21 PROFIT INDEX: 123 LEPTIN: CT PMCH: AA

MAC CAMERON 318X
KEYS CAMERON 219Z
MISS KEY ELITA 199U

J W K NEW DESIGN 0028
MISS KEY PRIDE 27W
MISS KEY PRIDE 82L

HA THUNDER T705 %SA 59SA
MAC TALLIE 234T 28AN
OHRH 9502 MR ROBUST 18N 13AR
MISS KEY ELITA 78P
B/R NEW DESIGN 036
J W K GAINES LADY 8062
KEYS HEAVY MEDAL 23F PLD
MISS KEY PRIDE 825X

The only mate in the sale to the leading sire group at this year's Midland Bull Test, lots of performance here. He's a top gainer with a 123 profit index.

M PRO-CHAR CLYDE 79T

BIRTH DATE: 3/1/07 H/P/S: POLLED COLOR: RED REG. #: QM200258
LEPTIN: TT

CE	BW	WW	YW	Milk	MCE	MTNL
	2	18	28	4	13	

WMG SHERIFF ACE 27H
WRANGLER HEADLINER 28N
MOORMAID FOCUS 810H

STERLING HOSS' HONOR 1H
STER STAR'S HONOR 4L
HHT MS POLL STAR 1A

STZ GOOD TIMES 13D
WMG LADY ACE 21E
MISTY CREEK FOCUS 5F
MOORMAID

STERLING SCOUT'S HONOR 2A
CK MISS STAR 30A
POLL STAR
HHT MS BARONESS 6Y

Clyde is a moderate-framed, long-bodied, polled, double-red, purebred Charolais bull. He is really thick yet incredibly sound, very good footed and clean jointed with an excellent disposition. When bred to our black Optimizer cows, most of our Clyde sons are black. Our winning WDA and ADG sire group at Midland in 2012 were Clyde sons.

91 KEYS CLYDE 7B

P696731

BW	WW	YW	Milk	MWW	CE	MCE
+1.6	+42	+85	+10	+31	-0.2	+0.1

BD: 2/16/14 H/P/S: POLLED COLOR: BLACK BW: 90 ADJ. WW: 645 ADJ. YW: 1261
ADG: 3.85 WDA: 3.50 REA: 13.3 IMF: 4.63 PROFIT INDEX: 113 LEPTIN: TT PMCH: AA

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

%SA 25SA
50CH
25AN

J W K NEW DESIGN 0028
MISS KEY MELODY 32U
MISS KEY MELODY 114P

B/R NEW DESIGN 036
J W K GAINES LADY 8062
SC POLLED BLACK MEDALLION 19M
MISS KEY MEDAL 79H

One of our excellent 1/2 Char 1/4 Angus 1/4 Salers bulls. This is our third year of selling the black Clyde sons. What a great way to put the performance of Charolais in your herd while maintaining the black color and muscle. He's a TT and AA with a 117 IMF index.

92 KEYS CLYDE 106B

P696773

BW	WW	YW	Milk	MWW	CE	MCE
-0.3	+32	+69	+14	+30	+0.6	-0.1

BD: 3/21/14 H/P/S: POLLED COLOR: BLACK BW: 73 ADJ. WW: 587 ADJ. YW: 1283
ADG: 4.35 WDA: 3.53 REA: 13.9 IMF: 4.86 PROFIT INDEX: 117 LEPTIN: PMCH:

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

%SA 25SA
50CH
25AN

J W K NEW DESIGN 0028
MISS KEY MONIQUE 67W
MISS KEY MONIQUE 111L

B/R NEW DESIGN 036
J W K GAINES LADY 8062
KEYS TOPCOAT 116H
MISS KEY MONIQUE 9F PLD

One of the low birth weight black half Charolais in the sale. Its hard to pick this calf apart. He has good marbling numbers and a 123 IMF index.

94 KEYS CLYDE 93B

UP696767

BW	WW	YW	Milk	MWW	CE	MCE
+0.8	+51	+99	+9	+34	+0.3	+0.2

BD: 3/14/14 H/P/S: POLLED COLOR: BLACK BW: 84 ADJ. WW: 716 ADJ. YW: 1361
ADG: 4.03 WDA: 3.74 REA: 15.1 IMF: 3.36 PROFIT INDEX: 124 LEPTIN: CT PMCH: AA

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

%SA 6SA
50CH
44AN

SUMMITCREST TRUE GRIT 7R06
MISS KEY PATIENCE 2X
MISS KEY PATIENCE 179U

G A R INTEGRITY
SUMMITCREST PRIMROSE 2J02
O C C PROVOST 737P
MISS KEY PATIENCE 6R

He's a moderate framed, black halfblood Charolais. You get the black hide and lots of performance with one of the top bulls for loin eye with a 4# ADG and a 124 profit index!



REF. SIRE M



Lot 91

93 KEYS CLYDE 116B

P696779

BW	WW	YW	Milk	MWW	CE	MCE
+1.0	+56	+102	+12	+40	+0.2	+0.3

BD: 3/24/14 H/P/S: POLLED COLOR: RED BW: 84 ADJ. WW: 760 ADJ. YW: 1456
ADG: 4.35 WDA: 4.06 REA: 14.8 IMF: 4.37 PROFIT INDEX: 130 LEPTIN: CT PMCH: AA

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

%SA 13SA
50CH
37AN

SUMMITCREST TRUE GRIT 7R06
MISS KEY SALINA 181W
MISS KEY SALINA 3S

G A R INTEGRITY
SUMMITCREST PRIMROSE 2J02
KEYS HEFTY 1P
MISS KEY DESIGN 77P

This calf is really stuck together, lots of eye appeal, big carcass numbers.



Lot 94

95

KEYS CLYDE 157B

P696790

BW	WW	YW	Milk	MWW	CE	MCE
+1.5	+57	+103	+10	+38	+0.1	0.0

BD: 4/13/14 H/P/S: POLLED COLOR: BLACK BW: 90 ADJ. WW: 746 ADJ. YW: 1186
 ADG: 2.75 WDA: 3.43 REA: 13.5 IMF: 4.20 PROFIT INDEX: 108 LEPTIN: PMCH:

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

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

%SA 13SA
 50CH
 37AN

O C C PROVOST 737P
 MISS KEY KRISTIN 95U
 MISS KEY KRISTIN 3P

O C C EMBLAZON 854E
 O C C DIXIE ERICA 903E
 J W K NEW DESIGN 0028
 MISS KEY KRISTIN 28K

A good black son of our Charolais bull Clyde, combined with his dam's OCC Angus pedigree make for a moderate bull with muscle and top notch weaning performance with no creep!.

96

KEYS CODE RED 117B

P700829

BW	WW	YW	Milk	MWW	CE	MCE
0.0	n.a	+51	+7	n.a	n.a	n.a

BD: 3/25/14 H/P/S: POLLED COLOR: BLACK BW: 90 ADJ. WW: 724 ADJ. YW: 1468
 ADG: 4.65 WDA: 4.12 REA: 15.6 IMF: 4.53 PROFIT INDEX: 133 LEPTIN: CT PMCH: AA

HOPEWELL WILLIS 806U
 LVB CODE RED 0094
 LVB MISS PLDPROGRESSL415

MSW STORMFIRE 1S
 SDC PROGRESS 16M
 LVB MISS CONVERSE L231

%SA 25SA
 50CH
 25AN

J W K NEW DESIGN 0028
 MISS KEY KEEPSAKE 47S
 MISS KEY KEEPSAKE 62K

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS TOPCOAT 116H
 MISS KEY WIZARD 26D PLD

Study this bull, there are no holes in him, he's a black polled half Charolais herd bull. He has a top New Design mother. Retaining 1/4 semen interest.



Three graduates from Velva High School last spring - Jacob, Bradley and Drew ... Congratulations!



Lot 96

97

KEYS REDMAN 172B

P700163

BW	WW	YW	Milk	MWW	CE	MCE
+4.7	+56	+101	+12	+40	n.a	n.a

BD: 4/18/14 H/P/S: POLLED COLOR: RED BW: 87 ADJ. WW: 733 ADJ. YW: 1280
 ADG: 3.42 WDA: 3.69 REA: 13.7 IMF: 2.93 PROFIT INDEX: 115 LEPTIN: CT PMCH: AA

SVS NOBLEMAN 25N
 RED MAN 1021
 LVB MISS FERRUGO 9009

MSW Y2K
 HC VERONICA 11K
 SDC FERRUGO 45N
 MSW STORMFIRE 1S

%SA 25SA
 50CH
 25AR

OHR 9502 MR ROBUST 18N
 MISS KEY NATALIE 200U
 MISS KEY NATALIE 81N

BADLANDS MR BEEF 805
 MESSMER OPHELIA 9502
 KEYS TOPCOAT 116H
 MISS KEY STETS 94Z

One of the high weaning weight bulls in the sale. He also boasts a 1280# YW and he's an AA for PCMH.

98

KEYS REDMAN 223B

P696794

BW	WW	YW	Milk	MWW	CE	MCE
+4.7	+49	+95	+10	+35	-1.8	-0.7

BD: 5/10/14 H/P/S: POLLED COLOR: BLACK BW: 94 ADJ. WW: 766 ADJ. YW: 1355
 ADG: 3.68 WDA: 3.85 REA: 13.2 IMF: 4.31 PROFIT INDEX: 119 LEPTIN: PMCH:

SVS NOBLEMAN 25N
 RED MAN 1021
 LVB MISS FERRUGO 9009

MSW Y2K
 HC VERONICA 11K
 SDC FERRUGO 45N
 MSW STORMFIRE 1S

%SA 25SA
 50CH
 25AR

5L DIRECT FIRE 1641-6443
 MISS KEY NOREEN 43Y
 MISS KEY NOREEN 31R

C A FUTURE DIRECTION 5321
 5L FIREFLY 174-1641
 KEYS TOTAL 415S
 MISS KEY NOREEN 67K

He's a high indexing black polled half Charolais. These young bulls carry big performance numbers. He should make good insurance policy for this summer and be ready to take a lead role next year.

99

KEYS REDMAN 226B

P696793

BW	WW	YW	Milk	MWW	CE	MCE
+4.2	+50	+100	+11	+36	-1.6	-0.4

BD: 5/10/14 H/P/S: POLLED COLOR: BLACK BW: 90 ADJ. WW: 791 ADJ. YW: 1485
 ADG: 4.34 WDA: 4.29 REA: 15.4 IMF: 4.19 PROFIT INDEX: 133 LEPTIN: CT PMCH: AA

SVS NOBLEMAN 25N
 RED MAN 1021
 LVB MISS FERRUGO 9009

MSW Y2K
 HC VERONICA 11K
 SDC FERRUGO 45N
 MSW STORMFIRE 1S

%SA 25SA
 50CH
 25AN

J W K NEW DESIGN 0028
 MISS KEY PATIENCE 102W
 MISS KEY PATIENCE 31M

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS TOPCOAT 116H
 MISS KEY PATIENCE 15G

Impressive stylish calf, note his performance numbers. He also boasts the top profit index.



Congrats to Ross, class of 2014 Mandan High School and Marcie (not pictured) Bismarck High School class of 2014.

K KEYS TRUE GRIT 2U

BIRTH DATE: 1/24/08 H/P/S: POLLED COLOR: BLACK REG. #: P652935
BW: 65 ADJ. WW: 678 ADJ. YW: 1303 REA: 14.2 IMF: LEPTIN:

CE	BW	WW	YW	Milk	MWW	MCE
	-5.2	30	71	19	34	

GAR INTEGRITY
SUMMITCREST TRUE GRIT 7R06
SUMMITCREST PRIMROSE 2J02

BON VIEW DESIGN 1407
GAR PRECISION 1019
SUMMITCREST SCOTCH CAP 0B15
SUMMITCREST PRIMROSE 2J02

%SA 31SA
69AN

KEYS HEFTY
MISS KEY SALLY 7S
MISS KEY DESIGN 146P

KEYS STEALTH 41M
MISS KEY DESIGN 209M
JWK NEW DESIGN 0028
MISS KEY TOPCOAT 120L

2U is our slam-dunk heifer bull. His calves start small, gain well and have great carcass numbers. They have some of our top ribeye areas, all out of first-calf heifers. As a sire group, they are gaining over 4#/day. His calves are straight, strong topped and correct.



REF. SIRE K

100 KEYS TRUE GRIT 15B

P696733

BW	WW	YW	Milk	MWW	CE	MCE
-3.1	+30	+67	+15	+30	+2.0	+0.6

BD: 2/18/14 H/P/S: POLLED COLOR: BLACK
ADG: 4.29 WDA: 3.40 REA: 14.0 IMF: 4.16

BW: 65 ADJ. WW: 638 ADJ. YW: 1324
PROFIT INDEX: 120 LEPTIN: PMCH:

SUMMITCREST TRUE GRIT 7R06
KEYS TRUE GRIT 2U
MISS KEY SALLY 7S

G A R INTEGRITY
SUMMITCREST PRIMROSE 2J02
KEYS HEFTY 1P
MISS KEY DESIGN 146P

%SA 34SA
41AN
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

Big, long black heifer bull, -3.1 for birth with tremendous performance numbers. Its not often you can find a 65# BW and a 120 profit index.



Lot 100

101 KEYS TRUE GRIT 62B

P696752

BW	WW	YW	Milk	MWW	CE	MCE
+0.7	+38	+87	+14	+33	+0.1	0.0

BD: 3/4/14 H/P/S: POLLED COLOR: BLACK
ADG: 3.88 WDA: 3.28 REA: 16.3 IMF: 3.84

BW: 88 ADJ. WW: 634 ADJ. YW: 1255
PROFIT INDEX: 120 LEPTIN: CT PMCH: AA

SUMMITCREST TRUE GRIT 7R06
KEYS TRUE GRIT 2U
MISS KEY SALLY 7S

G A R INTEGRITY
SUMMITCREST PRIMROSE 2J02
KEYS HEFTY 1P
MISS KEY DESIGN 146P

%SA 28SA
47AN
25CH

PRO-CHAR CLYDE 79T
MISS KEY KYLENE 48Z
MISS KEY KYLENE 13T

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
J W K NEW DESIGN 0028
MISS KEY KUYENE 113N

Here's a calf that will catch your eye, one of the real big loin eyes, good indicator of muscle. Big time profit index.



Lot 101

102 KEYS TRUE GRIT 22B

P696735

BW	WW	YW	Milk	MWW	CE	MCE
-2.5	+28	+73	+15	+30	+1.7	+0.5

BD: 2/20/14 H/P/S: POLLED COLOR: BLACK
ADG: 3.93 WDA: 3.18 REA: 12.7 IMF: 4.05

BW: 70 ADJ. WW: 606 ADJ. YW: 1235
PROFIT INDEX: 110 LEPTIN: CT PMCH: AA

SUMMITCREST TRUE GRIT 7R06
KEYS TRUE GRIT 2U
MISS KEY SALLY 7S

G A R INTEGRITY
SUMMITCREST PRIMROSE 2J02
KEYS HEFTY 1P
MISS KEY DESIGN 146P

%SA 28SA
47AN
25CH

PRO-CHAR CLYDE 79T
MISS KEY PATIENCE 79Z
MISS KEY PATIENCE 6R

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
J W K NEW DESIGN 0028
MISS KEY PATIENCE 20N

Good calf that should work for heifers with a -2.5 BW EPD and a 70# birth weight. Consistant calving ease in this bloodline.

103 KEYS TRUE GRIT 9B

UP696730

BW	WW	YW	Milk	MWW	CE	MCE
-0.7	+41	+86	+16	+36	+0.8	+0.1

BD: 2/16/14 H/P/S: POLLED COLOR: BLACK
ADG: 4.08 WDA: 3.43 REA: 15.6 IMF: 3.75

BW: 75 ADJ. WW: 671 ADJ. YW: 1324
PROFIT INDEX: 123 LEPTIN: CT PMCH: AT

G A R INTEGRITY
SUMMITCREST TRUE GRIT 7R06
SUMMITCREST PRIMROSE 2J02

BON VIEW NEW DESIGN 1407
G A R PRECISION 1019
SUMMITCREST SCOTCH CAP 0B45
SUMMITCREST PRIMROSE 0G84

%SA 12SA
25CH
63AN

PRO-CHAR CLYDE 79T
MISS KEY CLAIRE 34Z
MISS KEY DESIGN 17P

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
J W K NEW DESIGN 0028
MISS KEY CLAIRE 217M

He puts it all together - a high muscle calf with low birth and high gain, one of our high percentage Angus influence calves.

104 KEYS TRUE GRIT 12B UP696732

BW	WW	YW	Milk	MWW	CE	MCE
+1.6	+40	+83	+13	+33	-0.3	+0.2

BD: 2/17/14 H/P/S: POLLED COLOR: BLACK BW: 88 ADJ. WW: 643 ADJ. YW: 1317
ADG: 4.21 WDA: 3.37 REA: 14.0 IMF: 4.20 PROFIT INDEX: 119 LEPTIN: CT PMCH: AT

G A R INTEGRITY
SUMMITCREST TRUE GRIT 7R06
SUMMITCREST PRIMROSE 2J02

BON VIEW NEW DESIGN 1407
G A R PRECISION 1019
SUMMITCREST SCOTCH CAP 0B45
SUMMITCREST PRIMROSE 0G84

%SA 6SA
38CH
56AN

JWK TOMAHAWK 505X
MISS KEY PATIENCE 49Z
MISS KEY PATIENCE 16X

LANG'S RED SOLDIER 22S
NOR INDIAN MAID 5R
PRO-CHAR CLYDE 79T
MISS KEY PATIENCE 6R

One of our higher percentage Angus calves, lots of performance and muscle. Check out his ADG.



Lot 104

105 KEYS LONGSHOT 100B P696770

BW	WW	YW	Milk	MWW	CE	MCE
+2.7	+50	+89	+18	+43	-0.1	0.0

BD: 3/15/14 H/P/S: POLLED COLOR: BLACK BW: 90 ADJ. WW: 671 ADJ. YW: 1273
ADG: 3.76 WDA: 3.31 REA: 13.2 IMF: 5.25 PROFIT INDEX: 114 LEPTIN: CC PMCH: AA

SC PLD BLK TRADER 107T
KEYS LONGSHOT 1X
MISS KEY MELODY 114P

SC PLD BLK RAZOR 34R
CS POLLED REGENCY 7R
SC POLLED BLACK MEDALLION 19M
MISS KEY MEDAL 79H

%SA 88SA
12AN

KEYS ROCKSTAR 95X
MISS KEY KEEPSAKE 19Z
MISS KEY KEEPSAKE 47S

NJF TOP LEVEL 41T
MISS KEY ESTELLE 10N
J W K NEW DESIGN 0028
MISS KEY KEEPSAKE 62K

He's the top 7/8 bull in sale, long bodied with a ton of eye appeal. He puts the whole package together, and was born unassisted out of first calver.



Lot 105

106 KEYS LONGSHOT 143B P696789

BW	WW	YW	Milk	MWW	CE	MCE
+2.5	+68	+117	+22	+56	+0.5	0.0

BD: 4/5/14 H/P/S: POLLED COLOR: RED BW: 80 ADJ. WW: 751 ADJ. YW: 1399
ADG: 4.05 WDA: 3.70 REA: 15.0 IMF: 3.15 PROFIT INDEX: 126 LEPTIN: PMCH:

SC PLD BLK TRADER 107T
KEYS LONGSHOT 1X
MISS KEY MELODY 114P

SC PLD BLK RAZOR 34R
CS POLLED REGENCY 7R
SC POLLED BLACK MEDALLION 19M
MISS KEY MEDAL 79H

%SA 81SA
19AR

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

One of the top sons out of our first calf heifers, low birth, tremendous yearling performance. He's an 81% Salers with a 126 profit index.



Lot 106

107 KEYS LONGSHOT 122B P696783

BW	WW	YW	Milk	MWW	CE	MCE
+2.0	+54	+94	+15	+41	+0.5	+0.1

BD: 3/26/14 H/P/S: POLLED COLOR: BLACK BW: 83 ADJ. WW: 661 ADJ. YW: 1218
ADG: 3.48 WDA: 3.25 REA: 13.8 IMF: 4.34 PROFIT INDEX: 111 LEPTIN: PMCH:

SC PLD BLK TRADER 107T
KEYS LONGSHOT 1X
MISS KEY MELODY 114P

SC PLD BLK RAZOR 34R
CS POLLED REGENCY 7R
SC POLLED BLACK MEDALLION 19M
MISS KEY MEDAL 79H

%SA 63SA
25CH
12AN

PRO-CHAR CLYDE 79T
MISS KEY MELODY 129Z
MISS KEY MELODY 32U

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
J W K NEW DESIGN 0028
MISS KEY MELODY 114P

Bullet proof calving ease with this smaller framed bull with low birth, high performance numbers and a 110 marbling index.

108 KEYS TOP LEVEL 50B P696749

BW	WW	YW	Milk	MWW	CE	MCE
-0.6	+44	+82	+19	+41	+0.9	+0.4

BD: 3/2/14 H/P/S: POLLED COLOR: BLACK BW: 65 ADJ. WW: 711 ADJ. YW: 1236
ADG: 3.28 WDA: 3.26 REA: 14.2 IMF: 3.33 PROFIT INDEX: 113 LEPTIN: CC PMCH: AT

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

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

%SA 69SA
31AR

KEYS ACCEL 6X
MISS KEY NOREEN 21Z
MISS KEY NOREEN 145S

LAZY J&J ACCEL 68
MISS KEY LORRI 104U
OHRR 9502 MR ROBUST 18N
MISS KEY NOREEN 86M

He should make a slam dunk heifer bull with a 1.26 REA/CWT and nice muscling paired with his low birthweight.

109 KEYS TOP LEVEL 71B

P696755

BW	WW	YW	Milk	MWW	CE	MCE
-1.4	+42	+74	+21	+42	+1.2	+0.3

BD: 3/6/14 H/P/S: POLLED COLOR: RED BW: 62 ADJ. WW: 700 ADJ. YW: 1260
ADG: 3.50 WDA: 3.31 REA: 13.9 IMF: 3.92 PROFIT INDEX: 114 LEPTIN: CC PMCH: AA

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

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

KEYS ACCEL 6X
MISS KEY LYDIE 5Z
MISS KEY LYDIE 30X

LAZY J&J ACCEL 68
MISS KEY LORRI 104U
LCOC HIGH NOON A093R
MISS KEY LYDIE 116L

Here's your low birth, high performance curve bender - calving ease deluxe in a red polled 69% Salers. HE will catch your eye.



Lot 109

110 KEYS JENGA 30B

P696739

BW	WW	YW	Milk	MWW	CE	MCE
+1.5	+37	+82	+15	+33	-0.1	+0.6

BD: 2/24/14 H/P/S: POLLED COLOR: RED BW: 82 ADJ. WW: 669 ADJ. YW: 1245
ADG: 3.60 WDA: 3.48 REA: 18.4 IMF: 4.29 PROFIT INDEX: 123 LEPTIN: TT PMCH: AA

KEYS ACCEL 6X
KEYS JENGA 18Z
MISS KEY REGAN 131X

LAZY J&J ACCEL 68
MISS KEY LORRI 104U
RCM P R FIRECRACKER
MISS KEY REGAN 143R

OHRR 9502 MR ROBUST 18N
MISS KEY NAN 235T
MISS KEY NAN 21N

BADLANDS MR BEEF 805
MESSMER OPHELIA 9502
BIG SKY P BLK STEALTH
MISS KEY 390D

Our top carcass bull. This is a two generation red halfblood son of Jenga with the largest loin eye in the sale and all four desirable DNA markers and he started out at 82#! He has a 128 REA ratio and a 109 IMF ratio.

111 KEYS JENGA 49B

P696746

BW	WW	YW	Milk	MWW	CE	MCE
+1.3	+35	+79	+17	+35	+0.4	0.0

BD: 3/1/14 H/P/S: POLLED COLOR: RED BW: 82 ADJ. WW: 621 ADJ. YW: 1141
ADG: 3.25 WDA: 3.18 REA: 12.4 IMF: 4.78 PROFIT INDEX: 103 LEPTIN: TT PMCH: AA

KEYS ACCEL 6X
KEYS JENGA 18Z
MISS KEY REGAN 131X

LAZY J&J ACCEL 68
MISS KEY LORRI 104U
RCM P R FIRECRACKER
MISS KEY REGAN 143R

KEYS MEDALLION 144P
MISS KEY SANDY 117S
MISS KEY DESIGN 209M

SC POLLED BLACK MEDALLION 19M
MISS KEY EBONY 99K
J W K NEW DESIGN 0028
MISS KEY OLES PRIDE 69B

Has all four desirable DNA markers and this matches up with a 4.78 IMF and a 121 IMF ratio. His mother has been a consistent producer on seven calves.

112 KEYS JENGA 126B

P696785

BW	WW	YW	Milk	MWW	CE	MCE
+0.8	+35	+75	+13	+31	+0.3	+0.3

BD: 3/28/14 H/P/S: POLLED COLOR: RED BW: 80 ADJ. WW: 656 ADJ. YW: 1184
ADG: 3.30 WDA: 3.34 REA: 14.7 IMF: 3.47 PROFIT INDEX: 111 LEPTIN: TT PMCH: AA

KEYS ACCEL 6X
KEYS JENGA 18Z
MISS KEY REGAN 131X

LAZY J&J ACCEL 68
MISS KEY LORRI 104U
RCM P R FIRECRACKER
MISS KEY REGAN 143R

PIE GET R DONE 684
MISS KEY PAIGE 4W
MISS KEY PAIGE 4L

PIE CHICAWA 366
PIE RED RUBY 4094
KEYS HEAVY MEDAL 23F PLD
MISS KEY PAIGE 5G PLD

Here's your red polled 50/50 heifer bull with a good REA, low birth weight, double half with all four markers.

113 KEYS JENGA 163B

P700169

BW	WW	YW	Milk	MWW	CE	MCE
+3.3	+37	+81	+14	+33		

BD: 4/14/14 H/P/S: POLLED COLOR: RED BW: 88 ADJ. WW: 630 ADJ. YW: 1260
ADG: 3.94 WDA: 3.49 REA: 13.3 IMF: 4.62 PROFIT INDEX: 113 LEPTIN: CC PMCH: AA

KEYS ACCEL 6X
KEYS JENGA 18Z
MISS KEY REGAN 131X

LAZY J&J ACCEL 68
MISS KEY LORRI 104U
RCM P R FIRECRACKER
MISS KEY REGAN 143R

KEYS TOTAL 415S
MISS KEY NOREEN 31R
MISS KEY NOREEN 67K

SR WALK 'N TALL
MISS KEY N11
KEYS POLLED REDWOOD 60E
MISS KEY NOREEN 8E PLD

Here's a 3/4 bull whose dam's average birth weight is 83 pounds on eight calves and 102 index on weaning. He scored well on IMF and is a top gainer.

114 KEYS JENGA 194B

P700173

BW	WW	YW	Milk	MWW	CE	MCE
+3.4	+42	+85	+16	+37		

BD: 4/24/14 H/P/S: POLLED COLOR: RED BW: 88 ADJ. WW: 691 ADJ. YW: 1275
ADG: 3.65 WDA: 3.55 REA: 14.0 IMF: 5.07 PROFIT INDEX: 116 LEPTIN: CC PMCH: AA

KEYS ACCEL 6X
KEYS JENGA 18Z
MISS KEY REGAN 131X

LAZY J&J ACCEL 68
MISS KEY LORRI 104U
RCM P R FIRECRACKER
MISS KEY REGAN 143R

KEYS RED CONNECTION 11L
MISS KEY KEEPSAKE 50N
MISS KEY KEEPSAKE 62K

KEYS HEAVY MEDAL 4J
MISS KEY TOTAL 68Z
KEYS TOPCOAT 116H
MISS KEY WIZARD 26D PLD

This red polled 3/4 blood boasts a 129 IMF ratio with a 5.07 IMF and a 14.04 REA.



Lot 114

115 KEYS MASTERPIECE 218B P700166

BW	WW	YW	Milk	MWW	CE	MCE
+2.7	+40	+82	+21	+41	n.a	n.a

BD: 5/9/14 H/P/S: POLLED COLOR: RED BW: 80 ADJ. WW: 727 ADJ. YW: 1357
 ADG: 3.94 WDA: 3.83 REA: 15.2 IMF: 3.89 PROFIT INDEX: 124 LEPTIN: TT PMCH: AA

BEV MASTERPIECE 110H
 NJF FEISTS MASTERPIECE 7
 NJF MISS MERCURY 623S

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

%SA PURE-BRED

KEYS MEDALLION 144P
 MISS KEY POLLY 177T
 MISS KEY POLLY 64P

SC POLLED BLACK MEDALLION 19M
 MISS KEY EBONY 99K
 KEYS STEALTH 41M
 MISS KEY DESIGN 151M

One of the three Masterpiece sons in the sale, all young but impressive across the board. His low birthweight and top performance couple with a TT AA genotype.

116 KEYS MASTERPIECE 222B P700167

BW	WW	YW	Milk	MWW	CE	MCE
+3.9	+55	+102	+20	+47	n.a	n.a

BD: 5/9/14 H/P/S: POLLED COLOR: RED BW: 88 ADJ. WW: 784 ADJ. YW: 1306
 ADG: 3.26 WDA: 3.76 REA: 14.1 IMF: 3.81 PROFIT INDEX: 117 LEPTIN: TT PMCH: AA

BEV MASTERPIECE 110H
 NJF FEISTS MASTERPIECE 7
 NJF MISS MERCURY 623S

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

%SA 72SA
 25AR
 3AN

PFFR BEEF MAN 263
 MISS KEY BEEFMAN 187P
 MISS KEY TOTAL 48A PLD

BADLANDS MR BEEF 805
 RED RACHEL R405
 KEYS TOTAL 415S
 MISS KEY SPECTRUM 9291Y

He has all the DNA markers, big weaning and yearling numbers. His dam has an average weaning index of 103 on five calves.



NJF Masterpiece, sire of Lots 115, 116 and 117

117 KEYS MASTERPIECE 236B P700174

BW	WW	YW	Milk	MWW	CE	MCE
+4.3	+46	+96	+22	+45	n.a	n.a

BD: 5/14/14 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 736 ADJ. YW: 1333
 ADG: 3.73 WDA: 3.83 REA: 15.9 IMF: 3.25 PROFIT INDEX: 123 LEPTIN: CC PMCH: AA

BEV MASTERPIECE 110H
 NJF FEISTS MASTERPIECE 7
 NJF MISS MERCURY 623S

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

%SA 75SA
 25AR

PFFR BEEF MAN 263
 KEYS BEEFMAN 128P
 MISS KEY BO'S LADY 153B PL

BADLANDS MR BEEF 805
 RED RACHEL R405
 SCF 80
 MISS KEY PRIDE 84X

This young Masterpiece has a big ribeye area, an AA for PMCH 1.44 REA/CWT, with a 123 profit index.

118 KEYS TNT 25B P696738

BW	WW	YW	Milk	MWW	CE	MCE
+2.9	+37	+82	+16	+34	-1.0	-1.1

BD: 2/23/14 H/P/S: POLLED COLOR: RED BW: 85 ADJ. WW: 568 ADJ. YW: 1150
 ADG: 3.64 WDA: 3.05 REA: 13.6 IMF: 4.43 PROFIT INDEX: 107 LEPTIN: TT PMCH: AA

LINDENHILL TNT 753T
 DJF 311X
 DJF MISS 311N

D ON STAR 557R
 LINDENHILL NILLY 351N
 BEV MASTERPIECE 110H
 DJF POLLED JANELLE 911J

%SA 93SA
 7AN

KEYS TOTAL 415S
 MISS KEY NASHA 67N
 MISS KEY 87C

SR WALK 'N TALL
 MISS KEY N11
 SCF 80
 MISS KEY SLAMMER 224A

Here's a high percentage red bull out of a good foundation purebred cow. He has all four of our desirable DNA markers and a 112 IMF ratio.

119 KEYS TNT 45B P696745

BW	WW	YW	Milk	MWW	CE	MCE
+1.9	+21	+52	+21	+32	-0.3	-0.2

BD: 3/1/14 H/P/S: POLLED COLOR: RED BW: 80 ADJ. WW: 586 ADJ. YW: 1156
 ADG: 3.56 WDA: 3.08 REA: 13.5 IMF: 3.75 PROFIT INDEX: 107 LEPTIN: CT PMCH: AA

LINDENHILL TNT 753T
 DJF 311X
 DJF MISS 311N

D ON STAR 557R
 LINDENHILL NILLY 351N
 BEV MASTERPIECE 110H
 DJF POLLED JANELLE 911J

%SA 93SA
 8AN

JSR JAMACA 431
 MISS KEY BANNER 61X
 MISS KEY BANNER 175C

CMC MR JAMACA M44K
 JSR MS PACIFIC 2188
 BANNERS PRIDE 172T
 MISS KEY 590T

High percentage red son of TNT 311X, strong maternal line tracing back to the excellent C175 fullblood cow. With a 80# BW, he should work great on heifers.



Lot 120

120 KEYS TNT 85B P696762

BW	WW	YW	Milk	MWW	CE	MCE
+3.8	+44	+93	+15	+37	-1.1	-1.0

BD: 3/9/14 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 657 ADJ. YW: 1310
 ADG: 4.08 WDA: 3.61 REA: 14.2 IMF: 4.56 PROFIT INDEX: 119 LEPTIN: TT PMCH: AA

LINDENHILL TNT 753T
 DJF 311X
 DJF MISS 311N

D ON STAR 557R
 LINDENHILL NILLY 351N
 BEV MASTERPIECE 110H
 DJF POLLED JANELLE 911J

%SA 68SA
 25AR
 7AN

PFFR BEEF MAN 263
 MISS KEY PAIGE 183P
 MISS KEY PATRIOT 176D PL

BADLANDS MR BEEF 805
 RED RACHEL R405
 RAT CREEK PATRIOT 37B
 MISS KEY KARNACK 84B PLD

One of our several red bulls with all four DNA markers, excellent carcass data for marbling and loin eye and a 119 profit index.

L "TNT" DJF 311X

BIRTH DATE: 9/12/10 H/P/S: POLLED COLOR: RED REG. #: P670252
BW: 94 ADJ. WW: 629 LEPTIN: TT

CE	BW	WW	YW	Milk	MWW	MCE
	4.5	40	84	20	40	

D ON STAR 557R
LINDENHILL TNT 753T
LINDENHILL NILLY 351N

D MILLENNIUM 6104F %SA 86SA
D MISS 55 METAL 810H 14AN
LINDENHILL ULTIMATE 021K
LHFS DAM 22

BEV MASTERPIECE 110H
DJF MISS 311N
DJF POLLED JANELLE 911J

MAC MICHAELANGELO 66D
BEV EMMA 262E
JFW PACKER 40F
DJF MISS TERRY 51T

"TNT" 311X is a TT for Leptin. He's not quite a purebred that puts tremendous length in his calves. Here are some long bodied, sound-made red Salers genetics that make good females.



Lot 122

121 KEYS TNT 56B

P696750

BW	WW	YW	Milk	MWW	CE	MCE
+2.3	+30	+64	+21	+36	-0.4	-0.2

BD: 3/3/14 H/P/S: POLLED COLOR: RED BW: 83 ADJ. WW: 615 ADJ. YW: 1103
ADG: 3.05 WDA: 2.99 REA: 12.2 IMF: 4.24 PROFIT INDEX: 100 LEPTIN: CT PMCH: AA

LINDENHILL TNT 753T
DJF 311X
DJF MISS 311N

D ON STAR 557R %SA 93SA
LINDENHILL NILLY 351N 7AN
BEV MASTERPIECE 110H
DJF POLLED JANELLE 911J

JSR JAMACA 431
MISS KEY JAMACA 26X
MISS KEY BANNER 175C

CMC MR JAMACA M44K
JSR MS PACIFIC 2188
BANNERS PRIDE 172T
MISS KEY 590T

Here's a high percentage red Salers bull with a good birth weight. Any time the C175 fullblood is on the bottom side of the pedigree it makes for a strong maternal line.

122 KEYS TNT 91B

P696760

BW	WW	YW	Milk	MWW	CE	MCE
+4.5	+55	+109	+18	+46	-1.6	-0.6

BD: 3/9/14 H/P/S: POLLED COLOR: RED BW: 94 ADJ. WW: 704 ADJ. YW: 1341
ADG: 3.98 WDA: 3.73 REA: 14.3 IMF: 4.70 PROFIT INDEX: 121 LEPTIN: TT PMCH: AT

LINDENHILL TNT 753T
DJF 311X
DJF MISS 311N

D ON STAR 557R %SA 68SA
LINDENHILL NILLY 351N 25AR
BEV MASTERPIECE 110H 7AN
DJF POLLED JANELLE 911J

PFFR BEEF MAN 263
MISS KEY SILHOUET 192P
MS KEY PL SILHOUETTE 59E

BADLANDS MR BEEF 805
RED RACHEL R405
KEYS TOTAL 415S
SBC GENTLE BREEZE

Here's one that will stretch your calf crop out, create lots of pounds. One of the big framed high performance calves in the sale. He's a TT for Leptin with a 119 IMF ratio and a 121 profit index.

123 KEYS TNT 94B

P696766

BW	WW	YW	Milk	MWW	CE	MCE
+4.9	+39	+80	+17	+36	-1.5	-0.2

BD: 3/14/14 H/P/S: POLLED COLOR: RED BW: 95 ADJ. WW: 658 ADJ. YW: 1298
ADG: 4.00 WDA: 3.50 REA: 14.1 IMF: 4.17 PROFIT INDEX: 118 LEPTIN: CT PMCH: AT

LINDENHILL TNT 753T
DJF 311X
DJF MISS 311N

D ON STAR 557R %SA 93SA
LINDENHILL NILLY 351N 7AN
BEV MASTERPIECE 110H
DJF POLLED JANELLE 911J

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

High percentage red bull, close to 1300# YW, with an above average loin eye measurement. A real predictable, high performance bull..

124 KEYS TNT 107B

P696776

BW	WW	YW	Milk	MWW	CE	MCE
+4.8	+43	+87	+20	+41	-1.7	-1.5

BD: 3/22/14 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 666 ADJ. YW: 1194
ADG: 3.30 WDA: 3.25 REA: 13.9 IMF: 3.90 PROFIT INDEX: 110 LEPTIN: CT PMCH: AA

LINDENHILL TNT 753T
DJF 311X
DJF MISS 311N

D ON STAR 557R %SA 93SA
LINDENHILL NILLY 351N 7AN
BEV MASTERPIECE 110H
DJF POLLED JANELLE 911J

KEYS TOTAL 415S
MISS KEY CLAIRE 217M
KEY SALERS PB DAM

SR WALK 'N TALL
MISS KEY N11

His mother goes back to our home raised Total bull. She's 13 years old and still getting it done. He's an AA for PMCH.

125 KEYS TNT 105B

P696774

BW	WW	YW	Milk	MWW	CE	MCE
+5.4	+52	+97	+18	+43	-1.6	-0.8

BD: 3/21/14 H/P/S: POLLED COLOR: RED BW: 95 ADJ. WW: 734 ADJ. YW: 1339
ADG: 3.78 WDA: 3.67 REA: 13.7 IMF: 4.81 PROFIT INDEX: 119 LEPTIN: CT PMCH: AT

LINDENHILL TNT 753T
DJF 311X
DJF MISS 311N

D ON STAR 557R %SA 93SA
LINDENHILL NILLY 351N 7AN
BEV MASTERPIECE 110H
DJF POLLED JANELLE 911J

RCM P R FIRECRACKER
MISS KEY NOREEN 109W
MISS KEY NOREEN 31R

TFI POLLED AFTERSHOCK
DJF POLLED LEAH 127L
KEYS TOTAL 415S
MISS KEY NOREEN 67K

One of the top red high percentage bulls in the sale with tremendous performance and a 122 IMF ratio.



Lot 125

126 KEYS TNT 111B P696778

BW	WW	YW	Milk	MWW	CE	MCE
+3.5	+38	+81	+16	+34	-0.7	-0.1

BD: 3/23/14 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 647 ADJ. YW: 1181
ADG: 3.34 WDA: 3.26 REA: 12.6 IMF: 4.29 PROFIT INDEX: 106 LEPTIN: PMCH:

LINDENHILL TNT 753T
DJF 311X
DJF MISS 311N

D ON STAR 557R %SA 80SA
LINDENHILL NILLY 351N 13AR
BEV MASTERPIECE 110H 7AN
DJF POLLED JANELLE 911J

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

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

Excellent conformation in this red TNT son with a 4.29 IMF and a 109 ratio.

127 KEYS TNT 114B P696780

BW	WW	YW	Milk	MWW	CE	MCE
+3.0	+46	+95	+16	+39	-0.8	-0.4

BD: 3/24/14 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 643 ADJ. YW: 1304
ADG: 4.13 WDA: 3.56 REA: 13.2 IMF: 3.81 PROFIT INDEX: 116 LEPTIN: CT PMCH: AT

LINDENHILL TNT 753T
DJF 311X
DJF MISS 311N

D ON STAR 557R %SA 55SA
LINDENHILL NILLY 351N 7AN
BEV MASTERPIECE 110H 38AR
DJF POLLED JANELLE 911J

LCOC HIGH NOON A093R
MISS KEY SILHOUET 34X
MISS KEY SILHOUET 192P

BIEBER MAKE MIMI 7249
SRN HI DEE 3021
PFFR BEEF MAN 263
MS KEY PL SILHOUETTE 59E

Here's a calf who can put more Angus into your calf crop. He's gaining 4.13 with a 116 profit index. He has a strong female side.

128 KEYS TNT 129B P696786

BW	WW	YW	Milk	MWW	CE	MCE
+3.5	+36	+79	+22	+40	-1.1	-0.3

BD: 3/29/14 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 641 ADJ. YW: 1243
ADG: 3.76 WDA: 3.49 REA: 16.0 IMF: 3.38 PROFIT INDEX: 118 LEPTIN: PMCH:

LINDENHILL TNT 753T
DJF 311X
DJF MISS 311N

D ON STAR 557R %SA 68SA
LINDENHILL NILLY 351N 25AR
BEV MASTERPIECE 110H 7AN
DJF POLLED JANELLE 911J

OHR 9502 MR ROBUST 18N
MISS KEY MONIQUE 184S
MISS KEY MONIQUE 9F PLD

BADLANDS MR BEEF 805
MESSMER OPHELIA 9502
STETSON
ECR GOLD MONIQUE 899C

Excellent TNT son with huge loin eye measurement and a REA ratio of 111 and REA/CWT of 1.40.

129 KEYS TNT 192B P696791

BW	WW	YW	Milk	MWW	CE	MCE
+1.0	+34	+72	+19	+36	+0.7	0.0

BD: 4/24/14 H/P/S: POLLED COLOR: RED BW: 70 ADJ. WW: 642 ADJ. YW: 1202
ADG: 3.50 WDA: 3.29 REA: 13.4 IMF: 3.30 PROFIT INDEX: 110 LEPTIN: TT PMCH: AA

LINDENHILL TNT 753T
DJF 311X
DJF MISS 311N

D ON STAR 557R %SA 83SA
LINDENHILL NILLY 351N 11AN
BEV MASTERPIECE 110H 6AR
DJF POLLED JANELLE 911J

DJF 311U
MISS KEY POLLY 114Y
MISS KEY POLLY 177T

MAC F1 PARADOX 63P
DJF MISS 311N
KEYS MEDALLION 144P
MISS KEY POLLY 64P

Low birth TNT son, has all four DNA desirable markers, and he's 83% Salers, red and polled.

130 KEYS CAMERON 68B P701019

BW	WW	YW	Milk	MWW	CE	MCE
2.8	35	78	13	30		

BD: 3/5/14 H/P/S: POLLED COLOR: BLACK BW: 92 ADJ. WW: 594 ADJ. YW: 1282
ADG: 4.30 WDA: 3.42 REA: 14.2 IMF: 3.60 PROFIT INDEX: 117 LEPTIN: CC PMCH: TT

HA THUNDER T705
MAC CAMERON 318X
MAC TALLIE 234T

JGK BLK PLD JASPER 634R %SA 81SA
HA ROSE F657 12MA
BIG SKY TRITON 40R 6AN
MAC BLACK ELLEN 47E

JCG DIAMOND
MISS KEY BRIELLA 114X
MISS KEY BRIELLA 77U

JSR JAMACA 431
JCG CARMA
SOONER MA BULL
MISS KEY NEW DESIGN 118M

Here's a top gaining bull at 4.3 ADG.

131 KEYS REDMAN 219B P701022

BW	WW	YW	Milk	MWW	CE	MCE
4.6	52	95	16	42		

BD: 5/9/14 H/P/S: POLLED COLOR: BLACK BW: 85 ADJ. WW: 776 ADJ. YW: 1426
ADG: 4.06 WDA: 4.05 REA: IMF: PROFIT INDEX: LEPTIN: CC PMCH: AA

SVS NOBLEMAN 25N
RED MAN 1021
LVB MISS FERRUGO 9009

MSW Y2K %SA 50SA
HC VERONICA 11K 50CH
SDC FERRUGO 45N
MSW STORMFIRE 1S

SC POLLED BLACK MEDALLION 19M
MISS KEY EBONY 176P
MISS KEY EBONY 89F PLD

WRN PLD BLK GENERATION
SC POLLED KIMONO 44K
KEYS POLLED CANNONBALL 160D
MISS KEY TOTAL 68Z

He's one of the highest WDA and ADG bulls in the sale - he missed the ultrasound chute.

132 KEYS DIRECT FIRE 145B P701021

BW	WW	YW	Milk	MWW	CE	MCE
1.6	35	77	11	28		

BD: 4/6/14 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 589 ADJ. YW: 1179
ADG: 3.69 WDA: 3.29 REA: 15.9 IMF: 4.99 PROFIT INDEX: 114 LEPTIN: TT PMCH: AA

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

C A FUTURE DIRECTION 5321 %SA 38AN
5L FIREFLY 174-1641 25AR
RCM P R FIRECRACKER 25CH
MISS KEY RUBY 204R 12AN

PRO-CHAR CLYDE 79T
MISS KEY VICKI 9X
MISS KEY VICKI 59T

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
J W K NEW DESIGN 0028
MISS KEY VICKI 19R

He's a TT AA for Leptin and PMCH with a 111 REA ratio and 127 IMF ratio - some of the top carcass numbers in the sale.



Lot 145B

133

KEYS CAMERON 158B

P701020

BW	WW	YW	Milk	MWW	CE	MCE
2.4	51	107	18	18		

BD: 4/14/14 H/P/S: POLLED COLOR: BLACK BW: 87 ADJ. WW: 700 ADJ. YW: 1335
ADG: 3.97 WDA: 3.78 REA: 14.4 IMF: 3.45 PROFIT INDEX: 121 LEPTIN: CT PMCH: AT

HA THUNDER T705
MAC CAMERON 318X
MAC TALLIE 234T

JGK BLK PLD JASPER 634R
HA ROSE F657
BIG SKY TRITON 40R
MAC BLACK ELLEN 47E

%SA 75SA
25AN

JWK NEW DESIGN 0028
MISS KEY ELISSA 9R
MISS KEY ELISSA 95E PLD

B/R NEW DESIGN 036
JWK GAINES LADY 8062
KEYS BO 22C
MISS KEY PRISM 51B

This heavy topped high ADG bull has a REA/CWT of 122.



Lot 133

134

KEYS REDMAN 233B

P701023

BW	WW	YW	Milk	MWW	CE	MCE
5	46	87	6	29		

BD: 5/11/14 H/P/S: POLLED COLOR: BLACK BW: 95 ADJ. WW: 726 ADJ. YW: 1297
ADG: 3.57 WDA: 3.77 REA: 14.4 IMF: 3.62 PROFIT INDEX: 118 LEPTIN: CT PMCH: AA

SVS NOBLEMAN 25N
RED MAN 1021
LVB MISS FERRUGO 9009

MSW Y2K
HC VERONICA 11K
SDC FERRUGO 45N
MSW STORMFIRE 1S

%SA 25SA
50CH
25AN

YOUNG DALE GABRIEL 7L
MISS KEY ELISSA 162R
MISS KEY ELISSA 81J

YOUNG DALE KRUGERRAND 2H
PAT LADY SANDRA 2C
KEYS POLLED REDWOOD 60E
MISS KEY ELISSA 95E PLD

Impressive black halfblood Charolais bull with big performance numbers. He's young but has a lot of muscle with a REA/CWT of 1.30.



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IT'S IN THE GENES!

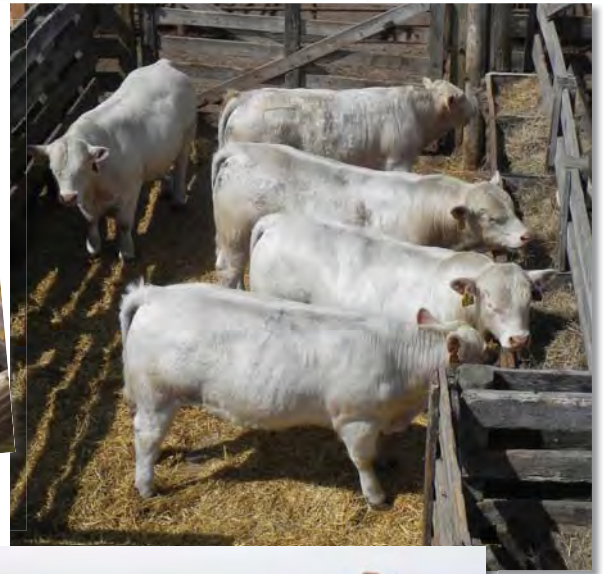
For several years we have worked with Quantum Genetix out of Canada to DNA test some of our cattle for some specific genes that have an economic effect on management and profitability. This year our catalog contains results from Quantum for Leptin and PMCH.

The Quantum Genetix Q sort program allows you, for \$12 per head, to selectively manage your feeder calves to gain up to \$32 per head due to improved feed lot efficiency, carcass weight and feed conversion. The TT for Leptin cows have proven in a study done by Eric DeVuyst of NDSU and others to improve actual weaning weight by over 30 pounds per head and those cows average two extra calves in her their lifetimes.

The AA allele for the PMCH gene allows you to select for population genetics that will increase marbling, improve tenderness (by over half a pound of WBSF) and return \$22 more per head because of increased carcass value and optimize your days on feed. It's interesting to us that our marbling scores have really increased this year over several years of selection for these two genes.

Quantum's Q link program also provides us with the means to parentage verify calves in a multiple sire group. This will enable us to guarantee calving ease on the bulls we are selling. In other words, if you have a calving problem out of our bulls, just pull tail hairs or get a blood sample from the calves you had that were too big and we can positively identify the bull that is causing the trouble and we can replace him or make a satisfactory adjustment.





Key's Jenga,
sire of lots
110 - 114

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. The bulls will be semen tested prior to the 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.



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Auctioneer: Roger Jacobs

