

EFFERTZ KEY RANCH

Catalog and Videos online at:
www.effertzkeyranch.com

Effertz Key Ranch
39th Annual Bull Sale
Thursday, March 9, 2017
1 p.m. CST
Rugby Livestock, Rugby, ND
Auctioneer: Jered Shipman

Offering 122 Bulls
71 Charolais & 51 Salers Optimizers
3 Charolais Show Heifers

LIVE ON THE INTERNET LIVE AUDIO VIDEO
LiveAuctions.TV



Lot 51

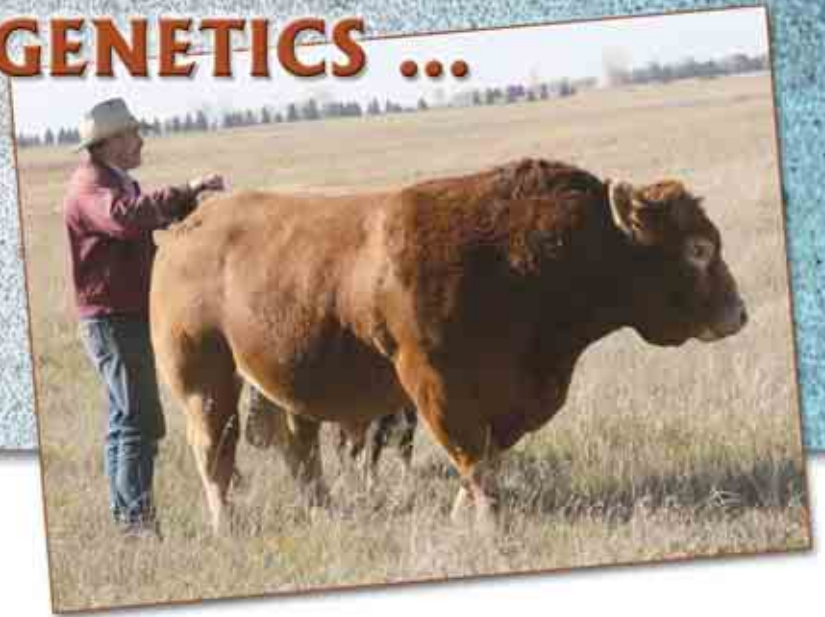


Lot 72



Lot 78

HIGH-IMPACT GENETICS ...



Welcome to our 39th Annual Bull Sale.

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

The offering includes 71 Charolais bulls, some of which carry a buckskin gene and even though are purebred Charolais, they may have different shades of red hide. Some of these red-hided bulls will throw black hide on black cows.

The Salers offering includes 51 bulls, split in half between red and black hides. They include different percentages of Angus and Salers. There are a few carrying a percentage of Charolais. These bulls will get weighed at the completion of the test and will be ultrasounded for loin eye and marbling. These measurements will be incorporated into our exclusive profit index which does a good job of sorting this offering. This data will be available on our website.

This year the offering will also include three top Charolais show heifer prospects, two sired by Keys Progressive and one by Keys Maximizer. Several of our heifers have had successful show careers across the U.S. — take a look at these exciting females.

Video of the sale cattle are on the website www.effertzkeyranch.com.

This year we have the Igenity DNA panel available on the sale bulls. It measures the maternal traits maternal calving ease and stayability, the performance traits residual feed intake and average daily gain, the carcass traits tenderness and marbling, the Leptin gene that we have tested for years, and provides an Igenity Production Index. The tenderness scores and leptin data are in the catalog and the remainder of the Igenity panel can be found on our website, www.effertzkeyranch.com.

New research from Dr. David Lalman, Oklahoma State University, shows that heterosis increases production 20 – 25% per cow. More than half of this effect is dependent on the use of crossbred cows. Our bulls fit into this scenario very well. Our Salers Optimizers will help you build an excellent, crossbred cowherd. Use our Charolais bulls on your crossbred cows as a terminal sire to boost heterosis.

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

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

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

I feel good about this industry and I look forward to doing business with new and old friends on March 9.

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

Roger Effertz and the EKR Crew



39th Annual Bull Sale

Thursday,
March 9, 2017

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



Selling 122 Bulls & 3 Show Heifers

71 Charolais Bulls pages 2 – 16
3 Charolais Show Heifers page 17
51 Salers Optimizer Bulls pages 18 – 27

Sale Day Phones:

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

Auctioneer:

Jered Shipman 806-983-7226

Join Us!

The bulls will be penned and ready to look at Wednesday, March 8.

Join us for lunch before the sale.

Directions to Sale Site:

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

Special Representatives:

Colt Keffer, Charolais Journal 765-376-8784
Dean Pike, American Salers 303-810-7605
Kris Petersen, Cattle Business Weekly 701-339-0305
Kirby Goetsch, Farm & Ranch Guide 605-226-8925

Area Motel:

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

Our Exclusive Profit Index:

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

The profit index will be listed on the supplement sheet which will be on our website www.effertzkeyranch in late February.

Supplement Sheet:

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

Registration Papers:

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

Insurance:

Will be available at the settlement desk.

Video:

Video of individual bulls is on our website now – check them out at www.effertzkeyranch.com.

Herd Health:

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

Trucking:

Ask us about feeding and trucking arrangements.

Guarantee:

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

Absentee Bidders:

If you are unable to attend the sale, please contact Neil (701-471-0153), Roger (701-720-1156), Kevin (701-720-1363) or Kris Petersen (701-339-0305) to discuss the bulls and arrange to place a bid.



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



Sale Manager

Auction Effertz, Ltd.

Your Market Masters • NEIL & JAN EFFERTZ
effertz@bektel.com • 17350 Hwy. 1804 N. • Bismarck, ND 58503
Ph: 701-223-5202 • Fax: 701-223-5458 • Cell: 701-471-0153

A OW MAXIMIZER 3041 PLD

BIRTH DATE: 1/14/13 H/P/S: POLLED COLOR: WHITE REG. #: M827220
BW: 54 ADJ. WW: 710 ADJ. YW: 1284 REA: 17.3 IMF: 2.93 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
-6.9	27	37	11	13.1	4.6	24

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

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

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

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

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



REF. SIRE A

1 KEYS MAXIMIZER 9D

M880911

BD: 2/7/16

H/P/S: POLLED COLOR: WHITE

BW: 77

ADJ. WW: 785

INTERIM 1/10 WT: 1230

INTERIM 96-DAY ADG: 4.43

LEPTIN: TT

TENDER: 7

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

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

KEYS BONUS 3Y
MISS KEY ROCKET 13B
MISS KEY ROCKET 57Z

CARDINALS LAD K566P
MISS KEY DENISE 14W
KEYS SPECIALIST 18U
MISS KEY ROCKET 231P

He's one of our top Maximizer sons, long sided, straight topped and clean made. He is the highest ranking Charolais bull in our 2016 calf crop for the Igenity Production Index.



Lot 1

2 KEYS MAXIMIZER 16D

M880914

BD: 2/9/16

H/P/S: POLLED COLOR: WHITE

BW: 78

ADJ. WW: 755

INTERIM 1/10 WT: 1090

INTERIM 96-DAY ADG: 3.39

LEPTIN: CT

TENDER: 7

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

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

KEYS WISHBONE 40Y
MISS KEY GOLD 66B
MISS KEY GOLD 83U

KEYS SPECIALIST 18U
MISS KEY BISKIT 108S
KEYS TEN-ACIOUS 166S
MISS KEY GOLD 32H

Note his exceptional length and calving ease.

3 KEYS MAXIMIZER 45D

M880920

BD: 2/20/16

H/P/S: HORNED COLOR: WHITE

BW: 90

ADJ. WW: 822

INTERIM 1/10 WT: 1150

INTERIM 96-DAY ADG: 3.54

LEPTIN: TT

TENDER: 6

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

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

CEDARDALE ZERXES 116Z
MISS KEY MEG 162B ET
MISS KEY MEG 2T

CEDARDALE WINCHESTER 70W
CEDARDALE MISS 57U
KEYS CHUMLEY 8R
MISS KEY MEG 4R

His dam is a sister to the ET flush calves lots 22, 23, 24 and 25. Stout performance.

4 KEYS MAXIMIZER 19D

M880915

BD: 2/10/16

H/P/S: POLLED COLOR: WHITE

BW: 90

ADJ. WW: 769

INTERIM 1/10 WT: 1195

INTERIM 96-DAY ADG: 3.7

LEPTIN: CT

TENDER: 4

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

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

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

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

Here's a long, smooth made, calving ease bull.



Lot 4

5

KEYS MAXIMIZER 101D

M880932

BW	WW	YW	Milk	CE	MCE	MTNL
-3.5	25	44	8	9.3	5.4	21

BD: 3/8/16

H/P/S: POLLED

COLOR: WHITE

BW: 70

ADJ. WW: 765

INTERIM 1/10 WT: 1050

INTERIM 96-DAY ADG: 3.65

LEPTIN: CT

TENDER: 5

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

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

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

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

This powerhouse is a super stout-made Maximizer son, loaded with calving ease (70 lb. BW) and performance. He is easy fleshing and well muscled and out of a great first calf heifer by our Xerxes bull.



Lot 5

6

KEYS MAXIMIZER 137D

M880937

BW	WW	YW	Milk	CE	MCE	MTNL
-4.1	31	48	10	10.5	4.6	25

BD: 3/19/16

H/P/S: POLLED

COLOR: WHITE

BW: 65

ADJ. WW: 868

INTERIM 1/10 WT: 1120

INTERIM 96-DAY ADG: 3.65

LEPTIN: CT

TENDER: 5

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

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

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

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

Here is an easy doing bull with low birth and high maternal traits.



Lot 6

7

KEYS MAXIMIZER 90D

M880928

BW	WW	YW	Milk	CE	MCE	MTNL
-2.7	26	38	5	9	6.1	18

BD: 3/4/16

H/P/S: HORNED

COLOR: WHITE

BW: 80

ADJ. WW: 751

INTERIM 1/10 WT: 1040

INTERIM 96-DAY ADG: 3.59

LEPTIN:

TENDER:

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

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

KEYS WISHBONE 40Y
MISS KEY LADY 77B ET
 CARDINALS LADY E930 P

KEYS SPECIALIST 18U
 MISS KEY BISKIT 108S
 CARDINALS PATRIOT C431
 CARDINAL LADY 7121P

He has a low birth weight out of a first calf heifer.



A successful pheasant hunt last fall for the cousins.



B KAYR MAINSTREET 910A

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

BW	WW	YW	Milk	CE	MCE	MTNL
2.3	24	50	-4	-2.0	0.5	8

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

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

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

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

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



REF. SIRE B

8 KEYS MAINSTREET 209D

M880951

BW	WW	YW	Milk	CE	MCE	MTNL
1.1	25	47	-2	1.4	2.8	11

BD: 4/6/16 H/P/S: POLLED COLOR: WHITE BW: 85 ADJ. WW: 779
INTERIM 1/10 WT: 1030 INTERIM 96-DAY ADG: 3.35 LEPTIN: TT TENDER: 4

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

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

KEYS TEN-ACIOUS 166S
MISS KEY OLIVIA 60U
MISS KEY OLIVIA 135P

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
TARGET PLD MAVERICK 26M
MISS KEY OLIVIA 444H

He is well made from front to rear with tremendous length, a classy look with a nice, keen polled head.



Lot 8

9 KEYS MAINSTREET 208D

M880950

BW	WW	YW	Milk	CE	MCE	MTNL
2.6	28	48	0	-2.7	1.9	14

BD: 4/6/16 H/P/S: HORNED COLOR: WHITE BW: 92 ADJ. WW: 769
INTERIM 1/10 WT: 1080 INTERIM 96-DAY ADG: 3.96 LEPTIN: TT TENDER: 3

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

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

KEYS UNO 231U
MISS KEY CHABLIS 71X
MISS KEY CHABLIS 73U

KEYS UNO 1S
MISS KEY DALENA 20M
KEYS TEN-ACIOUS 166S
MISS KEY CHABLIS 166L

His granddam is from the old Chablis bloodline, noted for easy fleshing and good dispositioned cattle.

10 KEYS MAINSTREET 141D

M884936

BW	WW	YW	Milk	CE	MCE	MTNL
0.9	21	38	-3	1.2	3.2	7

BD: 3/20/16 H/P/S: POLLED COLOR: WHITE BW: 88 ADJ. WW: 720
INTERIM 1/10 WT: 1040 INTERIM 96-DAY ADG: 3.49 LEPTIN: TT TENDER: 7

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

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

KEYS UNO 1S
MISS KEY FAME 61U
MISS KEY FAME 191S

KEYS MCHENRY 24M
CARDINALS LADY D781P
KEYS DUKE 158P
MISS KEY FAME 111P

He exhibits the extra length that is typical of the Mainstreet offspring.



Lot 11

11 KEYS MAINSTREET 233D

M880956

BW	WW	YW	Milk	CE	MCE	MTNL
2.4	25	52	4	-1.5	1.9	16

BD: 4/13/16 H/P/S: POLLED COLOR: WHITE BW: 92 ADJ. WW: 851
INTERIM 1/10 WT: 1070 INTERIM 96-DAY ADG: 3.5 LEPTIN: CT TENDER: 3

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

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

KEYS CHARLES BRONSON 2U
MISS KEY PERFECTION 84Z
MISS KEY PERFECTION 77P

EC BRONSON 204 POLLED
MISS KEY LACE 42L
KEYS MCHENRY 24M
MISS KEY PERFECTION 144E

Great performer - check out his weaning weight. This long bodied Mainstreet son should put a lot into his calves.

C KEYS ALL STATE 149X

BIRTH DATE: 4/2/10 H/P/S: POLLED COLOR: WHITE REG. #: M792787
BW: 82 ADJ. WW: 817 ADJ. YW: 1446 REA: 19.4 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
0.6	37	70	-4	-7.8	-0.1	14

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

KEYS CHUMLEY 8R
MISS KEY MEG 2T
MISS KEY MEG 4R

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

CARDINAL WESTERN MAVERICK
MISS KEY KODEE 1K
KEYS MCHENRY 24M
MISS KEY MEG 123L

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

12 KEYS ALLSTATE 30D

M880917

BD: 2/16/16 H/P/S: POLLED COLOR: WHITE BW: 92 ADJ. WW: 756
INTERIM 1/10 WT: 1200 INTERIM 96-DAY ADG: 3.45 LEPTIN: TT TENDER: 7

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

KEYS UNO 231U
MISS KEY KAREL 125X
MISS KEY KAREL 39U

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

KEYS UNO 1S
MISS KEY DALENN 20M
KEYS TEN-ACIOUS 166S
MISS KEY KAREL 231N

He is thick and smooth made with lots of style. His mother a never miss cow. Retaining 1/4 Interest.



REF. SIRE C



Lot 12

13 KEYS ALLSTATE 36D

M880918

BD: 2/18/16 H/P/S: POLLED COLOR: WHITE BW: 80 ADJ. WW: 777
INTERIM 1/10 WT: 1170 INTERIM 96-DAY ADG: 3.23 LEPTIN: CT TENDER: 5

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

KEYS DUKE 118M
MISS KEY DREAM 62W
MISS KEY DREAM 52J

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

KEYS DUKE 99K
MISS KEY DANCER 348K
2UP PEUGEOT ET
MISS COMPASS DREAM 83E

This All State son has plenty of natural thickness and style with a low birthweight. He comes from a top notch cow family, his mother is the grandmother of the lot 61 bull.

14 KEYS ALLSTATE 87D

M880927

BD: 3/4/16 H/P/S: POLLED COLOR: WHITE BW: 93 ADJ. WW: 766
INTERIM 1/10 WT: 1170 INTERIM 96-DAY ADG: 4.01 LEPTIN: TT TENDER: 7

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

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

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

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

This classy, keen headed All-State son is very sound with excellent muscle expression.

15 KEYS ALLSTATE 119D

M880933

BD: 3/12/16 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 781
INTERIM 1/10 WT: 1100 INTERIM 96-DAY ADG: 3.23 LEPTIN: CT TENDER: 10

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

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

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

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

A very well balanced bull that combines excellent phenotype and top carcass traits with a 10 for tenderness.

16 KEYS PROGRESSIVE 11D

M880912

BD: 2/7/16 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 756
INTERIM 1/10 WT: 1250 INTERIM 96-DAY ADG: 4.17 LEPTIN: TT TENDER: 7

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

KEYS ALL STATE 149X
MISS KEY FIRE 76Z
MISS KEY FIRE 221U

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

KEYS SPECIALIST 18U
MISS KEY MEG 2T
KEYS TEN-ACIOUS 166S
MISS KEY FIRE 427K

A well muscled, straight topped, square made, linebred son of Progressive.

D KEYS PROGRESSIVE 170Z

BIRTH DATE: 4/1/12 H/P/S: POLLED COLOR: WHITE REG. #: M819936
BW: 90 ADJ. WW: 710 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	33	28	5	-0.1	3.9	22

EC BRONSON 204 POLLED
KEYS CHARLES BRONSON 2U
MISS KEY LACE 42L

KEYS CHUMLEY 8R
MISS KEY MEG 2T
MISS KEY MEG 4R

SIR EC STINGER 48
MISS EC 204
CF FRONTLINE 1241 ET
MISS KEY DISTANCE 32E
CARDINAL WESTERN MAVERICK
MISS KEY KODEE 1K
KEYS MCHENRY 24M
MISS KEY MEG 123L

This long-sided Bronson 2U son of our predictable donor Meg shows tremendous stretch in his high-performance calves. His daughters really milk and his sons are consistent top gainers. You've got to like their look!



17 KEYS PROGRESSIVE 124D M880934

BD: 3/14/16 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 739
INTERIM 1/10 WT: 1080 INTERIM 96-DAY ADG: 3.59 LEPTIN: TT TENDER: 5

BW	WW	YW	Milk	CE	MCE	MTNL
0.9	30	57	0	2.6	5.9	15

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

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

EC BRONSON 204 POLLED
MISS KEY LACE 42L
KEYS CHUMLEY 8R
MISS KEY MEG 4R
KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
LT ASSERTION 1277 P
JLS WIND 273 POLLED

This big bodied, mellow dispositioned Progressive son is polled with a great scrotal measurement out of a Tenacious daughter.



18 KEYS PROGRESSIVE 14D M880913

BD: 2/9/16 H/P/S: POLLED COLOR: WHITE BW: 92 ADJ. WW: 781
INTERIM 1/10 WT: 1240 INTERIM 96-DAY ADG: 3.65 LEPTIN: TT TENDER: 3

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	33	58	0	3.4	5.4	16

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

KEYS TEN-ACIOUS 166S
MISS KEY QUEEN 87U
MISS KEY GOLD QUEEN 56K

EC BRONSON 204 POLLED
MISS KEY LACE 42L
KEYS CHUMLEY 8R
MISS KEY MEG 4R
KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
2UP PEUGEOT ET
MISS KEY GOLD QUEEN 73E

Here is one of the top bulls in the sale - he is very correct and well balanced, a nice package from front to rear.

19 KEYS PROGRESSIVE 134D M880936

BD: 3/17/16 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 745
INTERIM 1/10 WT: 1030 INTERIM 96-DAY ADG: 3.02 LEPTIN: TT TENDER: 6

BW	WW	YW	Milk	CE	MCE	MTNL
0.6	25	48	7	2.6	4.8	19

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

KEYS LUCK OF THE DRAW 119U
MISS KEY LACE 81X
MISS KEY LACE 42L

EC BRONSON 204 POLLED
MISS KEY LACE 42L
KEYS CHUMLEY 8R
MISS KEY MEG 4R
LVB LUCK OF THE DRAW L306
MISS KEY MAYBELL 73N
CF FRONTLINE 1241 ET
MISS KEY DISTANCE 32E

He exhibits excellent muscle dimension in a modest frame.

20 KEYS PROGRESSIVE 149D M880939

BD: 3/23/16 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 698
INTERIM 1/10 WT: 1030 INTERIM 96-DAY ADG: 3.65 LEPTIN: CT TENDER: 6

BW	WW	YW	Milk	CE	MCE	MTNL
2.4	24	36	4	-2.9	4.3	16

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

KEYS UNO 1S
MISS KEY BRANDY 88W
MISS KEY BRANDY 44T

EC BRONSON 204 POLLED
MISS KEY LACE 42L
KEYS CHUMLEY 8R
MISS KEY MEG 4R
KEYS MCHENRY 24M
CARDINALS LADY D781P
KEYS MODEL 270N
MISS KEY BRANDY 80K

A stout made Progressive son with excellent natural thickness.

21 KEYS PROGRESSIVE 205D M880949

BD: 4/6/16 H/P/S: POLLED COLOR: WHITE BW: 88 ADJ. WW: 856
INTERIM 1/10 WT: 1090 INTERIM 96-DAY ADG: 3.39 LEPTIN: TT TENDER: 7

BW	WW	YW	Milk	CE	MCE	MTNL
1.3	37	63	4	-0.3	2.4	23

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

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

EC BRONSON 204 POLLED
MISS KEY LACE 42L
KEYS CHUMLEY 8R
MISS KEY MEG 4R
KEYS HANDYMAN PLD 255H
MISS KEY DIANA 102G PL
WHITECAP NEW REQUEST50B
MISS KEY 548T

Good DNA markers on the long, smooth son of an own daughter of the great McHenry bull.

E NS/SCF SEVEN & 7 1309 PLD

BIRTH DATE: 4/19/13 H/P/S: POLLED COLOR: WHITE REG. #: EM847359
BW: 83 ADJ. WW: 675 ADJ. YW: 1240

BW	WW	YW	Milk	CE	MCE	MTNL
3.0	12	23	-1	-0.5	5.1	5

SPARROWS MATADOR 7K
SPARROWS ALCATRAZ 18N
SPARROWS BARMAID 218H

ABC LATORO 263G
SPARROWS BAMBI 607D
HTA NORTHERN LIGHT 357C
SPARROWS BARMAID 218F

SVY FREEDOM PLD 307N
SVY STARSTRUCK 559R
SVY STARSTRUCK 890H

HFCC PLD EVOLUTION 5L
SVY PURRFECT 184L
POOLED ALE MAGICMATE 31F
5-D STARDUST 16Y

He was the 2015 National Western Grand Champion Bull. He combines Buddy Cobb breeding with Harry Airey's bloodlines and comes from the successful Sparrow and Serienko program in Canada.



REF. SIRE E

22 KEYS SEVEN 158D ET

EM882644

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	29	53	2	-3.1	2.3	17

BD: 3/25/16 H/P/S: POLLED COLOR: WHITE BW: 82 ADJ. WW: 808
INTERIM 1/10 WT: 1100 INTERIM 96-DAY ADG: 3.39 LEPTIN: TT TENDER: 4

SPARROWS ALCATRAZ 18N
NS/SCF SEVEN & 7 1309 PLD
SVY STARSTRUCK 559R

SPARROWS MATADOR 7K
SPARROWS BARMAID 218H
SVY FREEDOM PLD 307N
SVY STARSTRUCK 890H

KEYS CHUMLEY 8R
MISS KEY MEG 2T
MISS KEY MEG 4R

CARDINAL WESTERN MAVERICK
MISS KEY KODEE 1K
KEYS MCHENRY 24M
MISS KEY MEG 123L

Here's a herdsire prospect. He's an ET calf out of All-State's mother and the 2015 Denver Champion Seven & 7.



Lot 22

23 KEYS SEVEN 169D ET

EM882647

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	29	53	2	-3.1	2.3	17

BD: 3/29/16 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 790
INTERIM 1/10 WT: 1125 INTERIM 96-DAY ADG: 3.96 LEPTIN: TT TENDER: 4

SPARROWS ALCATRAZ 18N
NS/SCF SEVEN & 7 1309 PLD
SVY STARSTRUCK 559R

SPARROWS MATADOR 7K
SPARROWS BARMAID 218H
SVY FREEDOM PLD 307N
SVY STARSTRUCK 890H

KEYS CHUMLEY 8R
MISS KEY MEG 2T
MISS KEY MEG 4R

CARDINAL WESTERN MAVERICK
MISS KEY KODEE 1K
KEYS MCHENRY 24M
MISS KEY MEG 123L

This nice headed, long bodied ET bull out of Seven & 7, should calve with ease.



Lot 23

24 KEYS SEVEN 189D ET

EM882651

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	29	53	2	-3.1	2.3	17

BD: 4/2/16 H/P/S: POLLED COLOR: WHITE BW: 88 ADJ. WW: 771
INTERIM 1/10 WT: 1100 INTERIM 96-DAY ADG: 4.01 LEPTIN: CT TENDER: 4

SPARROWS ALCATRAZ 18N
NS/SCF SEVEN & 7 1309 PLD
SVY STARSTRUCK 559R

SPARROWS MATADOR 7K
SPARROWS BARMAID 218H
SVY FREEDOM PLD 307N
SVY STARSTRUCK 890H

KEYS CHUMLEY 8R
MISS KEY MEG 2T
MISS KEY MEG 4R

CARDINAL WESTERN MAVERICK
MISS KEY KODEE 1K
KEYS MCHENRY 24M
MISS KEY MEG 123L

These full brothers, lots 22 - 25, would sire a uniform calf crop out of the Champion Seven & 7 and our terrific donor, the dam of All State and Progressive, Meg 2T.

25 KEYS SEVEN 197D ET

EM882657

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	29	53	2	-3.1	2.3	17

BD: 4/3/16 H/P/S: POLLED COLOR: WHITE BW: 85 ADJ. WW: 797
INTERIM 1/10 WT: 1105 INTERIM 96-DAY ADG: 3.85 LEPTIN: TT TENDER: 4

SPARROWS ALCATRAZ 18N
NS/SCF SEVEN & 7 1309 PLD
SVY STARSTRUCK 559R

SPARROWS MATADOR 7K
SPARROWS BARMAID 218H
SVY FREEDOM PLD 307N
SVY STARSTRUCK 890H

KEYS CHUMLEY 8R
MISS KEY MEG 2T
MISS KEY MEG 4R

CARDINAL WESTERN MAVERICK
MISS KEY KODEE 1K
KEYS MCHENRY 24M
MISS KEY MEG 123L

Another full brother with a great weaning weight and a TT for Leptin.

F KEYS CROSSFIRE 8B

BIRTH DATE: 4/14/14 H/P/S: POLLED COLOR: RED REG. #: QM200803
BW: 87 ADJ. WW: 727 ADJ. YW: 1268 REA: 12.97 LEPTIN: CT

BW	WW	YW	Milk	CE	MCE	MTNL
2.9	13	30	7	1.0	7.0	13

HOPEWELL WILLIS 806U
LVB CODE RED 0094
LVB MISS PLDPROGRESSL415

SDC FERRUGO 45N
MSW STORMFIRE 1S
SDC PROGRESS 16M
LVB MISS CONVERSE L231

PRO-CHAR CLYDE 79T
MISS KEY COOKIE 146Z
PRO-CHAR CLYDE 79T

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

These are our first calves by our red son of Lane Bina's Code Red bull. He's out of a terrific Clyde daughter. His calves come easy and are long and good looking.



Clyde, maternal grandsire of Keys Crossfire and the foundation of our red purebred Charolais genetics.

26 KEYS CROSSFIRE 10D

QM201165

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	22	42	3	1.8	5.8	14

BD: 2/7/16 H/P/S: POLLED COLOR: RED FACTOR BW: 90 ADJ. WW: 745
INTERIM 1/10 WT: 1090 INTERIM 96-DAY ADG: 3.49 LEPTIN: CC TENDER: 4

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
PRO-CHAR CLYDE 79T
MISS KEY COOKIE 38U

JWK TOMAHAWK 505X
MISS KEY MELODY 71B
MISS KEY MELODY 147X

LANG'S RED SOLDIER 22S
NOR INDIAN MAID 5R
PRO-CHAR CLYDE 79T
MISS KEY MELODY 48S

Three generations of red purebred Charolais genetics here!

27 KEYS CROSSFIRE 52D

QM201167

BW	WW	YW	Milk	CE	MCE	MTNL
2.4	10	23	9	-0.8	3.3	14

BD: 2/23/16 H/P/S: POLLED COLOR: RED FACTOR BW: 95 ADJ. WW: 701
INTERIM 1/10 WT: 1080 INTERIM 96-DAY ADG: 3.44 LEPTIN: CC TENDER: 3

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
PRO-CHAR CLYDE 79T
MISS KEY COOKIE 38U

PRO-CHAR CLYDE 79T
MISS KEY SHERRI 199Y
MISS KEY SHERRI 31M

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
EC BRONSON 204 POLLED
LTC SHERRI 574

An easy doing red Crossfire son.

28 KEYS CROSSFIRE 56D

QM201168

BW	WW	YW	Milk	CE	MCE	MTNL
3	16	32	6	-0.5	6.1	14

BD: 2/24/16 H/P/S: POLLED COLOR: RED FACTOR BW: 98 ADJ. WW: 745
INTERIM 1/10 WT: 1080 INTERIM 96-DAY ADG: 2.86 LEPTIN: CT TENDER: 3

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
PRO-CHAR CLYDE 79T
MISS KEY COOKIE 38U

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

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

He is well made with excellent growth. His dam is one of the top red factor cows in our herd.

29 KEYS CROSSFIRE 74D

QM201169

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	13	22	6	0.1	6.8	12

BD: 2/29/16 H/P/S: POLLED COLOR: RED FACTOR BW: 93 ADJ. WW: 708
INTERIM 1/10 WT: 1135 INTERIM 96-DAY ADG: 4.01 LEPTIN: TT TENDER: 4

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
PRO-CHAR CLYDE 79T
MISS KEY COOKIE 38U

PRO-CHAR CLYDE 79T
MISS KEY BRANDY 232X
MISS KEY BRANDY 80K

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
2UP PEUGEOT ET
KEYS POLLED BRANDY

He's long sided and level topped with a deep red color.

30 KEYS CROSSFIRE 81D

QM201170

BW	WW	YW	Milk	CE	MCE	MTNL
2.7	18	37	5	0.4	6	14

BD: 3/2/16 H/P/S: POLLED COLOR: RED FACTOR BW: 94 ADJ. WW: 727
INTERIM 1/10 WT: 1120 INTERIM 96-DAY ADG: 3.7 LEPTIN: TT TENDER: 7

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
PRO-CHAR CLYDE 79T
MISS KEY COOKIE 38U

PRO-CHAR CLYDE 79T
MISS KEY GOLD 88X
MISS KEY GOLD 474K

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
2UP PEUGEOT ET
MISS KEY GOLD 69F

Here's a powerful red Crossfire son with a great look. He's growing well and has excellent DNA out of a great Clyde cow.



Lot 30

31

KEYS CROSSFIRE 108D

QM201174

BW	WW	YW	Milk	CE	MCE	MTNL
4.7	26	43	2	-5.6	2.1	15

BD: 3/9/16

H/P/S: POLLED

COLOR: RED FACTOR

BW: 98

ADJ. WW: 793

INTERIM 1/10 WT: 1075

INTERIM 96-DAY ADG: 3.23

LEPTIN: CT

TENDER: 4

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

[HOPEWELL WILLIS 806U
[LVB MISS PLDPROGRESSL415
[PRO-CHAR CLYDE 79T
[MISS KEY COOKIE 38U

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

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

This buckskin bull is very complete and thick made. He's deep and stout.



Lot 31

32

KEYS CROSSFIRE 109D

QM201173

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	22	38	2	0.5	4.4	13

BD: 3/9/16

H/P/S: POLLED

COLOR: RED FACTOR

BW: 95

ADJ. WW: 735

INTERIM 1/10 WT: 1070

INTERIM 96-DAY ADG: 3.8

LEPTIN: TT

TENDER: 4

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

[HOPEWELL WILLIS 806U
[LVB MISS PLDPROGRESSL415
[PRO-CHAR CLYDE 79T
[MISS KEY COOKIE 38U

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

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

He's a straight topped TT for Leptin with a smooth shoulder and a great set of feet and legs.



Lot 32

33

KEYS CROSSFIRE 82D

QM201171

BW	WW	YW	Milk	CE	MCE	MTNL
3.2	23	40	4	-1	3.8	15

BD: 3/2/16

H/P/S: POLLED

COLOR: RED FACTOR

BW: 99

ADJ. WW: 714

INTERIM 1/10 WT: 1040

INTERIM 96-DAY ADG: 3.54

LEPTIN: TT

TENDER: 3

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

[HOPEWELL WILLIS 806U
[LVB MISS PLDPROGRESSL415
[PRO-CHAR CLYDE 79T
[MISS KEY COOKIE 38U

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

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

Three generations of quality red Charolais and a TT for Leptin.

34

KEYS CROSSFIRE 111D

QM201172

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	22	39	5	0.2	4.6	16

BD: 3/9/16

H/P/S: SCURRED

COLOR: RED FACTOR

BW: 97

ADJ. WW: 760

INTERIM 1/10 WT: 1075

INTERIM 96-DAY ADG: 3.59

LEPTIN: TT

TENDER: 4

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

[HOPEWELL WILLIS 806U
[LVB MISS PLDPROGRESSL415
[PRO-CHAR CLYDE 79T
[MISS KEY COOKIE 38U

JWK TOMAHAWK 505X
MISS KEY LACE 36A
MISS KEY LACE 134Y

[LANG'S RED SOLDIER 22S
[NOR INDIAN MAID 5R
[PRO-CHAR CLYDE 79T
[MISS KEY LACE 92R

Here's a dark red Crossfire son that's thick made from front to rear.



35

KEYS CROSSFIRE 117D

QM201175

BW	WW	YW	Milk	CE	MCE	MTNL
0.5	19	38	4	4.5	6.2	14

BD: 3/11/16

H/P/S: POLLED

COLOR: RED FACTOR

BW: 88

ADJ. WW: 711

INTERIM 1/10 WT: 1000

INTERIM 96-DAY ADG: 3.39

LEPTIN: TT

TENDER: 4

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

[HOPEWELL WILLIS 806U
[LVB MISS PLDPROGRESSL415
[PRO-CHAR CLYDE 79T
[MISS KEY COOKIE 38U

JWK TOMAHAWK 505X
MISS KEY MARQUEE 57A
MISS KEY MARQUEE 219Y

[LANG'S RED SOLDIER 22S
[NOR INDIAN MAID 5R
[PRO-CHAR CLYDE 79T
[BC MISS MARQUEE 663

He's a deep bodied red factor Crossfire son out of an excellent milking Tomahawk daughter that was successfully shown by Megan Johnson.

Visit www.effertzkeyranch.com

36**KEYS CROSSFIRE 122D**

QM201176

BW	WW	YW	Milk	CE	MCE	MTNL
3.6	24	46	4	-2.1	3.9	16

BD: 3/13/16

H/P/S: POLLED

COLOR: RED FACTOR

BW: 100

ADJ. WW: 770

INTERIM 1/10 WT: 1090

INTERIM 96-DAY ADG: 3.75

LEPTIN: CT

TENDER: 4

LVB CODE RED 0094
KEYS CROSSFIRE 8B
 MISS KEY COOKIE 146Z

[HOPEWELL WILLIS 806U
 [LVB MISS PLDPROGRESSL415
 [PRO-CHAR CLYDE 79T
 [MISS KEY COOKIE 38U

JWK TOMAHAWK 505X
MISS KEY JENNA 27A
 MISS KEY JENNA 173Y

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

This well muscled tan son of Crossfire is straight topped, long bodied and well balanced.

**Lot 36****37****KEYS CROSSFIRE 132D**

QM201178

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	21	38	5	0	5.2	16

BD: 3/15/16

H/P/S: POLLED

COLOR: RED FACTOR

BW: 88

ADJ. WW: 766

INTERIM 1/10 WT: 1025

INTERIM 96-DAY ADG: 3.18

LEPTIN: CT

TENDER: 4

LVB CODE RED 0094
KEYS CROSSFIRE 8B
 MISS KEY COOKIE 146Z

[HOPEWELL WILLIS 806U
 [LVB MISS PLDPROGRESSL415
 [PRO-CHAR CLYDE 79T
 [MISS KEY COOKIE 38U

PRO-CHAR CLYDE 79T
MISS KEY WINTER 126A
 MISS KEY WINTER 46W

[WRANGLER HEADLINER 28N
 [STER STAR'S HONOR 4L
 [KEYS DUKE 118M
 [MISS KEY ROCKET 231P

He is moderate framed, stout and easy keeping and very sound in his structural makeup.

**Lot 37****38****KEYS CROSSFIRE 151D**

QM201179

BW	WW	YW	Milk	CE	MCE	MTNL
4.1	29	51	4	-2.3	4.5	18

BD: 3/23/16

H/P/S: POLLED

COLOR: RED FACTOR

BW: 94

ADJ. WW: 795

INTERIM 1/10 WT: 1100

INTERIM 96-DAY ADG: 3.91

LEPTIN: TT

TENDER: 3

LVB CODE RED 0094
KEYS CROSSFIRE 8B
 MISS KEY COOKIE 146Z

[HOPEWELL WILLIS 806U
 [LVB MISS PLDPROGRESSL415
 [PRO-CHAR CLYDE 79T
 [MISS KEY COOKIE 38U

CJC MASTER PLAN Y795 P
MISS KEY JENNA 250A
 MISS KEY JENNA 15X

[CJC MR PRESIDENT T122
 [CJC MS HEISMAN M781
 [PRO-CHAR CLYDE 79T
 [MISS KEY JENNA 122U

This big bodied Crossfire is a top performer.

**Lot 38****39****KEYS CROSSFIRE 127D**

QM201177

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	18	37	6	1.4	6.5	15

BD: 3/15/16

H/P/S: POLLED

COLOR: RED FACTOR

BW: 92

ADJ. WW: 737

INTERIM 1/10 WT: 1080

INTERIM 96-DAY ADG: 3.65

LEPTIN: CT

TENDER: 6

LVB CODE RED 0094
KEYS CROSSFIRE 8B
 MISS KEY COOKIE 146Z

[HOPEWELL WILLIS 806U
 [LVB MISS PLDPROGRESSL415
 [PRO-CHAR CLYDE 79T
 [MISS KEY COOKIE 38U

PRO-CHAR CLYDE 79T
MISS KEY MARQUEE 219Y
 BC MISS MARQUEE 663

[WRANGLER HEADLINER 28N
 [STER STAR'S HONOR 4L
 [KEYS MARQUEE 80M
 [BC MISS GOLD 2111

A long bodied, clean made Crossfire son out of a top producing Clyde daughter.

40**KEYS CROSSFIRE 156D**

QM201180

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	14	27	3	0.1	5.4	9

BD: 3/25/16

H/P/S: POLLED

COLOR: RED FACTOR

BW: 90

ADJ. WW: 676

INTERIM 1/10 WT: 945

INTERIM 96-DAY ADG: 3.54

LEPTIN: CC

TENDER: 6

LVB CODE RED 0094
KEYS CROSSFIRE 8B
 MISS KEY COOKIE 146Z

[HOPEWELL WILLIS 806U
 [LVB MISS PLDPROGRESSL415
 [PRO-CHAR CLYDE 79T
 [MISS KEY COOKIE 38U

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

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

Here's a good one out of our Cookie cow family....double bred.

41 KEYS CROSSFIRE 173D QM201181

BW	WW	YW	Milk	CE	MCE	MTNL
4	21	42	3	-2.8	4.8	13

BD: 3/29/16 H/P/S: POLLED COLOR: RED FACTOR BW: 95 ADJ. WW: 680
INTERIM 1/10 WT: 870 INTERIM 96-DAY ADG: 2.81 LEPTIN: CC TENDER: 6

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
PRO-CHAR CLYDE 79T
MISS KEY COOKIE 38U

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

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

Check out this Crossfire whose dam is very well bred.

42 KEYS CROSSFIRE 180D QM201182

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	16	33	4	3.4	8.1	12

BD: 3/31/16 H/P/S: POLLED COLOR: RED FACTOR BW: 86 ADJ. WW: 757
INTERIM 1/10 WT: 1010 INTERIM 96-DAY ADG: 3.23 LEPTIN: TT TENDER: 4

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
PRO-CHAR CLYDE 79T
MISS KEY COOKIE 38U

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

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

Another son of Crossfire that is really stuck together - he is thick, correct and full of style.

43 KEYS CROSSFIRE 201D QM201186

BW	WW	YW	Milk	CE	MCE	MTNL
2.6	19	40	5	0.6	7.4	14

BD: 4/4/16 H/P/S: POLLED COLOR: RED FACTOR BW: 88 ADJ. WW: 746
INTERIM 1/10 WT: 1025 INTERIM 96-DAY ADG: 3.54 LEPTIN: CT TENDER: 3

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
PRO-CHAR CLYDE 79T
MISS KEY COOKIE 38U

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

PRO-CHAR CLYDE 79T
MISS KEY JENNA 15X
MISS KEY JENNA 122U

What a complete package - well balanced, straight topped and stylish.



Lot 43

44 KEYS CROSSFIRE 203D QM201187

BW	WW	YW	Milk	CE	MCE	MTNL
1.6	16	33	2	2	7.3	10

BD: 4/5/16 H/P/S: POLLED COLOR: RED FACTOR BW: 90 ADJ. WW: 691
INTERIM 1/10 WT: 980 INTERIM 96-DAY ADG: 3.7 LEPTIN: TT TENDER: 3

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
PRO-CHAR CLYDE 79T
MISS KEY COOKIE 38U

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

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

Here's an excellent red factor herdsire prospect - he has flawless structure and is stout and complete.



Lot 44

45 KEYS CROSSFIRE 193D QM201184

BW	WW	YW	Milk	CE	MCE	MTNL
0.6	22	40	4	4.6	6.3	15

BD: 4/3/16 H/P/S: POLLED COLOR: RED FACTOR BW: 88 ADJ. WW: 769
INTERIM 1/10 WT: 1035 INTERIM 96-DAY ADG: 3.54 LEPTIN: CT TENDER: 4

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
PRO-CHAR CLYDE 79T
MISS KEY COOKIE 38U

LANG'S RED SOLDIER 22S
NOR INDIAN MAID 5R
PRO-CHAR CLYDE 79T
MISS KEY KATIE 183N

JWK TOMAHAWK 505X
MISS KEY KATIE 5Z
MISS KEY KATIE 114X

This correct made son of Crossfire is very sound in his overall makeup.

46 KEYS CROSSFIRE 213D QM201188

BW	WW	YW	Milk	CE	MCE	MTNL
1.5	15	31	6	2.6	7.2	14

BD: 4/7/16 H/P/S: POLLED COLOR: RED FACTOR BW: 87 ADJ. WW: 757
INTERIM 1/10 WT: 955 INTERIM 96-DAY ADG: 2.81 LEPTIN: CT TENDER: 3

LVB CODE RED 0094
KEYS CROSSFIRE 8B
MISS KEY COOKIE 146Z

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
PRO-CHAR CLYDE 79T
MISS KEY COOKIE 38U

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

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

An easy keepin' herdsire prospect that's stamped with style, thick and correct.

47

KEYS CODE RED 12D

QM201212

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	23	45	4	2.3	8.2	16

BD: 2/8/16

H/P/S: POLLED

COLOR: RED FACTOR

BW: 90

ADJ. WW: 781

INTERIM 1/10 WT: 1205

INTERIM 96-DAY ADG: 3.23

LEPTIN: CT

TENDER: 4

HOPEWELL WILLIS 806U
LVB CODE RED 0094
 LVB MISS PLDPROGRESSL415

SDC FERRUGO 45N
 MSW STORMFIRE 1S
 SDC PROGRESS 16M
 LVB MISS CONVERSE L231

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

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

He is growthy, well muscled and long bodied.



Lot 47

48

KEYS CODE RED 35D

QM201213

BW	WW	YW	Milk	CE	MCE	MTNL
3.1	18	39	6	0.1	6.5	15

BD: 2/18/16

H/P/S: POLLED

COLOR: RED FACTOR

BW: 94

ADJ. WW: 741

INTERIM 1/10 WT: 1110

INTERIM 96-DAY ADG: 3.23

LEPTIN: CC

TENDER: 7

HOPEWELL WILLIS 806U
LVB CODE RED 0094
 LVB MISS PLDPROGRESSL415

SDC FERRUGO 45N
 MSW STORMFIRE 1S
 SDC PROGRESS 16M
 LVB MISS CONVERSE L231

PRO-CHAR CLYDE 79T
MISS KEY COOKIE 146Z
 MISS KEY COOKIE 38U

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

This red full brother to our Crossfire herdsire has an easy going disposition and is very sound and well made.

49

KEYS CHUMLEY 24D

M880916

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	32	63	0	0.5	5.1	16

BD: 2/12/16

H/P/S: HORNED

COLOR: WHITE

BW: 85

ADJ. WW: 768

INTERIM 1/10 WT: 1200

INTERIM 96-DAY ADG: 3.65

LEPTIN: TT

TENDER: 7

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

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

KEYS SPECIALIST 18U
MISS KEY ROCKET 57Z
 MISS KEY ROCKET 231P

KEYS TEN-ACIOUS 166S
 MISS KEY KRISTEN 63K
 TARGET PLD MAVERICK 26M
 EZ MISS ROCKET 90E PLD

He is thick with lots of muscle expression over his top and rear quarter.



Lot 50

50

KEYS CHUMLEY 211D

M880952

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	50	92	3	-0.7	5.3	28

BD: 4/7/16

H/P/S: HORNED

COLOR: WHITE

BW: 88

ADJ. WW: 874

INTERIM 1/10 WT: 1135

INTERIM 96-DAY ADG: 3.7

LEPTIN: TT

TENDER: 3

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

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

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

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

The Chumley's are deep bodied high performers. Here's a dandy!

51

KEYS SPECIALIST 96D ET

EM880929

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	35	67	-1	-3.8	3.3	17

BD: 3/6/16

H/P/S: POLLED

COLOR: WHITE

BW: 85

ADJ. WW: 746

INTERIM 1/10 WT: 1090

INTERIM 96-DAY ADG: 3.28

LEPTIN: TT

TENDER: 7

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

KEYS CHUMLEY 8R
MISS KEY MEG 2T
 MISS KEY MEG 4R

CARDINAL WESTERN MAVERICK
 MISS KEY KODEE 1K
 KEYS MCHENRY 24M
 MISS KEY MEG 123L

The Chumley's are deep bodied, high performers – here's a dandy.



Lot 51

G KEYS BENTLEY 134B

BIRTH DATE: 3/25/14 H/P/S: POLLED COLOR: WHITE REG. #: M851579
BW: 96 ADJ. WW: 931 ADJ. YW: 1525 REA: 15.52 LEPTIN: CT

BW	WW	YW	Milk	CE	MCE	MTNL
3.2	48	85	18	-1.9	1.2	42

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

EC BRONSON 204 POLLED
MISS KEY LEANNE 32W
MISS KEY LEANNE 79N

SIR EC STINGER 48
MISS EC 204
KEYS DUKE 99K
MISS KEY LEANNE 25L

Bentley is a powerful Jaxson son out of the heavy milking Bronson cow. This is our first calf crop and they really perform well.



Lot 53

52 KEYS BENTLEY 145D

M880938

BW	WW	YW	Milk	CE	MCE	MTNL
1	28	51	9	2	5.8	23

BD: 3/22/16 H/P/S: POLLED COLOR: WHITE
INTERIM 1/10 WT: 1060 INTERIM 96-DAY ADG: 3.91

BW: 84 ADJ. WW: 722
LEPTIN: TT TENDER: 5

KEYS JAXSON 200Y ET
KEYS BENTLEY 134B
MISS KEY LEANNE 32W

SCR BRONCO 9026
MISS KEY DENISE 355M
EC BRONSON 204 POLLED
MISS KEY LEANNE 79N

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

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

Plenty of eye appeal in this clean made, deep bodied Bentley son.

53 KEYS BENTLEY 150D

M880940

BW	WW	YW	Milk	CE	MCE	MTNL
3.7	46	84	13	-3.7	1.4	37

BD: 3/23/16 H/P/S: POLLED COLOR: WHITE
INTERIM 1/10 WT: 1120 INTERIM 96-DAY ADG: 3.65

BW: 98 ADJ. WW: 803
LEPTIN: CC TENDER: 3

KEYS JAXSON 200Y ET
KEYS BENTLEY 134B
MISS KEY LEANNE 32W

SCR BRONCO 9026
MISS KEY DENISE 355M
EC BRONSON 204 POLLED
MISS KEY LEANNE 79N

SCR BRONCO 9026
MISS KEY MAYBELLINE 84Y
MISS KEY MAYBELLINE 236R

FC TURBO 756 P
SCR MS KINGDOM 1228
CARDINALS LAD D693
MISS KEY MAYBELLINE 73M

He's a deep ribbed, easy fleshing Bentley son.

54 KEYS BENTLEY 153D

M880941

BW	WW	YW	Milk	CE	MCE	MTNL
2.7	44	77	11	-2.1	2.5	33

BD: 3/24/16 H/P/S: POLLED COLOR: WHITE
INTERIM 1/10 WT: 1130 INTERIM 96-DAY ADG: 3.59

BW: 94 ADJ. WW: 816
LEPTIN: CT TENDER: 3

KEYS JAXSON 200Y ET
KEYS BENTLEY 134B
MISS KEY LEANNE 32W

SCR BRONCO 9026
MISS KEY DENISE 355M
EC BRONSON 204 POLLED
MISS KEY LEANNE 79N

KEYS MCHENRY 24M
MISS KEY GIRL 126U
MISS KEY GIRL 36P

KEYS HANDYMAN PLD 255H
MISS KEY DIANA 102G PL
KEYS MARK IT 157M
MISS KEY GIRL 82M

A deep bodied bull with extra size and a good set of EPD's.

55 KEYS BENTLEY 155D

M880944

BW	WW	YW	Milk	CE	MCE	MTNL
1.5	29	58	15	1	3.8	29

BD: 3/25/16 H/P/S: POLLED COLOR: WHITE
INTERIM 1/10 WT: 1050 INTERIM 96-DAY ADG: 3.49

BW: 89 ADJ. WW: 745
LEPTIN: CC TENDER: 4

KEYS JAXSON 200Y ET
KEYS BENTLEY 134B
MISS KEY LEANNE 32W

SCR BRONCO 9026
MISS KEY DENISE 355M
EC BRONSON 204 POLLED
MISS KEY LEANNE 79N

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

KEYS MAKERS MARK 276K
MISS KEY FREDINE 187J ET
CARDINALS LAD 814
MISS KEYFIRE 7B

A top notch son of Bentley with excellent EPD's.

56 KEYS BENTLEY 164D

M880946

BW	WW	YW	Milk	CE	MCE	MTNL
1.9	37	65	5	0.3	3.1	24

BD: 3/28/16 H/P/S: POLLED COLOR: WHITE
INTERIM 1/10 WT: 1105 INTERIM 96-DAY ADG: 3.45

BW: 90 ADJ. WW: 833
LEPTIN: TT TENDER: 5

KEYS JAXSON 200Y ET
KEYS BENTLEY 134B
MISS KEY LEANNE 32W

SCR BRONCO 9026
MISS KEY DENISE 355M
EC BRONSON 204 POLLED
MISS KEY LEANNE 79N

KEYS SPECIALIST 18U
MISS KEY FAME 147Z
MISS KEY FAME 226T

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

He is stamped with style, a real looker from every angle and one of the top Bentley sons in the sale with excellent weaning performance. His maternal sister was the Kentucky State Fair Champion heifer last year.

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Lot 56

57**KEYS BENTLEY 184D****M880948**

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	32	58	11	-1.7	2	28

BD: 4/1/16

H/P/S: POLLED

COLOR: WHITE

BW: 94

ADJ. WW: 746

INTERIM 1/10 WT: 1065

INTERIM 96-DAY ADG: 4.01

LEPTIN: CC

TENDER: 7

KEYS JAXSON 200Y ET
KEYS BENTLEY 134B
 MISS KEY LEANNE 32W

SCR BRONCO 9026
 MISS KEY DENISE 355M
 EC BRONSON 204 POLLED
 MISS KEY LEANNE 79N

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

He is a long, clean fronted bull with excellent depth of rib and muscle definition over his top.

58**KEYS BENTLEY 212D****M880953**

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	34	62	8	-0.7	3.1	24

BD: 4/7/16

H/P/S: SCURRED

COLOR: WHITE

BW: 90

ADJ. WW: 727

INTERIM 1/10 WT: 1000

INTERIM 96-DAY ADG: 3.7

LEPTIN: CC

TENDER: 6

KEYS JAXSON 200Y ET
KEYS BENTLEY 134B
 MISS KEY LEANNE 32W

SCR BRONCO 9026
 MISS KEY DENISE 355M
 EC BRONSON 204 POLLED
 MISS KEY LEANNE 79N

KEYS SPECIALIST 18U
MISS KEY GOLD 93Z
 MISS KEY GOLD 474K

KEYS TEN-ACIOUS 166S
 MISS KEY KRISTEN 63K
 2UP PEUGEOT ET
 MISS KEY GOLD 69F

Here's a good Bentley that has been doing well since weaning.

59**KEYS BENTLEY 238D****M880957**

BW	WW	YW	Milk	CE	MCE	MTNL
1.8	37	70	9	1	4.4	28

BD: 4/15/16

H/P/S: POLLED

COLOR: WHITE

BW: 83

ADJ. WW: 774

INTERIM 1/10 WT: 955

INTERIM 96-DAY ADG: 3.07

LEPTIN: CT

TENDER: 4

KEYS JAXSON 200Y ET
KEYS BENTLEY 134B
 MISS KEY LEANNE 32W

SCR BRONCO 9026
 MISS KEY DENISE 355M
 EC BRONSON 204 POLLED
 MISS KEY LEANNE 79N

KEYS SPECIALIST 18U
MISS KEY FERN 77Z
 MISS KEY FERN 167R

KEYS TEN-ACIOUS 166S
 MISS KEY KRISTEN 63K
 CARDINALS LAD D693
 MISS KEY FERN 53M

Low birthweight in this young Bentley son with really nice EPDs.

60**KEYS BONUS 8D****M880910**

BW	WW	YW	Milk	CE	MCE	MTNL
2.9	32	59	8	1.9	5.9	24

BD: 2/6/16

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 801

INTERIM 1/10 WT: 1215

INTERIM 96-DAY ADG: 4.06

LEPTIN: TT

TENDER: 7

KEYS BONUS 3Y
KEYS BONUS 3B
 MISS KEY LIPPI 9Z

CARDINALS LAD K566P
 MISS KEY DENISE 14W
 KEYS TENACIOUS 36U
 MISS KEY LIPPI 99X

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

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

Excellent performance in this long bodied paternal half brother to Lot 61. They are very much alike.

61**KEYS BONUS 2D****M880909**

BW	WW	YW	Milk	CE	MCE	MTNL
2.7	27	52	7	1.9	6.5	20

BD: 2/1/16

H/P/S: POLLED

COLOR: WHITE

BW: 92

ADJ. WW: 783

INTERIM 1/10 WT: 1190

INTERIM 96-DAY ADG: 3.91

LEPTIN: CT

TENDER: 7

KEYS BONUS 3Y
KEYS BONUS 3B
 MISS KEY LIPPI 9Z

CARDINALS LAD K566P
 MISS KEY DENISE 14W
 KEYS TENACIOUS 36U
 MISS KEY LIPPI 99X

CEDARDALE ZANDER 136Z
MISS KEY DREAM 43B
 MISS KEY DREAM 62W

CEDARDALE WINCHESTER 70W
 CEDARDALE MEMORABLE 19M
 KEYS DUKE 118M
 MISS KEY DREAM 52J

He is well muscled, thick topped and clean fronted with worlds of style. He is out of an excellent first calf heifer with an outcross pedigree. Homozygous polled. Retaining 1/4 Interest.

**Lot 61****62****KEYS BONUS 33D****M880919**

BW	WW	YW	Milk	CE	MCE	MTNL
0.6	24	50	6	4.8	6.7	18

BD: 2/18/16

H/P/S: POLLED

COLOR: WHITE

BW: 84

ADJ. WW: 720

INTERIM 1/10 WT: 1165

INTERIM 96-DAY ADG: 3.85

LEPTIN: TT

TENDER: 5

KEYS BONUS 3Y
KEYS BONUS 3B
 MISS KEY LIPPI 9Z

CARDINALS LAD K566P
 MISS KEY DENISE 14W
 KEYS TENACIOUS 36U
 MISS KEY LIPPI 99X

KEYS LUCK OF THE DRAW 119U
MISS KEY MEG 170X
 MISS KEY MEG 4R

LVB LUCK OF THE DRAW L306
 MISS KEY MAYBELL 73N
 KEYS MCHENRY 24M
 MISS KEY MEG 123L

A moderate framed bull with a modest birth weight.

63**KEYS BONUS 48D****M880922**

BW	WW	YW	Milk	CE	MCE	MTNL
2.6	25	49	14	1.5	4.7	26

BD: 2/21/16

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 740

INTERIM 1/10 WT: 1050

INTERIM 96-DAY ADG: 3.49

LEPTIN: TT

TENDER: 7

KEYS BONUS 3Y
KEYS BONUS 3B
 MISS KEY LIPPI 9Z

CARDINALS LAD K566P
 MISS KEY DENISE 14W
 KEYS TENACIOUS 36U
 MISS KEY LIPPI 99X

KEYS JAXSON 200Y ET
MISS KEY LEANNE 139B
 MISS KEY LEANNE 79N

SCR BRONCO 9026
 MISS KEY DENISE 355M
 KEYS DUKE 99K
 MISS KEY LEANNE 25L

The Bonus sons have style and correctness and he's a TT for Leptin with big milk numbers.

64

KEYS WISHBONE 46D

M880921

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	36	64	-5	-1.5	3.4	13

BD: 2/20/16

H/P/S: POLLED

COLOR: WHITE

BW: 96

ADJ. WW: 743

INTERIM 1/10 WT: 1230

INTERIM 96-DAY ADG: 4.43

LEPTIN: TT

TENDER: 6

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

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

KEYS TEN-ACIOUS 166S
MISS KEY ABBA 57Y
 MISS KEY ABBA 402N

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

A top gainer with excellent DNA markers. What a powerhouse!



Lot 64

65

KEYS WISHBONE 60D

M882676

BW	WW	YW	Milk	CE	MCE	MTNL
1.6	31	55	-1	0.6	4.7	14

BD: 2/25/16

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 757

INTERIM 1/10 WT: 1160

INTERIM 96-DAY ADG: 3.59

LEPTIN: CT

TENDER: 7

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

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

KEYS TEN-ACIOUS 166S
MISS KEY DIANA 23W
 MISS KEY DIANA 124M

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY DIANA 17F PLD

The excellent herdsire prospect is very complete, well muscled - the easy fleshing kind.



Lot 65

66

KEYS WISHBONE 100D

M880931

BW	WW	YW	Milk	CE	MCE	MTNL
4.4	38	65	4	-6	0	23

BD: 3/7/16

H/P/S: POLLED

COLOR: WHITE

BW: 104

ADJ. WW: 838

INTERIM 1/10 WT: 1185

INTERIM 96-DAY ADG: 3.49

LEPTIN: CT

TENDER: 9

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

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

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

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

Tremendous length, size and dimension in this son of Key's Wishbone. He's a 9 for tenderness and heavy at weaning.

67

KEYS JAXSON 31D

M884963

BW	WW	YW	Milk	CE	MCE	MTNL
5.6	49	93	8	-7.4	0.8	32

BD: 2/17/16

H/P/S: HORNED

COLOR: WHITE

BW: 108

ADJ. WW: 826

INTERIM 1/10 WT: 1285

INTERIM 96-DAY ADG: 3.96

LEPTIN: CT

TENDER: 4

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

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

KEYS TEN-ACIOUS 166S
MISS KEY FIRE 130Y
 MISS KEYFIRE 80S

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 KEYS MCHENRY 24M
 MISS KEYFIRE 1L

He is stout made with excellent muscle dimension and a big time weaning weight.

Neil and Jan's
 daughter Abbey
 and her husband
 Matt welcomed
 Cora in July.



Neil and Jan's
 daughter Sarah
 and her husband
 Kris welcomed
 Eli in
 January, he joins
 big sister Anna
 and big brother
 Connor.



68

KEYS ZERXES 66D

M880923

BW	WW	YW	Milk	CE	MCE	MTNL
4.4	46	83	4	-1.9	4	27

BD: 2/27/16

H/P/S: POLLED

COLOR: WHITE

BW: 96

ADJ. WW: 879

INTERIM 1/10 WT: 1210

INTERIM 96-DAY ADG: 3.33

LEPTIN: TT

TENDER: 3

CEDARDALE ZERXES 116Z
KEYS ZERXES 388
MISS KEY FIRE 25W

CEDARDALE WINCHESTER 70W
CEDARDALE MISS 57U
LVB LUCK OF THE DRAW L306
MISS KEYFIRE 80S

KEYS BONUS 3Y
MISS KEY JAIME 22A
MISS KEY JAIME 16Y

CARDINALS LAD K566P
MISS KEY DENISE 14W
KEYS DUKE 118M
MISS KEY JAIME 79W

A top performing bull that is long and deep bodied. These Zerxes sons bear down on the scales.



Lot 68

69

KEYS ZERXES 83D

M880926

BW	WW	YW	Milk	CE	MCE	MTNL
2.3	39	72	-1	0.9	5	19

BD: 3/2/16

H/P/S: POLLED

COLOR: WHITE

BW: 88

ADJ. WW: 844

INTERIM 1/10 WT: 1140

INTERIM 96-DAY ADG: 3.13

LEPTIN: TT

TENDER: 7

CEDARDALE ZERXES 116Z
KEYS ZERXES 388
MISS KEY FIRE 25W

CEDARDALE WINCHESTER 70W
CEDARDALE MISS 57U
LVB LUCK OF THE DRAW L306
MISS KEYFIRE 80S

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

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

He boasts excellent muscle expression over his top and down through his rear quarter. He is long sided with a modest birth weight and from a heavy milking cow on his mother's side.



Lot 69

70

KEYS ZERXES 99D

M880930

BW	WW	YW	Milk	CE	MCE	MTNL
3.4	34	58	3	-3.9	2.2	20

BD: 3/7/16

H/P/S: HORNED

COLOR: WHITE

BW: 97

ADJ. WW: 729

INTERIM 1/10 WT: 1065

INTERIM 96-DAY ADG: 3.75

LEPTIN: CT

TENDER: 3

CEDARDALE ZERXES 116Z
KEYS ZERXES 388
MISS KEY FIRE 25W

CEDARDALE WINCHESTER 70W
CEDARDALE MISS 57U
LVB LUCK OF THE DRAW L306
MISS KEYFIRE 80S

KEYS SPECIALIST 18U
MISS KEY LEANNE 83A
MISS KEY LEANNE 79N

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
KEYS DUKE 99K
MISS KEY LEANNE 25L

He is clean made, straight topped and well muscled and should sire a set of commercial calves that will push down the scales.



Nadine and Jeff's son Jim and his wife Lisa welcomed their son Blake in March.

71

KEYS ZERXES 167D

M880947

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	41	72	0	-3.7	2.2	21

BD: 3/28/16

H/P/S: POLLED

COLOR: WHITE

BW: 92

ADJ. WW: 807

INTERIM 1/10 WT: 1030

INTERIM 96-DAY ADG: 3.23

LEPTIN: CT

TENDER: 3

CEDARDALE ZERXES 116Z
KEYS ZERXES 388
MISS KEY FIRE 25W

CEDARDALE WINCHESTER 70W
CEDARDALE MISS 57U
LVB LUCK OF THE DRAW L306
MISS KEYFIRE 80S

KEYS ALL STATE 149X
MISS KEY EVERMORE 13A
MISS KEY EVERMORE 71Y

KEYS SPECIALIST 18U
MISS KEY MEG 2T
SCR BRONCO 9026
MISS KEY EVERMORE 178N

He is correct and stylish, very clean made and nice headed and out of a top daughter of All-State.



Lot 71

72

MISS KEY GIRL 15D

F1225485

BW	WW	YW	Milk	CE	MCE	MTNL
-4.5	21	36	7	10.2	5.6	18

BD: 2/9/16

H/P/S: POLLED

COLOR: WHITE

BW: 40

ADJ. WW: 629

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

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

KEYS MAXWELL 68Z
MISS KEY GIRL 47B
 MISS KEY GIRL 126U

KEYS TEN-ACIOUS 166S
 MISS KEY LISA 54U
 KEYS MCHENRY 24M
 MISS KEY GIRL 36P

She's a beautiful Maximizer daughter and granddaughter of Tenacious and McHenry. She's extended, powerful, deep and stout.



Lot 72

73

MISS KEY SUPREME 18D

F1225486

BW	WW	YW	Milk	CE	MCE	MTNL
-1.1	15	26	7	5.8	7.3	14

BD: 2/10/16

H/P/S: POLLED

COLOR: WHITE

BW: 70

ADJ. WW: 651

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

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

KEYS NEW CHOICE 23P
MISS KEY SUPREME 191T
 MISS KEY SUPREME 163R

KEYS MCHENRY 24M
 MISS KEY LACE 42L
 KEYS MCHENRY 24M
 MS KEY SUPREME 89E PLD

She's ultra-feminine fronted and smooth shouldered for being so big bodied, easy fleshing and stout topped! She covers all the bases on a really great set of wheels.



Lot 73

74

MISS KEY DALENNA 268D

F1225488

BW	WW	YW	Milk	CE	MCE	MTNL
1.8	35	62	8	-3	-0.1	26

BD: 5/7/16

H/P/S: POLLED

COLOR: WHITE

BW: 80

ADJ. WW: 784

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

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

KEYS ALL STATE 149X
MISS KEY DALENNA 173A
 MISS KEY DALENNA 20M

KEYS SPECIALIST 18U
 MISS KEY MEG 2T
 KEYS DUKE 99K
 MISS KEY DALENNA 355K

What a fancy May heifer calf! She's got extra class and complete conformation out of a great All State daughter.



Lot 75

Miss Key Fame 142C

2016 Kentucky State Fair
 Grand Champion and a
 daughter of Mainstreet



Visit www.effertzkeyranch.com

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

BW	WW	YW	Milk	MWW	CE	MCE
1.9	46	96	9	31	0.4	0.1

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 18M
MISS KEY GT 114D

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



REF. SIRE H

75 KEYS DIRECT FIRE 23D

P711864

BD: 2/9/16 H/P/S: POLLED COLOR: BLACK BW: 87 ADJ. WW: 609
INTERIM 1/10 WT: 1100 INTERIM 96-DAY ADG: 3.65 LEPTIN: CT TENDER: 4

BW	WW	YW	Milk	MWW	CE	MCE
1	35	89	7	24	0.6	0.2

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

C A FUTURE DIRECTION 5321 %SA 38SA
5L FIREFLY 174-1641 25AR
RCM P R FIRECRACKER 25MA
MISS KEY RUBY 204R 12AN

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

J W K NEW DESIGN 0028
MISS KEY PRIDE 82L

His sire Direct Fire is a proven sire in all traits.



Lot 75

76 KEYS DIRECT FIRE 36D

P711868

BD: 2/11/16 H/P/S: POLLED COLOR: BLACK BW: 96 ADJ. WW: 642
INTERIM 1/10 WT: 1170 INTERIM 96-DAY ADG: 4.11 LEPTIN: TT TENDER: 4

BW	WW	YW	Milk	MWW	CE	MCE
3.5	45	101	9	31	-1	0.3

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 VICKI 60X
MISS KEY VICKI 4K

B/R NEW DESIGN 036
J W K GAINES LADY 8062
KEYS HEAVY MEDAL 23F PLD
MISS KEY VICKI 7E PLD

A big gaining double bred, half on half with both Leptin markers.

77 KEYS DIRECT FIRE 35D

P711867

BD: 2/11/16 H/P/S: POLLED COLOR: BLACK BW: 98 ADJ. WW: 730
INTERIM 1/10 WT: 1210 INTERIM 96-DAY ADG: 4.01 LEPTIN: TT TENDER: 4

BW	WW	YW	Milk	MWW	CE	MCE
4.7	57	107	16	44	-1.3	-0.5

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

C A FUTURE DIRECTION 5321 %SA 66SA
5L FIREFLY 174-1641 34AR
RCM P R FIRECRACKER
MISS KEY RUBY 204R

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

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

He has excellent mid term gain.



Lot 78

78 KEYS DIRECT FIRE 37D

P711869

BD: 2/12/16 H/P/S: POLLED COLOR: BLACK BW: 92 ADJ. WW: 558
INTERIM 1/10 WT: 1060 INTERIM 96-DAY ADG: 3.59 LEPTIN: CT TENDER: 4

BW	WW	YW	Milk	MWW	CE	MCE
2.5	37	91	6	24	-0.5	-0.2

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

C A FUTURE DIRECTION 5321 %SA 38SA
5L FIREFLY 174-1641 25AR
RCM P R FIRECRACKER 25MA
MISS KEY RUBY 204R 12AN

SOONER MA BULL
MISS KEY JENISE 78U
MISS KEY DESIGN 130M

J W K NEW DESIGN 0028
MISS KEY WIZARD 10D

These 18Y sons are always easy going.

79**KEYS DIRECT FIRE 61D**

P711878

BW	WW	YW	Milk	MWW	CE	MCE
2.4	43	98	12	33	-0.2	-0.2

BD: 2/20/16

H/P/S: POLLED

COLOR: BLACK

BW: 90

ADJ. WW: 662

INTERIM 1/10 WT: 1140

INTERIM 96-DAY ADG: 3.8

LEPTIN: TT

TENDER: 3

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 PATIENCE 102W
 MISS KEY PATIENCE 31M

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

He is a big time muscle calf that should ultrasound well and has excellent DNA markers.



Lot 79

80**KEYS DIRECT FIRE 62D**

P711879

BW	WW	YW	Milk	MWW	CE	MCE
4	60	123	17	47	-1.2	-0.2

BD: 2/20/16

H/P/S: POLLED

COLOR: RED

BW: 95

ADJ. WW: 746

INTERIM 1/10 WT: 1220

INTERIM 96-DAY ADG: 3.85

LEPTIN: CT

TENDER: 4

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 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

He has the highest yearling weight EPD in the sale and a dam who has been a top producer.



Lot 80

81**KEYS DIRECT FIRE 47D**

P711872

BW	WW	YW	Milk	MWW	CE	MCE
0.4	32	75	12	28	0.7	0.4

BD: 2/15/16

H/P/S: POLLED

COLOR: RED

BW: 80

ADJ. WW: 616

INTERIM 1/10 WT: 1055

INTERIM 96-DAY ADG: 3.54

LEPTIN: TT

TENDER: 7

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

C A FUTURE DIRECTION 5321 %SA 63SA
 5L FIREFLY 174-1641 25AR
 RCM P R FIRECRACKER 12AN
 MISS KEY RUBY 204R

NJF TOP LEVEL 41T
MISS KEY MELODY 69Y
 MISS KEY MELODY 31S

GGT P BLK QUANTUM 207M
 NJF MISS FEIST 215M
 J W K NEW DESIGN 0028
 MISS KEY MELODY 114P

Low birth is bred into this bull with excellent DNA markers.

82**KEYS DIRECT FIRE 63D**

P711880

BW	WW	YW	Milk	MWW	CE	MCE
0.8	42	89	12	33	0.8	0.1

BD: 2/20/16

H/P/S: POLLED

COLOR: BLACK

BW: 75

ADJ. WW: 680

INTERIM 1/10 WT: 1100

INTERIM 96-DAY ADG: 3.33

LEPTIN: TT

TENDER: 3

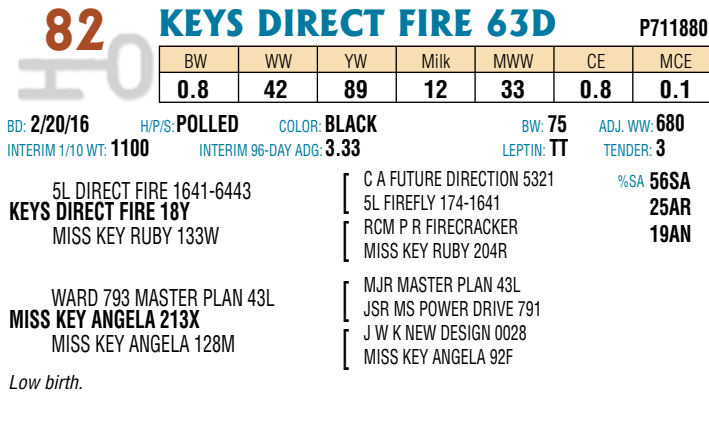
5L DIRECT FIRE 1641-6443
KEYS DIRECT FIRE 18Y
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA 56SA
 5L FIREFLY 174-1641 25AR
 RCM P R FIRECRACKER 19AN
 MISS KEY RUBY 204R

WARD 793 MASTER PLAN 43L
MISS KEY ANGELA 213X
 MISS KEY ANGELA 128M

MJR MASTER PLAN 43L
 JSR MS POWER DRIVE 791
 J W K NEW DESIGN 0028
 MISS KEY ANGELA 92F

Low birth.

**83****KEYS DIRECT FIRE 86D**

P711889

BW	WW	YW	Milk	MWW	CE	MCE
-1	40	90	13	33	1.4	0.6

BD: 2/29/16

H/P/S: POLLED

COLOR: RED

BW: 70

ADJ. WW: 668

INTERIM 1/10 WT: 1105

INTERIM 96-DAY ADG: 3.75

LEPTIN: CT

TENDER: 4

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

C A FUTURE DIRECTION 5321 %SA 38SA
 5L FIREFLY 174-1641 25AR
 RCM P R FIRECRACKER 37AN
 MISS KEY RUBY 204R

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

He is the highest ranking Salers bull in our 2016 calf crop for the Igenity Production Index. Retaining 1/4 interest for in herd use.



Lot 83

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19

84

KEYS DIRECT FIRE 143D

P711915

BW	WW	YW	Milk	MWW	CE	MCE
1	39	84	12	31	0.5	0.4

BD: 3/13/16

H/P/S: POLLED

COLOR: BLACK

BW: 80

ADJ. WW: 653

INTERIM 1/10 WT: 1070

INTERIM 96-DAY ADG: 3.96

LEPTIN: CT

TENDER: 9

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
50AR

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 son that is a 9 out of 10 for tenderness.



Lot 84

85

KEYS DIRECT FIRE 95D

P711891

BW	WW	YW	Milk	MWW	CE	MCE
0.8	40	83	15	35	0.7	0.2

BD: 3/1/16

H/P/S: POLLED

COLOR: RED

BW: 80

ADJ. WW: 659

INTERIM 1/10 WT: 1070

INTERIM 96-DAY ADG: 3.44

LEPTIN: CT

TENDER: 6

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

S A V INTEGRITY 5015
MISS KEY PAMELA 188T
MISS KEY TOPCOAT 42L

G A R INTEGRITY
S A V EMULOUS 8145
KEYS TOPCOAT 116H
MISS KEY EFFIE 141J

Here's a red son of our black Direct Fire herdsire with excellent DNA.

86

KEYS DIRECT FIRE 130D

P711911

BW	WW	YW	Milk	MWW	CE	MCE
4.4	58	103	17	46	-0.4	0

BD: 3/10/16

H/P/S: POLLED

COLOR: RED

BW: 88

ADJ. WW: 772

INTERIM 1/10 WT: 1170

INTERIM 96-DAY ADG: 3.8

LEPTIN: CT

TENDER: 4

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 75SA
25AR

D CENTURY
RBB 147S
MAC LISSA 341L

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

The top red 3/4 bull in the sale out of an excellent purebred cow.

87

KEYS DIRECT FIRE 171D

P711923

BW	WW	YW	Milk	MWW	CE	MCE
2.2	56	105	17	44	0.1	-0.3

BD: 3/22/16

H/P/S: POLLED

COLOR: BLACK

BW: 78

ADJ. WW: 789

INTERIM 1/10 WT: 1140

INTERIM 96-DAY ADG: 3.85

LEPTIN: TT

TENDER: 7

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 75SA
25AR

MAC CAMERON 318X
MISS KEY SAPPHIRE 71Z
MISS KEY SAPPHIRE 156S

HA THUNDER T705
MAC TALLIE 234T
CMS PHOENIX 10P
MISS KEY GT 114D

He's a curve bender with low birth and high performance - excellent DNA too.

88

KEYS DIRECT FIRE 195D

P711929

BW	WW	YW	Milk	MWW	CE	MCE
4	61	112	13	43	-0.1	-0.1

BD: 4/7/16

H/P/S: POLLED

COLOR: BLACK

BW: 88

ADJ. WW: 750

INTERIM 1/10 WT: 1030

INTERIM 96-DAY ADG: 3.49

LEPTIN: TT

TENDER: 6

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 69SA
25AR
6AN

JCG DIAMOND
MISS KEY REESE 47X
MISS KEY REESE 43U

JSR JAMACA 431
JCG CARMA
RCM P R FIRECRACKER
MISS KEY DESIGN 204N

Terrific disposition and yearling performance.

89

KEYS DIRECT FIRE 220D

P711932

BW	WW	YW	Milk	MWW	CE	MCE
0.7	41	83	12	33	0.7	0.4

BD: 5/1/16

H/P/S: POLLED

COLOR: RED

BW: 68

ADJ. WW: 788

INTERIM 1/10 WT: 980

INTERIM 96-DAY ADG: 3.54

LEPTIN: CT

TENDER: 6

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 75SA
25AR

NJF TOP LEVEL 41T
MISS KEY GRACE 96X
MISS KEY GRACE 22N

GGT P BLK QUANTUM 207M
NJF MISS FEIST 215M
BIG SKY P BLK STEALTH
MISS KEY GRACE 61G PLD

This herdsire prospect is the youngest red calf in sale. We are retaining 1/4 interest for in herd use.

90

KEYS BONFIRE 168D

P711922

BW	WW	YW	Milk	MWW	CE	MCE
1.7	62	115	14	45	0.2	0

BD: 3/21/16

H/P/S: POLLED

COLOR: BLACK

BW: 82

ADJ. WW: 749

INTERIM 1/10 WT: 1140

INTERIM 96-DAY ADG: 4.17

LEPTIN: TT

TENDER: 9

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

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

%SA 31SA
13AR
31AN
25CH

PRO-CHAR CLYDE 79T
MISS KEY ALEXA 102A
MISS KEY DESIGN 86W

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
O C C PROVOST 737P
MISS KEY DESIGN 34P

He is our only son of the \$20,000 Bonfire. He is gaining over 4#/day with great EPD's and excellent DNA numbers.

I KEYS CAMERON 219Z

BIRTH DATE: 4/29/12 H/P/S: POLLED COLOR: BLACK REG. #: P683141
BW: 85 ADJ. WW: 755 ADJ. YW: 1590 REA: 17.9 LEPTIN: TT

BW	WW	YW	Milk	MWW	CE	MCE
4.5	66	130	19	52	-1.1	0.4

HA THUNDER T705
MAC CAMERON 318X
MAC TALLIE 234T

JGK BLK PLD JASPER 634R %SA 69SA
HA ROSE F657 25AR
BIG SKY TRITON 40R 6AN
MAC BLACK ELLEN 47E

OHRR MR. ROBUST 18N
MISS KEY ELITA 199U
MISS KEY ELITA 78P

BADLANDS MR. BEEF 805
MESSMER OPHELIA 9502
KEYS STEALTH 41M
MISS KEY ELITA 26M

He is the #1 performance bull in the Salers breed with all the markers. He is homozygous black, homozygous polled and also homozygous for good disposition!



Ref. Sire I

91 KEYS CAMERON 16D

P711861

BW	WW	YW	Milk	MWW	CE	MCE
2.7	43	94	19	40	-0.3	0.2

BD: 2/6/16 H/P/S: POLLED COLOR: BLACK BW: 86 ADJ. WW: 646
INTERIM 1/10 WT: 1135 INTERIM 96-DAY ADG: 3.75

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

HA THUNDER T705 %SA 72SA
MAC TALLIE 234T 12AR
OHRR 9502 MR ROBUST 18N 16AN
MISS KEY ELITA 78P

JCG DIAMOND
MISS KEY PRIDE 10Y
MISS KEY PRIDE 27W

JSR JAMACA 431
JCG CARMA
J W K NEW DESIGN 0028
MISS KEY PRIDE 82L

219Z sired calves are known for their performance and excellent dispositions.



Lot 91

92 KEYS CAMERON 92D

P711894

BW	WW	YW	Milk	MWW	CE	MCE
4.2	59	113	18	47	-1.4	0.4

BD: 3/1/16 H/P/S: POLLED COLOR: BLACK BW: 88 ADJ. WW: 717
INTERIM 1/10 WT: 1060 INTERIM 96-DAY ADG: 3.28 LEPTIN: CT TENDER: 9

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

HA THUNDER T705 %SA 78SA
MAC TALLIE 234T 13AR
OHRR 9502 MR ROBUST 18N 9AN
MISS KEY ELITA 78P

KEYS ROCKSTAR 95X
MISS KEY CHANDRA 62A
MISS KEY CHANDRA 2R

NJF TOP LEVEL 41T
MISS KEY ESTELLE 10N
W BAR VIEW 77N
MISS KEY CHANDRA 1N

Great eye appeal on this Cameron son who has a 9 out of 10 on the Igenity DNA tenderness score.

93 KEYS CAMERON 94D

P711895

BW	WW	YW	Milk	MWW	CE	MCE
1.5	41	87	10	31	0	0.5

BD: 3/1/16 H/P/S: POLLED COLOR: BLACK BW: 80 ADJ. WW: 606
INTERIM 1/10 WT: 1060 INTERIM 96-DAY ADG: 4.27 LEPTIN: CT TENDER: 7

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

HA THUNDER T705 %SA 53SA
MAC TALLIE 234T 13AR
OHRR 9502 MR ROBUST 18N 9AN
MISS KEY ELITA 78P 25CH

PRO-CHAR CLYDE 79T
MISS KEY AVA 77A
MISS KEY STEALTH 112P

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
KEYS STEALTH 41M
MISS KEY 23M

Low birth weight 219Z son.

94 KEYS CAMERON 90D

P711892

BW	WW	YW	Milk	MWW	CE	MCE
0.1	52	100	15	41	0.9	0.6

BD: 3/1/16 H/P/S: POLLED COLOR: BLACK BW: 65 ADJ. WW: 674
INTERIM 1/10 WT: 1040 INTERIM 96-DAY ADG: 3.49 LEPTIN: CT TENDER: 4

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

HA THUNDER T705 %SA 72SA
MAC TALLIE 234T 25AR
OHRR 9502 MR ROBUST 18N 3AN
MISS KEY ELITA 78P

KEYS DIRECT FIRE 18Y
MISS KEY GRACE 118A
MISS KEY GRACE 96X

5L DIRECT FIRE 1641-6443
MISS KEY RUBY 133W
NJF TOP LEVEL 41T
MISS KEY GRACE 22N

Real low birth weight calf.

95 KEYS CAMERON 97D

P711896

BW	WW	YW	Milk	MWW	CE	MCE
5.1	54	112	18	46	-1.7	0.1

BD: 3/2/16 H/P/S: POLLED COLOR: BLACK BW: 98 ADJ. WW: 677
INTERIM 1/10 WT: 1120 INTERIM 96-DAY ADG: 4.11 LEPTIN: CT TENDER: 9

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

HA THUNDER T705 %SA 41SA
MAC TALLIE 234T 12AR
OHRR 9502 MR ROBUST 18N 22AN
MISS KEY ELITA 78P 25CH

RED MAN 1021
MISS KEY RENA 130A
MISS KEY RENA 46W

SVS NOBLEMAN 25N
LVB MISS FERRUGO 9009
O C C PROVOST 737P
MISS KEY RENA 53R

He's a top gainer, over 4#/day with a 9 out of 10 on Igenity tenderness score.

96

KEYS CAMERON 107D

P711899

BW	WW	YW	Milk	MWW	CE	MCE
4.6	55	106	19	47	-1.4	0

BD: 3/4/16

H/P/S: POLLED

COLOR: BLACK

BW: 90

ADJ. WW: 683

INTERIM 1/10 WT: 1125

INTERIM 96-DAY ADG: 4.48

LEPTIN: CT

TENDER: 5

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

HA THUNDER T705 %SA 84SA
MAC TALLIE 234T 13AR
OHRR 9502 MR ROBUST 18N 3AN
MISS KEY ELITA 78P

KEYS ROCKSTAR 95X
MISS KEY TOPS 92A
MISS KEY TOPCOAT 42L

NJF TOP LEVEL 41T
MISS KEY ESTELLE 10N
KEYS TOPCOAT 116H
MISS KEY EFFIE 141J

He is a bona fide herdsire with a strong maternal pedigree. He is the top gainer on our interim test. Retaining 1/4 interest for in herd use.

97

KEYS CAMERON 126D

P711909

BW	WW	YW	Milk	MWW	CE	MCE
4.8	67	125	19	52	-1.6	0.1

BD: 3/9/16

H/P/S: POLLED

COLOR: BLACK

BW: 90

ADJ. WW: 743

INTERIM 1/10 WT: 1200

INTERIM 96-DAY ADG: 4.79

LEPTIN: TT

TENDER: 7

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

HA THUNDER T705 %SA 84SA
MAC TALLIE 234T 13AR
OHRR 9502 MR ROBUST 18N 3AN
MISS KEY ELITA 78P

KEYS ROCKSTAR 95X
MISS KEY NOELLE 104A
MISS KEY NOELLE 122N

NJF TOP LEVEL 41T
MISS KEY ESTELLE 10N
BIG SKY P BLK STEALTH
MISS KEY GT 114D

A top gainer with excellent DNA numbers.

98

KEYS CAMERON 129D

P711908

BW	WW	YW	Milk	MWW	CE	MCE
0.1	46	92	17	40	1	0.7

BD: 3/9/16

H/P/S: POLLED

COLOR: BLACK

BW: 62

ADJ. WW: 638

INTERIM 1/10 WT: 1020

INTERIM 96-DAY ADG: 3.85

LEPTIN: TT

TENDER: 9

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

HA THUNDER T705 %SA 72SA
MAC TALLIE 234T 12AR
OHRR 9502 MR ROBUST 18N 16AN
MISS KEY ELITA 78P

KEYS LONGSHOT 1X
MISS KEY PATIENCE 2A
MISS KEY PATIENCE 30Y

SC PLD BLK TRADER 107T
MISS KEY MELODY 114P
KEYS MATRIX 99T
MISS KEY PATIENCE 179U

He is a top heifer bull prospect with excellent DNA markers. Retaining 1/4 interest for in herd use.

99

KEYS CAMERON 136D

P711913

BW	WW	YW	Milk	MWW	CE	MCE
3.6	56	109	16	43	-0.8	0.2

BD: 3/12/16

H/P/S: POLLED

COLOR: BLACK

BW: 85

ADJ. WW: 701

INTERIM 1/10 WT: 1090

INTERIM 96-DAY ADG: 3.85

LEPTIN: CT

TENDER: 5

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

HA THUNDER T705 %SA 53SA
MAC TALLIE 234T 13AR
OHRR 9502 MR ROBUST 18N 9AN
MISS KEY ELITA 78P 25CH

PRO-CHAR CLYDE 79T
MISS KEY ADELE 64A
MISS KEY STEALTH 105P

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
KEYS STEALTH 41M
MISS KEY DESIGN 148M

25% Charolais in this calf.

100

KEYS CAMERON 138D

P711914

BW	WW	YW	Milk	MWW	CE	MCE
4.2	58	110	20	49	-1	0.2

BD: 3/12/16

H/P/S: POLLED

COLOR: BLACK

BW: 88

ADJ. WW: 709

INTERIM 1/10 WT: 1045

INTERIM 96-DAY ADG: 3.65

LEPTIN: TT

TENDER: 7

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

HA THUNDER T705 %SA 84SA
MAC TALLIE 234T 13AR
OHRR 9502 MR ROBUST 18N 3AN
MISS KEY ELITA 78P

MAC CAMERON 318X
MISS KEY TARA 146A
MISS KEY TARA 80T

HA THUNDER T705
MAC TALLIE 234T
KKCC BLK PLD MATRIX 304N
MISS KEY BANNER 175C

Big time performance numbers and excellent DNA.

101

KEYS CAMERON 200D

P711931

BW	WW	YW	Milk	MWW	CE	MCE
6	78	140	23	62	-1.5	0.2

BD: 4/13/16

H/P/S: POLLED

COLOR: BLACK

BW: 88

ADJ. WW: 827

INTERIM 1/10 WT: 1100

INTERIM 96-DAY ADG: 3.8

LEPTIN: CT

TENDER: 8

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

HA THUNDER T705 %SA 47SA
MAC TALLIE 234T 12AR
OHRR 9502 MR ROBUST 18N 16AN
MISS KEY ELITA 78P 25CH

RED MAN 1021
MISS KEY LISSA 93A
MISS KEY LISSA 40X

SVS NOBLEMAN 25N
LYB MISS FERRUGO 9009
J W K NEW DESIGN 0028
RBB 147S

He has the top yearling EPD in sale. 25% Charolais.

102

KEYS CAMERON 221D

P714351

BW	WW	YW	Milk	MWW	CE	MCE
2.9	58	111	20	49	n.a	n.a

BD: 5/3/16

H/P/S: POLLED

COLOR: BLACK

BW: 70

ADJ. WW: 802

INTERIM 1/10 WT: 1000

INTERIM 96-DAY ADG: 3.54

LEPTIN: TT

TENDER: 7

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

HA THUNDER T705 %SA 59SA
MAC TALLIE 234T 38AR
OHRR 9502 MR ROBUST 18N 3AN
MISS KEY ELITA 78P

5L DIRECT FIRE 1641-6443
MISS KEY GRACE 70Y
MISS KEY GRACE 104N

C A FUTURE DIRECTION 5321
5L FIREFLY 174-1641
KEYS RED CONNECTION 11L
MISS KEY GRACE 16J

He is the youngest calf in sale with excellent DNA markers.

103

KEYS BRAVO 49D

P711873

BW	WW	YW	Milk	MWW	CE	MCE
0.3	41	70	23	44	1.1	-0.2

BD: 2/16/16

H/P/S: POLLED

COLOR: BLACK

BW: 80

ADJ. WW: 697

INTERIM 1/10 WT: 1100

INTERIM 96-DAY ADG: 3.23

LEPTIN: CT

TENDER: 7

PCSL ZEUS
PCSL BRAVO
PCSL YULETIDE

PCSL XPLOSIVE %SA PURE-BRED
PCSL SWEET AND BLACK 1K
PCSL U-R THE ONE
PCSL MISS CUTEY 37P

KKCC BLK PLD MATRIX 304N
MISS KEY BANNER 92T
MISS KEY BANNER 175C

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

He is an outcross purebred herdsire prospect with low birth.

PCSL BRAVO

BIRTH DATE: 3/13/14 H/P/S: POLLED COLOR: BLACK REG. #: P696299
BW: 76 ADJ. WW: 683

BW	WW	YW	Milk	MWW	CE	MCE
4.5	66	130	19	52	-1.1	0.4

PCSL XPLOSIVE
PCSL ZEUS
PCSL SWEET AND BLACK 1K

PCSL ULTRA HOT
PCSL MISS MARTY 29R
TVW BLK CHAMP B29G
PCSL SWEETNESS 28H

%SA PURE-BRED

PCSL U-R THE ONE
PCSL YULETIDE
PCSL MISS CUTEY 37P

PCSL SPARK
PCSL SWEET AND BLACK 1K
PCSL UPPER CUT
PCSL MS RED DIAMOND 4L

Bravo was used extensively and successfully on our first calf heifers. Use his sons to take the pressure off calving heifers.



104 KEYS BRAVO 51D

P711936

BW	WW	YW	Milk	MWW	CE	MCE
0.6	37	71	22	41	0.6	-0.2

BD: 2/17/16 H/P/S: POLLED COLOR: BLACK
INTERIM 1/10 WT: 1040 INTERIM 96-DAY ADG: 3.54

BW: 74 ADJ. WW: 678
LEPTIN: TT TENDER: 3

PCSL ZEUS
PCSL BRAVO
PCSL YULETIDE

PCSL XPLOSIVE
PCSL SWEET AND BLACK 1K
PCSL U-R THE ONE
PCSL MISS CUTEY 37P

%SA PURE-BRED

DJF 850Y
MISS KEY NAOMI 173B
MISS KEY NAOMI 74R

SRS WYATT EARP 965W
DJF UNIQUE 850U
KEYS STEALTH 41M
MISS KEY NAOMI 59N

Our Bravo sons are primarily out of first calf heifers.

105 KEYS BRAVO 53D

P711874

BW	WW	YW	Milk	MWW	CE	MCE
-0.1	34	70	21	37	1.1	-0.1

BD: 2/18/16 H/P/S: POLLED COLOR: RED
INTERIM 1/10 WT: 1015 INTERIM 96-DAY ADG: 3.7

BW: 75 ADJ. WW: 645
LEPTIN: TT TENDER: 7

PCSL ZEUS
PCSL BRAVO
PCSL YULETIDE

PCSL XPLOSIVE
PCSL SWEET AND BLACK 1K
PCSL U-R THE ONE
PCSL MISS CUTEY 37P

%SA PURE-BRED

DJF 850Y
MISS KEY PRIDE 66B
MISS KEY PRIDE 10Y

SRS WYATT EARP 965W
DJF UNIQUE 850U
JCG DIAMOND
MISS KEY PRIDE 27W

He's a purebred heifer bull out of a first calf heifer

106 KEYS BRAVO 73D

P711883

BW	WW	YW	Milk	MWW	CE	MCE
1.8	32	66	10	26	0.1	-0.5

BD: 2/24/16 H/P/S: POLLED COLOR: RED
INTERIM 1/10 WT: 1030 INTERIM 96-DAY ADG: 3.1

BW: 78 ADJ. WW: 674
LEPTIN: CT TENDER: 3

PCSL ZEUS
PCSL BRAVO
PCSL YULETIDE

PCSL XPLOSIVE
PCSL SWEET AND BLACK 1K
PCSL U-R THE ONE
PCSL MISS CUTEY 37P

%SA PURE-BRED

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

LM GOLD MEDAL 33D
MISS KEY EDREA 77E PLD
KEYS POLLED REDWOOD 60E
MISS KEY ESTELLE 10E

Purebred heifer bull.

107 KEYS BRAVO 77D

P711884

BW	WW	YW	Milk	MWW	CE	MCE
1.1	35	77	15	32	1.4	-0.1

BD: 2/26/16 H/P/S: POLLED COLOR: RED
INTERIM 1/10 WT: 965 INTERIM 96-DAY ADG: 3.54

BW: 70 ADJ. WW: 684
LEPTIN: CT TENDER: 4

PCSL ZEUS
PCSL BRAVO
PCSL YULETIDE

PCSL XPLOSIVE
PCSL SWEET AND BLACK 1K
PCSL U-R THE ONE
PCSL MISS CUTEY 37P

%SA 69SA
13AR
12MA
6AN

KEYS DIRECT FIRE 18Y
MISS KEY BRIELLA 102B
MISS KEY BRIELLA 77U

5L DIRECT FIRE 1641-6443
MISS KEY RUBY 133W
SOONER MA BULL
MISS KEY DESIGN 118M

Will make an excellent heifer bull.

108 KEYS BRAVO 110D

P711900

BW	WW	YW	Milk	MWW	CE	MCE
1.5	49	84	16	40	0.4	-0.2

BD: 3/5/16 H/P/S: POLLED COLOR: BLACK
INTERIM 1/10 WT: 995 INTERIM 96-DAY ADG: 3.33

BW: 80 ADJ. WW: 650
LEPTIN: CT TENDER: 4

PCSL ZEUS
PCSL BRAVO
PCSL YULETIDE

PCSL XPLOSIVE
PCSL SWEET AND BLACK 1K
PCSL U-R THE ONE
PCSL MISS CUTEY 37P

%SA PURE-BRED

KEYS LONGSHOT 1X
MISS KEY KYLENE 62Z
MISS KEY KYLENE 122X

SC PLD BLK TRADER 107T
MISS KEY MELODY 114P
DJF TRIBUTE 513T
MISS KEY KUYENE 113N

Purebred Salers heifer bull.

109 KEYS BRAVO 135D

P711912

BW	WW	YW	Milk	MWW	CE	MCE
-0.4	33	60	23	39	1.3	-0.2

BD: 3/11/16 H/P/S: POLLED COLOR: BLACK
INTERIM 1/10 WT: 990 INTERIM 96-DAY ADG: 3.49

BW: 75 ADJ. WW: 638
LEPTIN: CT TENDER: 4

PCSL ZEUS
PCSL BRAVO
PCSL YULETIDE

PCSL XPLOSIVE
PCSL SWEET AND BLACK 1K
PCSL U-R THE ONE
PCSL MISS CUTEY 37P

%SA PURE-BRED

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

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

Purebred heifer bull.

K KEYS MONUMENT 234A

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

BW	WW	YW	Milk	MWW	CE	MCE
1.4	43	80	26	47	0.0	-0.2

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

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

%SA SA81
AN19

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

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

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



Ref. Sire K

110 KEYS MONUMENT 149D

P711916

BD: 3/14/16 H/P/S: POLLED COLOR: RED
INTERIM 1/10 WT: 1195 INTERIM 96-DAY ADG: 4.11

BW: 95 ADJ. WW: 753
LEPTIN: CT TENDER: 7

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

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

%SA 61SA
14AN
25AR

PIE GET R DONE 684
MISS KEY SHEREE 116W
MISS KEY SHEREE 48S

PIE CHICAWA 366
PIE RED RUBY 4094
S PRINCE 407P
MISS KEY GARNET 20P

He's a top red herd bull prospect. We are retaining 1/4 interest for in herd use.



Lot 110

111 KEYS MONUMENT 155D

P711918

BD: 3/15/16 H/P/S: POLLED COLOR: RED
INTERIM 1/10 WT: 1100 INTERIM 96-DAY ADG: 4.17

BW: 83 ADJ. WW: 678
LEPTIN: CT TENDER: 3

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

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

%SA 78SA
9AN
13AR

RCM P R FIRECRACKER
MISS KEY ROBIN 201X
MISS KEY ROBIN 155R

TFI POLLED AFTERSHOCK
DJF POLLED LEAH 127L
PFFR BEEF MAN 263
MISS KEY REDWOOD 70G

Over 4# gainer.

112 KEYS MONUMENT 160D

P711920

BD: 3/17/16 H/P/S: POLLED COLOR: RED
INTERIM 1/10 WT: 1120 INTERIM 96-DAY ADG: 4.01

BW: 73 ADJ. WW: 710
LEPTIN: TT TENDER: 7

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

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

%SA 66SA
9AN
25AR

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

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

Excellent DNA and eye appeal in this Monument son gaining over 4# per day.

113 KEYS MONUMENT 180D

P711925

BD: 3/25/16 H/P/S: POLLED COLOR: RED
INTERIM 1/10 WT: 1050 INTERIM 96-DAY ADG: 3.85

BW: 78 ADJ. WW: 671
LEPTIN: TT TENDER: 4

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

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

%SA 53SA
22AN
25AR

PIE GET R DONE 684
MISS KEY RENATA 8U
MISS KEY RENATA 100R

PIE CHICAWA 366
PIE RED RUBY 4094
J W K NEW DESIGN 0028
MISS KEY TOPCOAT 42L

Eye appealing Monument calf with excellent DNA markers.



114 KEYS MASTERPIECE 116D P711903

BW	WW	YW	Milk	MWW	CE	MCE
2.6	63	103	26	57	0	-0.4

BD: 3/6/16 H/P/S: POLLED COLOR: RED BW: 78 ADJ. WW: 774
INTERIM 1/10 WT: 1180 INTERIM 96-DAY ADG: 3.8 LEPTIN: CT TENDER: 4

BEV MASTERPIECE 110H
NJF FEISTS MASTERPEICE 7
NJF MISS MERCURY 623S

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

%SA 88SA
12AN

KEYS LONGSHOT 1X
MISS KEY EMBER 3Z
MISS KEY EMBER 271X

SC PLD BLK TRADER 107T
MISS KEY MELODY 114P
J W K NEW DESIGN 0028
MISS KEY EMBER 35K

Red herdsire prospect.



Lot 114

115 KEYS MASTERPIECE 81D P711886

BW	WW	YW	Milk	MWW	CE	MCE
0.5	36	70	27	45	0.7	-0.1

BD: 2/27/16 H/P/S: POLLED COLOR: RED BW: 80 ADJ. WW: 656
INTERIM 1/10 WT: 1015 INTERIM 96-DAY ADG: 3.02 LEPTIN: CC TENDER: 5

BEV MASTERPIECE 110H
NJF FEISTS MASTERPEICE 7
NJF MISS MERCURY 623S

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

%SA 88SA
12AN

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

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

Lots of low birth on dam's side.

116 KEYS MASTERPIECE 79D P711888

BW	WW	YW	Milk	MWW	CE	MCE
3.7	65	116	28	60	-0.8	-0.7

BD: 2/27/16 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 784
INTERIM 1/10 WT: 1215 INTERIM 96-DAY ADG: 3.7 LEPTIN: CT TENDER: 4

BEV MASTERPIECE 110H
NJF FEISTS MASTERPEICE 7
NJF MISS MERCURY 623S

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

%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

Huge EPD's for performance. He will stretch out a calf crop.

117 KEYS TRUE GRIT 21D P711862

BW	WW	YW	Milk	MWW	CE	MCE
1.2	40	86	10	31	-0.2	0.1

BD: 2/8/16 H/P/S: POLLED COLOR: BLACK BW: 86 ADJ. WW: 632
INTERIM 1/10 WT: 1160 INTERIM 96-DAY ADG: 4.17 LEPTIN: CT TENDER: 7

SUMMITCREST TRUE GRIT 7R06
KEYS TRUE GRIT 12B
MISS KEY PATIENCE 49Z

G A R INTEGRITY
SUMMITCREST PRIMROSE 2J02
JWK TOMAHAWK 505X
MISS KEY PATIENCE 16X

%SA 16SA
40AN
44CH

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

This calf does it all - tremendous performance in a smaller framed bull.



Lot 117

118 KEYS TRUE GRIT 3D P711856

BW	WW	YW	Milk	MWW	CE	MCE
0.4	33	82	11	28	0.6	0.3

BD: 1/31/16 H/P/S: POLLED COLOR: BLACK BW: 86 ADJ. WW: 602
INTERIM 1/10 WT: 1100 INTERIM 96-DAY ADG: 4.38 LEPTIN: CC TENDER: 3

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
13AR
12CH

KEYS DIRECT FIRE 18Y
MISS KEY MELODY 89B
MISS KEY MELODY 45Y

5L DIRECT FIRE 1641-6443
MISS KEY RUBY 133W
PRO-CHAR CLYDE 79T
MISS KEY MELODY 32U

He's an attractive performance heifer bull with excellent maternal. He's deep and thick and a top gainer.



Lot 118

119 KEYS TRUE GRIT 7D P711857

BW	WW	YW	Milk	MWW	CE	MCE
1.8	31	79	12	27	-0.1	0.2

BD: 2/1/16 H/P/S: POLLED COLOR: BLACK BW: 91 ADJ. WW: 608
INTERIM 1/10 WT: 1060 INTERIM 96-DAY ADG: 3.85 LEPTIN: CT TENDER: 5

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 FALL 86B
MISS KEY FALL 50X

WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
J W K NEW DESIGN 0028
RCM P B MISS FALL

Extra heterosis performance - 25% Charolais born unassisted out of a first calf heifer.



It's been a tough winter for a lot of us including our longtime customers Krenz Ranch. They were 3 miles from home and it took two hours to dig him out.

120 KEYS TOP LEVEL 5D P711933

BW	WW	YW	Milk	MWW	CE	MCE
0.2	33	71	15	32	0.5	0.4

BD: 2/1/16 H/P/S: POLLED COLOR: BLACK BW: 83 ADJ. WW: 612
INTERIM 1/10 WT: 1065 INTERIM 96-DAY ADG: 4.11 LEPTIN: CT TENDER: 5

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 88SA
12AN

DJF 850Y
MISS KEY NOELLE 164B
MISS KEY NOELLE 8W

SRS WYATT EARP 965W
DJF UNIQUE 850U
J W K NEW DESIGN 0028
MISS KEY NOELLE 122N

His sire is a proven heifer bull. He's a herdsire with a big time show look. He's a winner with great EPDs.



Lot 120

121 KEYS ROCKSTAR 24D P711863

BW	WW	YW	Milk	MWW	CE	MCE
3.2	44	84	18	40	-0.8	0.5

BD: 2/9/16 H/P/S: POLLED COLOR: BLACK BW: 89 ADJ. WW: 669
INTERIM 1/10 WT: 1200 INTERIM 96-DAY ADG: 4.38 LEPTIN: CC TENDER: 6

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

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

%SA PURE-BRED

RCM P R FIRECRACKER
MISS KEY PATIENCE 260W
MISS KEY PATIENCE 20N

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

Here's a purebred double black herdsire prospect. Retaining 1/4 interest for in herd use.

122 KEYS ALBERT 32D P711935

BW	WW	YW	Milk	MWW	CE	MCE
0.7	45	86	19	41	0.7	-0.1

BD: 2/10/16 H/P/S: POLLED COLOR: BLACK BW: 76 ADJ. WW: 669
INTERIM 1/10 WT: 1000 INTERIM 96-DAY ADG: 3.13 LEPTIN: CC TENDER: 4

NJF TOP LEVEL 39X
RAO ALBERT
RAO WAUMA 914W

NJF TOP LEVEL 41T
NJF MISS FEIST 731T
NJF SILVERSMITH 45S
RAO 06L

%SA PURE-BRED

DJF 850Y
MISS KEY CHANDRA 256B
MISS KEY CHANDRA 164Z

SRS WYATT EARP 965W
DJF UNIQUE 850U
MAC BAYSIDE 292X
MISS KEY CHANDRA 175W

Purebred heifer bull sired by the Roger Olson bull. He's got calving ease and balanced EPDs.



123

KEYS ALBERT 83D

P711937

BW	WW	YW	Milk	MWW	CE	MCE
-1.1	40	78	20	40	1.4	0.1

BD: 2/27/16

H/P/S: POLLED

COLOR: BLACK

BW: 70

ADJ. WW: 668

INTERIM 1/10 WT: 1060

INTERIM 96-DAY ADG: 4.11

LEPTIN: CT

TENDER: 5

NJF TOP LEVEL 39X
RAO ALBERT
 RAO WAUMA 914W

[NJF TOP LEVEL 41T
 [NJF MISS FEIST 731T
 [NJF SILVERSMITH 45S
 [RAO 06L

%SA 88SA
 12AN

DJF 850Y
MISS KEY STARR 140B
 MISS KEY STARR 53S

[SRS WYATT EARP 965W
 [DJF UNIQUE 850U
 [J W K NEW DESIGN 0028
 [MISS KEY MEDAL 43J

He is an excellent heifer bull and a high percentage Salers. Purebred heifer bull sired by the Roger Olson bull. He's got calving ease and balanced EPDs.



124

KEYS TNT 11D

P711859

BW	WW	YW	Milk	MWW	CE	MCE
2.7	51	103	14	39	-0.2	0.1

BD: 2/3/16

H/P/S: POLLED

COLOR: RED

BW: 85

ADJ. WW: 705

INTERIM 1/10 WT: 1245

INTERIM 96-DAY ADG: 4.01

LEPTIN: CT

TENDER: 5

DJF 311X
KEYS TNT 128A
 MISS KEY COURTNEY 5P

[LINDENHILL TNT 753T
 [DJF MISS 311N
 [PFFR BEEF MAN 263
 [MISS KEY COURTNEY 43M

%SA 72SA
 3AN
 25AR

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

He is one of the big performance bulls in the sale.

125

KEYS TNT 30D

P711940

BW	WW	YW	Milk	MWW	CE	MCE
5	67	117	22	56	-1.4	-0.5

BD: 2/10/16

H/P/S: POLLED

COLOR: RED

BW: 90

ADJ. WW: 805

INTERIM 1/10 WT: 1240

INTERIM 96-DAY ADG: 3.96

LEPTIN: CT

TENDER: 4

DJF 311X
KEYS TNT 192B
 MISS KEY POLLY 114Y

[LINDENHILL TNT 753T
 [DJF MISS 311N
 [DJF 311U
 [MISS KEY POLLY 177T

%SA 73SA
 5AN
 22AR

NJF FEISTS MASTERPEICE 7
MISS KEY REGAN 255B
 MISS KEY REGAN 111Y

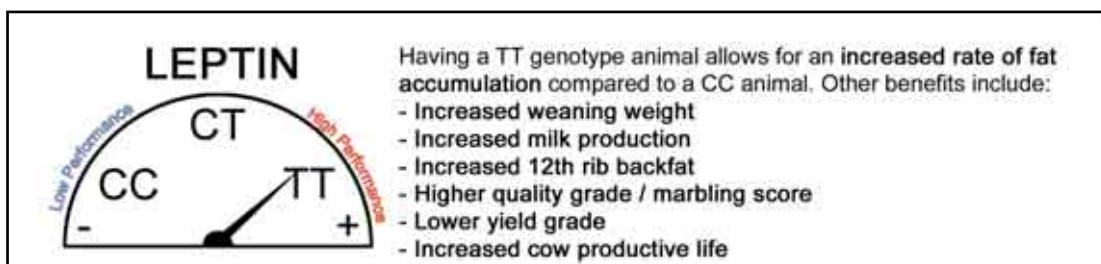
[BEV MASTERPIECE 110H
 [NJF MISS MERCURY 623S
 [JORDONS ULTIMATE RED 659U
 [MISS KEY REGAN 143R

One of the top performance bulls in sale and the top weaning weight calf in sale.

NOTES

WHY DO WE LEPTIN TEST OUR BULLS?

Dr. Eric DeVuyst, OSU Ag Economist wrote in an Oklahoma Extension Service circular The Economics of Gene Testing...



Genotype (TT) fed cattle are more profitable than lean genotype (CC) cattle. Differences in profit range from \$14 to \$60 per head.

The same mutation has been investigated in milk production and beef calf weaning weight. DeVuyst et al. (2008) also report heavier calf weaning weights for TT and CT cows. The effect was significant in crossbred cows. TT cows wean heavier calves than CC cows. Cross-bred TT cows wean calves weighing 27 pounds more than calves weaned from crossbred CC cows.

Their analysis found that TT and CT cows were more profitable than CC cows due to 1) higher calf weaning weights and 2) longer productive lives. Differences in profitability ranged from \$15 to \$39 per year depending on breed.





TERMS & CONDITIONS

Terms: Terms of the sale are cash or check payable immediately upon conclusion of the sale and before animals are moved. Seller will reserve the right to require a certified check as settlement before releasing any cattle.

Insurance of Purchases and Risk: All animals are the owner's risk prior to their sale and become the buyer's property as soon as declared sold by the auctioneer. Insurance will be available when making settlement.

Bidding: All animals sell to the highest bidder. Any disputes or challenges regarding bids will be settled by the auctioneer and his decision will be final.

Health: All animals will have proper individual health certificates, making them eligible for transport to destinations within the U.S.

Registration and Transfer: Please notify us when making settlement if you want registration papers.

Announcements: Any errors or changes of information contained in the catalog will be announced from the auction block and such announcements shall take precedence over information contained herein.

Breeding Guarantee: Bulls ... If a yearling bull fails to pass a semen test at turnout time, he may be returned to Effertz Key Ranch if healthy and in adequate condition. The buyer can select a suitable replacement or receive credit for the purchase price in our next bull sale.

Liabilities: All persons who attend the sale do so at their own risk and Effertz Key Ranch and Auction Effertz, Ltd. assume no liability for any loss or injury to livestock due to theft, mysterious disappearance, sickness, improper handling or Act of God. It is to be clearly understood that Auction Effertz, Ltd. and its representatives act only as a medium between the buyer and seller. They are not responsible in any way for any failure on the part of the buyer and the seller to live up to their obligations or for the truth of any warranties or representation, expressed or implied. Neither does Auction Effertz, Ltd. assume any financial obligations to collect or enforce collection of monies between parties. Any legal action that may in exceptional cases be taken, must be between the buyer and seller.

Contract: The above terms and guarantee constitute a contract between buyer and seller of each animal sold.

Mail Bids: Mail or wire bids may be furnished. Bids must be in the hands of the Sale Management in ample time prior to the sale date and will be handled in strict confidence.

Auction Effertz, Ltd.
Your Market Masters
NEIL & JAN EFFERTZ
17350 Hwy. 1804 N. • Bismarck, ND 58503
Ph: 701-223-5202 • effertz@bektel.com

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122 Charolais & Salers Optimizer Bulls
3 Charolais Show Heifers

Auctioneer: Jered Shipman

