

EFFERTZ KEY RANCH

Catalog and Videos online at:
www.effertzkeyranch.com

Effertz Key Ranch
40th Annual Bull Sale
Thursday, March 8, 2018
1 p.m. CST
Rugby Livestock, Rugby, ND
Auctioneer: Jered Shipman

Offering 114 Bulls
69 Charolais & 45 Salers Optimizers

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



Lot 3



Salers Pen of Three



Lot 18

HIGH-IMPACT GENETICS ...



Welcome to our 40th Annual Bull Sale.

Greetings from Effertz Key Ranch!

I suppose we could start by saying somebody forgot to tell the Big Boy that it should rain in this country once in a while, but I will leave that to a person more qualified than me.

This our 40th Annual Bull Sale, and I am starting to think that the intrigue of this business is in evaluating seedstock. We decided to take two pens of bulls to the National Western Stock Show in Denver after a four-year break. After getting a dose of how EPDs, DNA, and all the rest of the numbers trump an animal's phenotype in a show competition, you can get into some stimulating conversations. One of the comments I found interesting was there are only two breeds that offer maximum heterosis to our commercial cow herd mix in the country today: Brahman and Charolais. Most of our commercial cowherds have a mix of all the other breeds in them, which dilutes heterosis. We believe maximum heterosis is still very important.

We are still focusing on featuring 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, the rate of gain averages over 4 pounds which tells me the performance is bred into these bulls.

As to our sale offering, it is similar to last year with 69 Charolais bulls and 45 Salers bulls. Some of our Charolais carry a buckskin gene and even though are purebred Char, they may have different shades of red hide. Some of these red-hided bulls will throw black hide on black cows. Our Salers offering is 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.

We know it's always busy this time of year. We welcome you to come by and take a look at the bulls at our 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

I feel good about the industry we're in, and I look forward to doing business with new and old friends on March 8.

If you have questions, give us a call.

Roger Effertz and the EKR Crew

EFFERTZ KEY RANCH

40th Annual Bull Sale

Thursday,
March 8, 2018

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



Selling 114 Charolais & Optimizer Bulls

69 Charolais Bulls pages 2 – 16
45 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 7.

Join us for lunch before the sale.

Directions to Sale Site:

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

Special Representatives:

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

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.



ekrinc@srt.com • www.effertzkeyranch.com

Kevin (701) 338-2980 • Roger (701) 728-6459
Neil (701) 223-5202

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

Supplement Sheet:

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

Registration Papers:

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

Insurance:

Will be available at the settlement desk.

Video:

Video of individual bulls is on our website 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 any of the special representatives to discuss the bulls and arrange to place a bid.

VIEW/BID LIVE ON THE INTERNET:

LiveAuctions.TV

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



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 • 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
-5.4	24	41	13	14.8	6.9	25

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. Co-owned with Cardinal Charolais.



REF. SIRE A

1 KEYS MAXIMIZER 4E

M896825

BW	WW	YW	Milk	CE	MCE	MTNL
-1.3	22	37	6	8	5.8	17

BD: 1/31/17 H/P/S: POLLED COLOR: WHITE

BW: 80 ADJ. WW: 724
LEPTIN: TT TENDER: 6

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

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

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

A calving ease bull by Maximizer that displays excellent length of body and gained well over 4 lbs/day in the first 60 days of test.



Lot 1

2 KEYS MAXIMIZER 31E

M896829

BW	WW	YW	Milk	CE	MCE	MTNL
-0.4	33	55	4	7	5.0	21

BD: 2/12/17 H/P/S: POLLED COLOR: WHITE

BW: 84 ADJ. WW: 838
LEPTIN: TT TENDER: 4

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

KAYR MAINSTREET 910A
MISS KEY RHIANNA 108C
MISS KEY RHIANNA 55Z

ROLLING D CLASSIC 878U
KAYR MISS 910W
KEYS SPECIALIST 18U
MISS KEY RHIANNA 164R ET

Another easy calving Maximizer son that exhibits top notch performance with a 838 lb. WW, ratio 111. He is naturally thick with plenty of depth for an easy doing look.



Lot 2

3 KEYS WHEELHOUSE 76E

M896860

BW	WW	YW	Milk	CE	MCE	MTNL
-0.3	35	60	4	5	2.9	22

BD: 2/25/17 H/P/S: POLLED COLOR: WHITE

BW: 86 ADJ. WW: 741
LEPTIN: TT TENDER: 4

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

KAYR MAINSTREET 910A
MISS KEY MEG 7C ET
MISS KEY MEG 2T

ROLLING D CLASSIC 878U
KAYR MISS 910W
KEYS CHUMLEY 8R
MISS KEY MEG 4R

He's right in everyone's wheelhouse, stout, thick topped, well proportioned and well balanced, gaining 5.32 lbs/day, ratio 121 in the first 60 days on test. His dam is a front pasture cow, an outstanding young ET daughter of Mainstreet out of All State's mother. He's a TT for leptin and is in the top five bulls on the Igenity DNA carcass profile. He should work well on heifers. Retaining 1/4 interest.



Lot 3

4 KEYS MAXIMIZER 155E

M896785

BW	WW	YW	Milk	CE	MCE	MTNL
-1.7	33	54	11	9	7.1	27

BD: 3/22/17

H/P/S: POLLED

COLOR: WHITE

BW: 78

ADJ. WW: 813

LEPTIN: TT

TENDER: 6

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 PROGRESSIVE 170Z
MISS KEY DIANA 132C
MISS KEY DIANA 135W

KEYS CHARLES BRONSON 2U
MISS KEY MEG 2T
KEYS UNO 1S
MISS KEY DIANA 94L

The youngest Maximizer in the sale with a 78 lb. BW and an 813 lb. WW, out of a first calf heifer sired by Progressive, curve bending performance from birth to weaning.



Lot 4

5 KEYS MAXIMIZER 48E

M896833

BW	WW	YW	Milk	CE	MCE	MTNL
1.1	29	52	8	4	5.2	23

BD: 2/16/17

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 796

LEPTIN: TT

TENDER: 6

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 CHARZADA 5C
MISS KEY CHARZADA 14X

CEDARDALE WINCHESTER 70W
CEDARDALE MISS 57U
VC BACK TO THE FUTURE
MISS KEY CHARZADA 101U

A low birth weight EPD on a long bodied Maximizer calf that's out of a first calf heifer.

6 KEYS MAXIMIZER 142E

QM201384

BW	WW	YW	Milk	CE	MCE	MTNL
-0.3	27	51	11	8	5.9	24

BD: 3/18/17

H/P/S: POLLED

COLOR: RED FACTOR

BW: 88

ADJ. WW: 781

LEPTIN: TT

TENDER: 6

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

LVB CODE RED 0094
MISS KEY COOKIE 230C
MISS KEY COOKIE 38U

HOPEWELL WILLIS 806U
LVB MISS PLDPROGRESSL415
MGM MERLOT
MISS KEY COOKIE 74S

A tan Maximizer son out of a red factor first calf heifer. This bull is really clean made and wide topped with plenty of muscle expression over his top, rear quarter and stifle, he's long sided and super sound on his feet and legs. He was gaining right at 5 lbs. on the 60 day test, ratio 114.

7 KEYS COWBOY 77E

M896858

BW	WW	YW	Milk	CE	MCE	MTNL
-0.3	34	58	10	7	6.2	27

BD: 2/25/17

H/P/S: POLLED

COLOR: WHITE

BW: 88

ADJ. WW: 785

LEPTIN: CT

TENDER: 6

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

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

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

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

Here's a bull that should work really well on smaller framed, shorter made cows. He's a tremendously long spined bull that's really smooth made through his neck and shoulders with a modest birth weight, bred for easy calving.

8 KEYS COWBOY 78E

M896989

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	28	49	5	5	5.2	19

BD: 2/26/17

H/P/S: POLLED

COLOR: WHITE

BW: 95

ADJ. WW: 682

LEPTIN: TT

TENDER: 7

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

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

KEYS TEN-ACIOUS 166S
MISS KEYFIRE 221U
MISS KEYFIRE 427K

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
CARDINALS LAD 814
MISS KEYFIRE 7B

A Cowboy X Tenacious bull with calving ease, length, muscling, and structural correctness all rolled up in a nice, eye appealing package.

9 KEYS COWBOY 6E

M896826

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	28	43	12	3	2.0	26

BD: 2/2/17

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 737

LEPTIN: TT

TENDER: 7

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

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

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

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

He's as long and straight lined as you'll find. He had a gain ratio of 124, gaining over 5 lbs/day in the first 60 days on feed. He's our first calf by our new herdsire "Cowboy" whose lineage combines Maximizer and our highly maternal bull Jaxson. He will put some stretch in your next calf crop.

Visit www.effertzkeyranch.com



Lot 9

B KEYS COWBOY 15C

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

BW	WW	YW	Milk	CE	MCE	MTNL
-3.8	30	49	14	6.4	6.4	29

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

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

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

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

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



REF. SIRE B

10 KEYS COWBOY 34E

M896830

BD: 2/13/17

H/P/S: HORNED

COLOR: WHITE

BW: 98

ADJ. WW: 783

LEPTIN: TT

TENDER: 7

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

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

KEYS TEN-ACIOUS 166S
MISS KEY TOREE 193U
MISS KEY TOREE 169M

KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
KEYS MAKERS MARK 276K
MISS KEY TOREE 253J

Here's an absolute powerhouse, massive in his over all muscle shape and structural design, tremendous length and outstanding performance with a 5.16 ADG in the first 60 days on test.



Lot 10

11 KEYS COWBOY 69E

M896856

BD: 2/23/17

H/P/S: HORNED

COLOR: WHITE

BW: 90

ADJ. WW: 775

LEPTIN: TT

TENDER: 3

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

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

KEYS 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

If you're looking for a bull with high EPD's across the board, then here's one for you. His mother is another one of those highly maternal, heavy milking females by Jaxson.



Lot 11

12 KEYS COWBOY 70E

M896857

BD: 2/24/17

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 726

LEPTIN: TT

TENDER: 3

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

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

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

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

What a solid set of Cowboy sons! He has lots of length, really correct when you analyze him from the side, with a straight wide top and a nice full muscle pattern that extends down deep through his hind quarter.



Lot 12

13

KEYS COWBOY 92E

M896862

BW	WW	YW	Milk	CE	MCE	MTNL
-3.3	26	44	8	13	9.5	21

BD: 3/2/17

H/P/S: POLLED

COLOR: WHITE

BW: 70

ADJ. WW: 781

LEPTIN: CT

TENDER: 5

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

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

CEDARDALE ZERXES 116Z
MISS KEY LEANNE 146B
MISS KEY LEANNE 88Y ET

CEDARDALE WINCHESTER 70W
CEDARDALE MISS 57U
KEYS TEN-ACIOUS 166S
MISS KEY LEANNE 214S

If you're looking for a bull that's got a little push to him but would also calve on heifers, consider him. He was born at 70 lbs., is smooth polled, has a really nice head,



Lot 13

14

KEYS COWBOY 106E

M896762

BW	WW	YW	Milk	CE	MCE	MTNL
-2.1	32	57	6	10	9.0	21

BD: 3/5/17

H/P/S: HORNED

COLOR: WHITE

BW: 71

ADJ. WW: 794

LEPTIN: TT

TENDER: 6

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

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

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

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

A 71 lb. birth weight bull with a minus birth EPD, a surefire calving ease bull with performance to boot.



Lot 14

15

KEYS COWBOY 114E

M896766

BW	WW	YW	Milk	CE	MCE	MTNL
-0.9	29	51	8	6	5.3	23

BD: 3/8/17

H/P/S: POLLED

COLOR: WHITE

BW: 81

ADJ. WW: 721

LEPTIN: TT

TENDER: 4

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

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

CEDARDALE ZERXES 116Z
MISS KEY MEG 161B ET
MISS KEY MEG 2T

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

Here's a well built bull that was gaining 4.84 lbs. per day on the early 60 day test. He's bred for calving ease on both sides of his pedigree.



Lot 15



Lot 17

16

KEYS COWBOY 111E

M896765

BW	WW	YW	Milk	CE	MCE	MTNL
-2.3	29	48	13	10	9.0	28

BD: 3/7/17

H/P/S: POLLED

COLOR: WHITE

BW: 78

ADJ. WW: 778

LEPTIN: CT

TENDER: 3

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

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

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

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

Get on board if you need a bull that has calving ease, length, and maternal wrapped up into one package. His dam has been a front end producer from the time she had her first calf, there's no miss genetics here.

Visit www.effertzkeyranch.com

17

KEYS COWBOY 127E

M896775

BW	WW	YW	Milk	CE	MCE	MTNL
-2.9	19	31	9	12	9.2	19

BD: 3/14/17

H/P/S: POLLED

COLOR: WHITE

BW: 70

ADJ. WW: 742

LEPTIN: TT

TENDER: 5

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

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

CEDARDALE ZERXES 116Z
MISS KEY WHITNEY 62B
MISS KEY WHITNEY 26Z

CEDARDALE WINCHESTER 70W
CEDARDALE MISS 57U
CARDINALS LAD K605P
MISS KEY WHITNEY 154W

Calving ease and thickness in a moderate framed bull that's built. 70 lb. birth weight and a good choice for use on first calf heifers.

C CEDARDALE ZEAL 125Z

BIRTH DATE: 3/21/12 H/P/S: POLLED COLOR: WHITE REG. #: M864252
BW: 87 ADJ. WW: 889 ADJ. YW: 1548 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
1.1	17	27	0	4.2	4.3	9

DBAR SURVIVOR 220M
CEDARDALE TYRANT 31T
CEDARDALE MEMORABLE 19M

HFCC CALYPSO 1N
CEDARDALE MISS 64T
CEDARDALE PROSPECT 5P

DBAR BAXTER 4K
KALA'S FROSTY 121H
BALDRIDGE FASTTRACK 82F
CEDARDALE MS JUNIPER 12J

SPARROWS ALLIANCE 513G
HFCC ANASTASIA 804H
LHD CIGAR E46
CEDARDALE KEEPSAKE 1K

The rising star, outcross Charolais bull in North America. His sons in our herd ranked 1, 2, 6 and 11 on the Igenity Silver program. His calves have moderate birthweights, powerful performance and great DNA.



REF. SIRE C

18 KEYS ONE N ONLY 1E

M896985

BW	WW	YW	Milk	CE	MCE	MTNL
0.4	25	42	3	5	5.1	16

BD: 1/26/17 H/P/S: POLLED COLOR: WHITE

BW: 84 ADJ. WW: 743
LEPTIN: TT TENDER: 9

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

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

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

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

A potential sale-topper here with a unique outcross pedigree on the topside. He has the desirable look and muscle shape and was our top ranking bull for Igenity Silver marbling and tenderness. He has excellent ADG and a TT for Leptin. He's low birth and out of an tremendous milking first calf Maximizer daughter. His paternal brother topped the National Western Charolais Sale at \$19,000. Retaining 1/4 interest.



Lot 18

19 KEYS EASY RIDER 32E

M896986

BW	WW	YW	Milk	CE	MCE	MTNL
0.6	21	36	6	5	5.6	16

BD: 2/12/17 H/P/S: POLLED COLOR: WHITE

BW: 88 ADJ. WW: 721
LEPTIN: TT TENDER: 4

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

OW MAXIMIZER 3041 PLD
MISS KEY SUPREME 9C
MISS KEY SUPREME 9A

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

DC-OW MAXIMIZER 385PLD
OW MISS SANDCREEK Y46
KEYS JAXSON 200Y ET
MISS KEY SUPREME 141X

Easy Rider is easy to look at, stout in his design, thick topped, wide based, and stands real square on all four corners. He is long and clean through his neck and chest and should sire a nice set of class, stout made steers or club calves.

20 KEYS ZEAL 75E

M896988

BW	WW	YW	Milk	CE	MCE	MTNL
1.2	26	44	6	4	3.5	19

BD: 2/25/17 H/P/S: POLLED COLOR: WHITE

BW: 92 ADJ. WW: 786
LEPTIN: TT TENDER: 7

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

OW MAXIMIZER 3041 PLD
MISS KEY MAYBELL 135C
MISS KEY MAYBELL 50A

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

DC-OW MAXIMIZER 385PLD
OW MISS SANDCREEK Y46
ANJOU PURE POWER 184Y
MISS KEY MAYBELL 187W

A Zeal calf that has extra stretch and muscle expression over his topline and down through his rear quarter, combined with a small head and smooth shoulders for calving ease. He ranks right at the top of the Igenity DNA panel for marbling, tenderness and stayability.



Lot 21

21 KEYS EASTON 55E

M896987

BW	WW	YW	Milk	CE	MCE	MTNL
0.4	25	43	4	6	5.5	17

BD: 2/17/17 H/P/S: POLLED COLOR: WHITE

BW: 90 ADJ. WW: 767
LEPTIN: TT TENDER: 9

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

OW MAXIMIZER 3041 PLD
MISS KEY FIRE 27C
MISS KEY FIRE 100A

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

DC-OW MAXIMIZER 385PLD
OW MISS SANDCREEK Y46
KEYS TEN-ACIOUS 166S
MISS KEY FIRE 291S

Another Zeal calf with a lot of eye appeal. He's really correct, long and level over his hip and carries a wide, deep muscle pattern down through his hind leg and in through his stifle. Retaining 1/4 semen interest.

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
1.2	37	64	3	2.4	7.1	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! He is a half brother to Keys All State.



REF. SIRE D

22 KEYS PROGRESSIVE 100E M896759

BD: 3/3/17

H/P/S: POLLED COLOR: WHITE

BW: 90 ADJ. WW: 743
LEPTIN: CT TENDER: 4

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

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

EC BRONSON 204 POLLED
MISS KEY LACE 42L
KEYS CHUMLEY 8R
MISS KEY MEG 4R
SCR BRONCO 9026
MISS KEY DENISE 355M
KEYS UNO 1S
MISS KEY BRANDY 44T

An exceptionally well made bull with a straight and level topline, long sided and clean made and with an impressive ADG over 5 in the first 60 days of feed.



Lot 22

23 KEYS PROGRESSIVE 110E M896764

BD: 3/7/17

H/P/S: POLLED COLOR: WHITE

BW: 92 ADJ. WW: 746
LEPTIN: TT TENDER: 7

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

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

EC BRONSON 204 POLLED
MISS KEY LACE 42L
KEYS CHUMLEY 8R
MISS KEY MEG 4R
KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
TARGET PLD MAVERICK 26M
EZ MISS ROCKET 90E PLD

A very complete Progressive son, that's deep flanked, square made, straight topped, and well muscled. He's got an excellent producing Specialist dam and an early ADG of 4.76, ratio 108.



Lot 23

24 KEYS PROSTAFF 112E M896767

BD: 3/8/17

H/P/S: POLLED COLOR: WHITE

BW: 87 ADJ. WW: 838
LEPTIN: TT TENDER: 4

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

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

EC BRONSON 204 POLLED
MISS KEY LACE 42L
KEYS CHUMLEY 8R
MISS KEY MEG 4R
KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
CEDER SPRINT 901-Y
MISS KEY BISKIT 177L

He has added length of body, smoothness, overall style and conformation - he's a herd sire. His dam is a standout for body type, femininity and udder quality. There's big time potential in this young Progressive son.



Lot 24

Visit www.effertzkeyranch.com

25 KEYS PROGRESSIVE 94E M896863

BW	WW	YW	Milk	CE	MCE	MTNL
2.4	36	59	7	-1	2.6	25

BD: 3/2/17

H/P/S: POLLED

COLOR: WHITE

BW: 97

ADJ. WW: 791

LEPTIN: CT

TENDER: 5

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

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

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

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

The Progressive sons are a very uniform set of bulls. He's a homozygous polled sire, so naturally all his calves are polled. This calf is really correct, thick topped, deep muscled, and moves out with an easy fluid stride.

26 KEYS ELI 116E M896771

BW	WW	YW	Milk	CE	MCE	MTNL
2.7	39	70	4	-2	5.4	23

BD: 3/8/17

H/P/S: POLLED

COLOR: WHITE

BW: 96

ADJ. WW: 742

LEPTIN: TT

TENDER: 6

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 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

He profiles well and is tremendously stylish, square made, and level hiped.

27 KEYS PROGRESSIVE 119E M896772

BW	WW	YW	Milk	CE	MCE	MTNL
1.5	32	57	1	2	8.3	17

BD: 3/9/17

H/P/S: POLLED

COLOR: WHITE

BW: 92

ADJ. WW: 752

LEPTIN: TT

TENDER: 6

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 SPECIALIST 18U
MISS KEY HI GAL 35Z
MISS KEY HI GAL 180T

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
KEYS MODEL 270N
MISS KEY HI GAL 221K

Lots 26 and 27 fit together as well as any two in the sale, both are designed right in their skeletal structure and both came from outstanding, high end producing cows.

28 KEYS PROGRESSIVE 131E M896776

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	34	59	8	3	6.6	25

BD: 3/15/17

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 788

LEPTIN: TT

TENDER: 4

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

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

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

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

This bull comes from a top prolific cow family, and is performing right towards the front end with an early test gain of 4.76 and a ratio of 108.

29 KEYS PROGRESSIVE 144E M896779

BW	WW	YW	Milk	CE	MCE	MTNL
0.6	31	59	4	4	8.5	19

BD: 3/19/17

H/P/S: POLLED

COLOR: WHITE

BW: 83

ADJ. WW: 754

LEPTIN: TT

TENDER: 6

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 SPECIALIST 18U
MISS KEY MARISA 27Z
MISS KEY MARISA 131S

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
KEYS MCHENRY 24M
MISS KEY MARISA 76L

A few of these Progressive bulls are out of Specialist cows, they're 3/4 brothers and most have very similar breed characteristics. If you want your calves to perform and be uniform in type, put a few of these bulls together.



Lot 29

30 KEYS PROGRESSIVE 148E M896782

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	34	55	5	0	5.4	22

BD: 3/20/17

H/P/S: POLLED

COLOR: WHITE

BW: 96

ADJ. WW: 768

LEPTIN: CT

TENDER: 4

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

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

2UP LIMITED EDITION L147
PALGROVE ESTELLA 14PKJ 124E
KEYS RICH-N-RARE 14G PLD
MISS KEY EVERMORE 57FPLD

A long sided, straight topped bull who was gaining 4.84 lbs. per day in the first 60 days on feed, ratio 110.

31 KEYS PROGRESSIVE 151E M896784

BW	WW	YW	Milk	CE	MCE	MTNL
2.0	48	79	10	3	4.9	34

BD: 3/21/17

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 943

LEPTIN: TT

TENDER: 4

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

ANJOU PURE POWER 184Y
MISS KEY LEANNE 220A
MISS KEY LEANNE 214S

NAV NAPOLEON 25N
ANJOU ROCHELLE 528R
CARDINALS LAD D693
MISS KEY LEANNE 79N

Take note of his weaning weight and ratio, 943 lbs., ratio 125. His mother is one of just a few daughters of the Canadian bred Anjou Pure Power and boy do those females get it done. You want to add some pounds at weaning take a hold here.

32 KEYS PROGRESSIVE 179E M896794

BW	WW	YW	Milk	CE	MCE	MTNL
2.9	41	64	7	-1	7.3	27

BD: 3/30/17

H/P/S: POLLED

COLOR: WHITE

BW: 92

ADJ. WW: 824

LEPTIN: TT

TENDER: 4

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

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

A younger Progressive bull whose dam just gets it done year in and year out. This calf is a power house, tremendously thick made with a rear quarter that explodes with muscle definition, he's got an 824 lb. WW, ratio 110, and an early test ADG of 5.24. He'll put a set of calves at the top end of the sale barn.



Lot 32

33 KEYS PROGRESSIVE 157E M896786

BW	WW	YW	Milk	CE	MCE	MTNL
1.1	33	61	11	4	7.1	28

BD: 3/23/17

H/P/S: POLLED

COLOR: WHITE

BW: 85

ADJ. WW: 804

LEPTIN: TT

TENDER: 4

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 JAXSON 200Y ET
MISS KEY DIANA 40A
MISS KEY DIANA 135W

SCR BRONCO 9026
MISS KEY DENISE 355M
KEYS UNO 1S
MISS KEY DIANA 94L

A real stockman's bull here. Tremendous length, volume, and muscle, his exceptional length of side comes not only from his sire but his dam as well, she is probably the longest bodied cow in our herd. Length is pounds and look at his weaning weight of 804 lbs. and a ratio of 107 on a late March calf.

34 KEYS PROGRESSIVE 161E M896789

BW	WW	YW	Milk	CE	MCE	MTNL
0.5	28	53	7	3	6.9	21

BD: 3/25/17

H/P/S: POLLED

COLOR: WHITE

BW: 85

ADJ. WW: 702

LEPTIN: TT

TENDER: 6

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

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

SCR BRONCO 9026
MISS KEY DENISE 196Y ET
MISS KEY DENISE 355M

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

This well made Progressive son is backed by an elite cow family. His dam is from the Denise cow family and is a full sister to the Jaxson bull who is making his mark in our herd as a very consistent producer of top end bulls and females.

35 KEYS MAINSTREET 224E M896993

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	30	59	-1	3	3.9	14

BD: 4/12/17

H/P/S: POLLED

COLOR: WHITE

BW: 88

ADJ. WW: 800

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 TENACIOUS 153X
MISS KEY DENISE 231A
MISS KEY DENISE 355M

KEYS TEN-ACIOUS 166S
MISS KEY SONNET 400K
2UP PEUGEOT ET
MISS KEYS DENISE 48D PLD

A young bull with an attractive stylish look. He's exceptionally long and clean made through his neck and shoulders, straight topped and well muscled, and displays a show ring look. His mother is an attractive well made cow that comes from the same cow family that produced our Jaxson bull, lots of maternal here.

36 KEYS MAINSTREET 244E M896995

BW	WW	YW	Milk	CE	MCE	MTNL
3.1	40	74	-2	-2	1.5	18

BD: 4/30/17

H/P/S: POLLED

COLOR: WHITE

BW: 95

ADJ. WW: 813

LEPTIN: CT

TENDER: 5

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

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

The youngest bull in the sale, almost a May calf. His numbers, his look, structural makeup, and above all his outstanding dam, warrant this calf's admission to our March bull sale. Don't pass him up on account of his age.



A challenging day to load bulls before our 2017 sale – here's hoping for less snow this year!

E 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
2.2	30	56	-10	-0.2	-0.3	5

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

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

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

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

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



REF. SIRE E

37 KEYS MAINSTREET 51E

M896852

BW	WW	YW	Milk	CE	MCE	MTNL
2.6	33	57	-8	-3	1.3	8

BD: 2/16/17 H/P/S: POLLED COLOR: WHITE

BW: 95
LEPTIN: TT ADJ. WW: 732
TENDER: 5

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

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

Here's the oldest Mainstreet calf in the sale and quite the powerhouse. He's deep sided and long bodied with excellent frame and muscle expression. He combines two top rated Key Ranch herd sires with Mainstreet and All State. He has an early test gain of over 5 lbs/day and has continued to excel.



Lot 37

38 KEYS MAINSTREET 145E

M896780

BW	WW	YW	Milk	CE	MCE	MTNL
1.5	23	44	-5	2	6.5	6

BD: 3/19/17 H/P/S: SCURRED COLOR: WHITE

BW: 89
LEPTIN: TT ADJ. WW: 713
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 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

All Mainstreet progeny carry that extra length and this calf exemplifies that in addition to having a well muscled rump that carries deep down through his rear quarter.

39 KEYS MAINSTREET 159E

M896787

BW	WW	YW	Milk	CE	MCE	MTNL
1.9	38	67	-7	0	2.7	12

BD: 3/23/17 H/P/S: POLLED COLOR: WHITE

BW: 88
LEPTIN: TT ADJ. WW: 795
TENDER: 1

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

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

A level topped, long sided bull that will add pounds to your calf crop. The Mainstreet genetics are easy calving and they consistently display length of spine and a deep, well muscled quarter. This bull's mother is an ET cow by Wishbone and out of All State's mother, I wish I had more of them.

40 KEYS MAINSTREET 187E

M896796

BW	WW	YW	Milk	CE	MCE	MTNL
-0.1	25	48	1	2	1.3	14

BD: 3/31/17 H/P/S: POLLED COLOR: WHITE

BW: 80
LEPTIN: TT ADJ. WW: 741
TENDER: 6

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 ALL STATE 149X
MISS KEY DALENA 173A ET
MISS KEY DALENA 20M

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

He was the 4th ranking bull on the Igenity DNA carcass evaluation, on the early 60 day test he gained right at 5 lbs./day. His dam is an ET daughter of All State and comes from one of the top cow families in our herd.

41 KEYS MAINSTREET 193E

M896797

BW	WW	YW	Milk	CE	MCE	MTNL
-1.3	20	41	5	11	8.6	15

BD: 4/2/17 H/P/S: POLLED COLOR: WHITE

BW: 74
LEPTIN: CT ADJ. WW: 815
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

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

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

Just an April calf but probably one of the best Mainstreets in the sale. He's got length and stretch, he's really long and clean made through his neck and shoulders, level topped, and eye appealing from the side. He came in this fall with an 815 lb. WW with just a 74 lb. BW. He's herd bull material.

42

KEYS GET SMART 8E

M896827

BW	WW	YW	Milk	CE	MCE	MTNL
1.8	33	61	-5	2	5.8	11

BD: 2/3/17

H/P/S: POLLED

COLOR: WHITE

BW: 88

ADJ. WW: 773

LEPTIN: TT

TENDER: 7

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

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

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

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

Get Smart is our first son of Streetsmart who sold in our 2016 sale to Cardinal Charolais of Hillrose, CO. He is big butted, thick topped, with excellent length and depth, sound and good footed. With an outstanding quiet disposition, he's a herd sire - no question about it. Retaining 1/4 interest.



Lot 42

43

KEYS STREETSMART 64E

M896855

BW	WW	YW	Milk	CE	MCE	MTNL
3.5	38	70	5	-1	3.7	24

BD: 2/20/17

H/P/S: POLLED

COLOR: WHITE

BW: 94

ADJ. WW: 845

LEPTIN: CT

TENDER: 3

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

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

KEYS JAXSON 200Y ET
MISS KEY LACE 132A
MISS KEY LACE 33T

SCR BRONCO 9026
MISS KEY DENISE 355M
LHD CIGAR E46
MISS KEY LACE 42L

This bull has been at the top of the crop since birth. He has tremendous length of body, very sound in his makeup with plenty of depth and muscle expression. He boasted a 845 lb. WW, ratio 112 and is out of a heavy milking, highly maternal Jaxson female.



Lot 43

44

KEYS ALLSTATE 45E

M896832

BW	WW	YW	Milk	CE	MCE	MTNL
1.3	33	64	3	-2	4.6	20

BD: 2/15/17

H/P/S: POLLED

COLOR: WHITE

BW: 88

ADJ. WW: 777

LEPTIN: CT

TENDER: 4

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

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

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

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

A bigger framed All State son with excellent length, typical of the All State calves. He excels in his overall performance with a 5 lb. gain in the early test and a ratio of 115. His mother is a first rate maternal machine and would make an excellent donor cow.



Lot 44

45

KEYS ALLSTATE 174E

M896792

BW	WW	YW	Milk	CE	MCE	MTNL
1.0	40	70	4	-1	5.3	24

BD: 3/28/17

H/P/S: POLLED

COLOR: WHITE

BW: 84

ADJ. WW: 813

LEPTIN: CT

TENDER: 10

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

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

KEYS UNO 231U
MISS KEY TOREE 93X
MISS KEY TOREE 193U

KEYS UNO 1S
MISS KEY DALENA 20M
KEYS TEN-ACIOUS 166S
MISS KEY TOREE 169M

An easy calving All State son with an 84 lb. BW and 813 lb. WW, topped off with a 10 for tenderness on the Igenity DNA carcass test. He's moderate framed and he's stuck together.

46

KEYS STATESMAN 52E

M896853

BW	WW	YW	Milk	CE	MCE	MTNL
-2.6	11	26	2	9	10.0	8

BD: 2/17/17

H/P/S: POLLED

COLOR: WHITE

BW: 70

ADJ. WW: 662

LEPTIN: CT

TENDER: 7

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

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

CARDINALS LAD K605P
MISS KEY WHITLEY 5Y
MISS KEY WHITLEY 4W

CARDINALS SMOKE B159P
CARDINALS LADY B177P
KEYS TEN-ACIOUS 166S
BC MISS EQUALIZER 605

This bull's got easy calving written all over him, a 70 lb. birth weight and a minus birth EPD.

47

KEYS STATESMAN 39E

M896831

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	22	51	2	2	7.1	12

BD: 2/14/17

H/P/S: POLLED

COLOR: WHITE

BW: 86
LEPTIN: TTADJ. WW: 683
TENDER: 7

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

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

KEYS TEN-ACIOUS 166S
MISS KEY GIRL 160Y
MISS KEY GIRL 36P

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

A light birth weight bull that's built for calving ease with a nice small keen polled head. He has tremendous rib shape and muscle dimension along with superb scale crushing performance with an ADG of 6.03 in the first 60 days on feed.



Lot 47

48

KEYS JAXSON 72E

M896859

BW	WW	YW	Milk	CE	MCE	MTNL
2.6	27	52	11	1	6.5	24

BD: 2/25/17

H/P/S: POLLED

COLOR: WHITE

BW: 95
LEPTIN: CTADJ. WW: 702
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

CARDINALS LAD K605P
MISS KEY LEANNE 92Z
MISS KEY LEANNE 41W

[CARDINALS SMOKE B159P
CARDINALS LADY B177P
KEYS TEN-ACIOUS 166S
MISS KEY LEANNE 214S

Here's a Jaxson bull to consider, whether you're looking to produce a set of top notch steers or if you prefer a set of outstanding replacement females, a Jaxson sired calf out of the Leanne cow family is a no miss endeavor.



Lot 48

49

KEYS JAXSON 107E

M896763

BW	WW	YW	Milk	CE	MCE	MTNL
0.8	31	59	11	5	9.6	26

BD: 3/5/17

H/P/S: HORNED

COLOR: WHITE

BW: 82
LEPTIN: TTADJ. WW: 790
TENDER: 6

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 LOTUS 26Y
MISS KEY LOTUS 208S

[KEYS MCTENDER 279P
MISS KEY MAYBELL 73N
KEYS MCHENRY 24M
MISS KEY LOTUS 33L TW

He's stuck together with exceptional thickness from the top of his shoulders, across his topline, and down through that rear quarter.



Lot 49

50

KEYS JAXSON 104E

M896760

BW	WW	YW	Milk	CE	MCE	MTNL
1.9	29	58	12	1	5.2	26

BD: 3/4/17

H/P/S: POLLED

COLOR: WHITE

BW: 87
LEPTIN: TTADJ. WW: 748
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 LADY 40Z
MISS KEY LADY 148W

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

Here's a polled attractive of Jaxson. His dam is a moderate framed cow that you can count on to produce a surefire replacement female or a top elite herd bull no matter what sire you use. Two years ago she produced Streetsmart, the herdsire we sold to Cardinal Charolais of Hillrose, CO.



51

KEYS JAXSON 206E

M896799

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	33	63	18	1	4.8	35

BD: 4/6/17

H/P/S: POLLED

COLOR: WHITE

BW: 92
LEPTIN: TTADJ. WW: 852
TENDER: 7

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

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

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

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

A Jaxson bull with the look of a true herd sire and backed by a cow family with the strength to make it happen. His numbers and his structural integrity back up his genetic potential. He has an 852 lb. WW, ratio of 113 and a 60 day test ADG Of 4.05 and a WDA of 4.18.



Lot 51

52

KEYS SPECIALIST 160E

M896788

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	20	36	0	6	10.9	10

BD: 3/24/17

H/P/S: POLLED

COLOR: WHITE

BW: 83
LEPTIN: CTADJ. WW: 738
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

CARDINALS SMOKE B159P
MISS KEY BISKIT 34P
MISS KEY BISKIT 58M

LHD CIGAR E46
CARDINALS LADY 9019P
KEYS DISTANCE 2Z
MISS KEY BISKIT 412H

A younger bull here with the look, style, and performance to grab your attention. His sire Specialist has been a main stay here at EKR, still sound and athletic as ever at 10 years of age.

53

KEYS SPECIALIST 163E

M896791

BW	WW	YW	Milk	CE	MCE	MTNL
2.4	29	57	1	0	8.4	16

BD: 3/26/17

H/P/S: HORNED

COLOR: WHITE

BW: 94
LEPTIN: CTADJ. WW: 745
TENDER: 5

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

SCR BRONCO 9026
MISS KEY DENISE 183Y ET
MISS KEY DENISE 355M

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

He's a hard topped bull with extra width over his back, hip, and down through his rear quarter, he gained 4.6 lbs. on the first 60 day test.



Lot 54

54

KEYS PEUGEOT 57E

M896854

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	21	34	10	4	8.9	21

BD: 2/18/17

H/P/S: POLLED

COLOR: WHITE

BW: 86
LEPTIN: TTADJ. WW: 764
TENDER: 4

2UP LIMITED EDITIONL147
2UP PEUGEOT ET
PALGROVEESTELLA14PKJ124E

SILVERSTREAMBONECRUSHER
KAYLAHP75KDP75D(P)
BCJ PETER PATRIATION
PALGROVE ESTELLA7PKE101D

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

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

Here's an outstanding bull calf sired by 2UP Peugeot. The Peugeot genetics still meet and exceed the demands and expectations of the astute commercial cowman. This calf exemplifies that with his easy fleshing look, tremendous length, and rib dimension, as well as top notch performance with an early test gain of over 5 lbs/day.

55

KEYS BENTLEY 50E

M896834

BW	WW	YW	Milk	CE	MCE	MTNL
3.7	36	65	10	-3	2.3	28

BD: 2/16/17

H/P/S: POLLED

COLOR: WHITE

BW: 99
LEPTIN: TTADJ. WW: 677
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 MODEL 270N
MISS KEY HEATHER 207R
MISS KEY HEATHER 205L

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

Here's a top notch bull out of a 13 year old cow who never fails to bring home a top calf. This is the only Bentley bull in the sale and he's a great one with excellent growth and performance.



Keys Bentley 134B, sire of Lot 55

F TRI-N BOUNTY HUNTER 507C

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

BW	WW	YW	Milk	CE	MCE	MTNL
1.1	23	32	-7	2.1	2.5	4

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

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

HARVIE REDEMPTION 36P
EFH DAISY MAE 30J
TRI-N-PAYDAY 419P
TRI-N BUFFY 6R
MGM MERLOT
P-3 LADY PERFECT 6-146F
SDC LAREDO 17N
TRI-N-ROUND-UP 3K

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



Jesse Nykollation

REF. SIRE F

56 KEYS BOUNTY HUNTER 74E QM201390

BW	WW	YW	Milk	CE	MCE	MTNL
0.2	14	22	-1	5	7.5	6

BD: 2/25/17 H/P/S: POLLED COLOR: RED FACTOR

BW: 87 ADJ. WW: 659
LEPTIN: TT TENDER: 3

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

PRO-CHAR CLYDE 79T
MISS KEY MELODY 147X
MISS KEY MELODY 48S

PRO-CHAR CPTN. MORGAN 8U
TRI-N BUFFY 79T
SOS CRIMSON TIDE 97S
TRI-N BUFFY II 51S
WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
KEYS MCHENRY 24M
MISS KEY MELODY 203K

A really well balanced, red Bounty Hunter calf that is structurally correct. He's got a nice well made head and is smooth and well muscled throughout.

57 KEYS BOUNTY HUNTER 79E QM201409

BW	WW	YW	Milk	CE	MCE	MTNL
1.1	25	42	-4	4	5.6	9

BD: 2/26/17 H/P/S: POLLED COLOR: RED FACTOR

BW: 88 ADJ. WW: 750
LEPTIN: TT TENDER: 7

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

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

PRO-CHAR CPTN. MORGAN 8U
TRI-N BUFFY 79T
SOS CRIMSON TIDE 97S
TRI-N BUFFY II 51S
WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
2UP PEUGEOT ET
MISS KEY GOLD 69F

Here's a taller framed Bounty Hunter with a lot of length.

58 KEYS BOUNTY HUNTER 80E QM201391

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	24	31	-3	-1	1.8	9

BD: 2/26/17 H/P/S: POLLED COLOR: RED FACTOR

BW: 90 ADJ. WW: 740
LEPTIN: TT TENDER: 3

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

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

PRO-CHAR CPTN. MORGAN 8U
TRI-N BUFFY 79T
SOS CRIMSON TIDE 97S
TRI-N BUFFY II 51S
CRYSTAL D PIERCE 40P
HOPEWELL SASFIRE 510R
KEYS UNO 1S
MISS KEY FAME 255R

We are offering a good set of these red factor Bounty Hunters and here's one that's right at the top.



Lot 58

59 KEYS BONANZA 87E QM201410

BW	WW	YW	Milk	CE	MCE	MTNL
2.4	26	39	-1	1	5.5	12

BD: 3/2/17 H/P/S: POLLED COLOR: RED FACTOR

BW: 94 ADJ. WW: 809
LEPTIN: CC TENDER: 5

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

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

PRO-CHAR CPTN. MORGAN 8U
TRI-N BUFFY 79T
SOS CRIMSON TIDE 97S
TRI-N BUFFY II 51S
WRANGLER HEADLINER 28N
STER STAR'S HONOR 4L
KEYS MASTERCARD 23S
MISS KEY FIRE 291S

Bonanza is red in color and has multiple generations of red breeding in his pedigree. He's out of a super nice made Clyde cow who consistently produces right at the top. This calf weaned off at 809 lbs., ratio 108 and is built right from the ground up, good footed, deep bodied, wide topped, and well muscled from end to end. He's a red herd sire.



Lot 59

60

KEYS BOUNTY HUNTER 147E QM201394

BW	WW	YW	Milk	CE	MCE	MTNL
1.6	25	40	-2	2	3.4	11

BD: 3/20/17

H/P/S: POLLED

COLOR: RED FACTOR

BW: 95

ADJ. WW: 733

LEPTIN: TT

TENDER: 3

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

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

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

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

A red Bounty Hunter out of a full sister to Redbone, the herd sire who sold in our 2015 sale to Lane & Vicki Bina for \$10,000. This calf is deep sided, long bodied and thick, and had an early test gain of 4.76 and ratio 108. Retaining 1/4 semen interest.



Lot 60

61

KEYS BOUNTY HUNTER 134E QM201393

BW	WW	YW	Milk	CE	MCE	MTNL
1.3	20	32	-2	3	6.4	8

BD: 3/16/17

H/P/S: POLLED

COLOR: RED FACTOR

BW: 90

ADJ. WW: 741

LEPTIN: CT

TENDER: 1

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

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

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

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

A dark red bull from our new herd sire, Bounty Hunter. There are four plus generations of red breeding in his pedigree, so if you're looking to add some solid red color or even black, this could be your next herd bull.

62

KEYS BOUNTY HUNTER 189E QM201395

BW	WW	YW	Milk	CE	MCE	MTNL
3.4	37	58	-2	-1	4.7	17

BD: 4/1/17

H/P/S: POLLED

COLOR: RED FACTOR

BW: 94

ADJ. WW: 820

LEPTIN: CT

TENDER: 7

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

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

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

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

Here's a red Bounty Hunter with lots of dimension, he displays lots of volume and rib shape, he's long bodied and had a weaning weight of 820 lbs.



Lot 63

63

KEYS REDZONE 10E QM201400

BW	WW	YW	Milk	CE	MCE	MTNL
0.1	24	41	1	6	6.5	13

BD: 2/4/17

H/P/S: POLLED

COLOR: RED FACTOR

BW: 80

ADJ. WW: 729

LEPTIN: TT

TENDER: 7

PLEASANT DAWN MAX 70S
PLEASANTDAWN REDZONE852Z
 PLEASANT DAWN RED 52S

SVS MASTERCARD 2M
 PLEASANTDAWN IMPRES 90N
 PLEASANT DAWN RIO 26P
 PLEASANT DAWN ROSE 715N

KEYS REDHAWK 93A
MISS KEY KATIE 252C
 MISS KEY KATIE 114X

RED MAN 1021
 MISS KEY COOKIE 74S
 PRO-CHAR CLYDE 79T
 MISS KEY KATIE 183N

Here's a tan bull out of Redzone, a red factor herd sire we used exclusively through AI. 10E has multiple generations of red breeding, he's very modest in his birth weight of 80 lbs. He's very straight and correct in his design, very small headed, and should calve with ease.

64

KEYS REDBONE 121E QM201382

BW	WW	YW	Milk	CE	MCE	MTNL
2.4	31	58	4	2	5.7	19

BD: 3/10/17

H/P/S: POLLED

COLOR: RED FACTOR

BW: 92

ADJ. WW: 784

LEPTIN: CT

TENDER: 4

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

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

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

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

Whether you're looking from the top, side, or from one end to the other, this tan bull is thick and full of muscle. His mother was a first calf heifer and he was born unassisted.

65

KEYS CROSSFIRE 168E QM201387

BW	WW	YW	Milk	CE	MCE	MTNL
2.0	22	39	4	4	6.9	15

BD: 3/26/17

H/P/S: POLLED

COLOR: RED FACTOR

BW: 95

ADJ. WW: 726

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

The youngest Crossfire in the sale and just like all the Crossfire's he's built to hold up in tough conditions, they're thick, clean made bulls that are sound and very good footed.

G KEYS CROSSFIRE 8B

BIRTH DATE: 2/14/14 H/P/S: POLLED COLOR: RED FACTOR REG. #: QM200803
BW: 87 ADJ. WT: 727 ADJ. YW: 1268 REA: 12.9 LEPTIN: CT

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	12	26	8	4.6	9.7	14

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

Crossfire is a 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. His sons are good footed and sound.



REF. SIRE G

66 KEYS CROSSFIRE 91E

QM201392

BW	WW	YW	Milk	CE	MCE	MTNL
1.1	14	27	6	6	9.8	13

BD: 3/2/17

H/P/S: POLLED

COLOR: RED FACTOR

BW: 88

ADJ. WW: 758

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 FAWNA 79X
MISS KEY FAWNA 125P

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

Here's a tan, good looking Crossfire that's really stuck together. He's a clean, nicely balanced bull with an extra wide top and a deep, well muscled rear quarter and a great disposition.



Lot 66



Lot 67

67 KEYS CROSSFIRE 109E

QM201381

BW	WW	YW	Milk	CE	MCE	MTNL
-0.5	11	21	3	9	11.4	8

BD: 3/6/17

H/P/S: POLLED

COLOR: RED FACTOR

BW: 75

ADJ. WW: 709

LEPTIN: CC

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 FAME 18B
MISS KEY FAME 61U

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

A classy red Crossfire son with a low easy calving birth weight. Every time I look at this bull he just keeps getting better. He's got style, really well balanced and square made he moves out well and displays a nice keen head. He should sire a very uniform fancy set of calves.



Lot 69

68 KEYS CROSSFIRE 153E TW

QM201385

BW	WW	YW	Milk	CE	MCE	MTNL
0.2	20	37	5	8	9.2	15

BD: 3/21/17

H/P/S: POLLED

COLOR: RED FACTOR

BW: 70

ADJ. WW: 714

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 KATIE 5Z
MISS KEY KATIE 114X

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

This cow has produced some high end red factor bulls in the past, and here's a stylish, well proportioned bull with a calving ease birth weight of 70 lbs.

69 KEYS CROSSFIRE 156E

QM201386

BW	WW	YW	Milk	CE	MCE	MTNL
3.2	18	33	8	0	5.1	17

BD: 3/23/17

H/P/S: POLLED

COLOR: RED FACTOR

BW: 99

ADJ. WW: 778

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 SHERRI 199Y
MISS KEY SHERRI 31M

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

A Crossfire out of a Clyde daughter, that's line breeding Clyde on the top and bottom side of his pedigree. This bull is red in color, quiet in his demeanor, and deep and well muscled in his structure.

H 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
1.8	47	87	27	51	-0.6	-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.



Ref. Sire H

70 KEYS RILEY 15E

P718123

BW	WW	YW	Milk	MWW	CE	MCE
1.1	44	86	26	48	0.2	0.1

BD: 2/6/17

H/P/S: POLLED COLOR: RED

BW: 88 ADJ. WW: 700
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 78.1SA
21.9AN

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

Riley is one of the top red polled herdsire prospects in the sale, long and balanced, stout as can be and a member of our Reserve Champion Denver Pen of Bulls. His brother was a top seller in last year's sale.



Lot 70

71 KEYS MONUMENT 22E

S718125

BW	WW	YW	Milk	MWW	CE	MCE
1.7	46	85	19	42	-0.1	-0.4

BD: 2/8/17

H/P/S: SCURRED COLOR: RED

BW: 88 ADJ. WW: 639
LEPTIN: TT TENDER: 6

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

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

%SA 84.4SA
9.4AN
6.2AR

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

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

This red Monument son is a TT for Leptin and comes from a strong maternal bloodline. You'll want to keep his daughters.

72 KEYS MONUMENT 47E

P718131

BW	WW	YW	Milk	MWW	CE	MCE
3.1	49	93	22	47	-0.7	-0.2

BD: 2/14/17

H/P/S: POLLED COLOR: RED

BW: 80 ADJ. WW: 709
LEPTIN: CT TENDER: 6

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 77.6SA
13AN
9.4AR

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

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

This low birthweight, high growth, long bodied red polled Monument son is strong for growth and milk.



Lot 73

73 KEYS MONUMENT 43E

P718119

BW	WW	YW	Milk	MWW	CE	MCE
4.0	43	86	18	40	-1.4	-0.5

BD: 2/13/17

H/P/S: POLLED COLOR: RED

BW: 96 ADJ. WW: 619
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 90.6SA
9.4AN

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

TFI POLLED AFTERSHOCK
DJF POLLED LEAH 127L
SC POLLED BLACK MEDALLION 19M
MISS KEY GT 114D

Here's a red polled powerfully well made Monument son that's a TT for Leptin out of a red Firecracker daughter, Ruby 133W.

74

KEYS MONUMENT 49E

P718127

BW	WW	YW	Milk	MWW	CE	MCE
2.8	38	78	18	37	-0.7	-0.1

BD: 2/15/17

H/P/S: POLLED

COLOR: RED

BW: 90

ADJ. WW: 625

LEPTIN: CT

TENDER: 4

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

BEV MASTERPIECE 110H %SA 78.1SA
NJF MISS MERCURY 623S 9.4AN
KEYS HEFTY 1P 12.5AR
MISS KEY GARNET 19P

RCM P R FIRECRACKER
MISS KEY PATIENCE 164X
MISS KEY PATIENCE 25R

TFI POLLED AFTERSHOCK
DJF POLLED LEAH 127L
OHRR 9502 MR ROBUST 18N
MISS KEY PATIENCE 15G

He's deep and soggy and mellow natured, red and polled. This Monument X Firecracker X Robust cross always works.



Lot 74

75

KEYS ELLIOT 53E

P718117

BW	WW	YW	Milk	MWW	CE	MCE
0.1	46	90	24	47	0.6	0.1

BD: 2/15/17

H/P/S: POLLED

COLOR: BLACK

BW: 72

ADJ. WW: 694

LEPTIN: CT

TENDER: 7

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

BEV MASTERPIECE 110H %SA 65.6SA
NJF MISS MERCURY 623S 34.4AN
KEYS HEFTY 1P
MISS KEY GARNET 19P

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

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

Here's a low birthweight black polled Monument son from the New Design halfblood cow with low birth and high growth EPD's. Here's your heifer bull!



Lot 75

76

KEYS MONUMENT 54E

P718115

BW	WW	YW	Milk	MWW	CE	MCE
2.9	43	85	24	45	-1.1	-0.2

BD: 2/15/17

H/P/S: POLLED

COLOR: RED

BW: 88

ADJ. WW: 655

LEPTIN: TT

TENDER: 4

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

BEV MASTERPIECE 110H %SA 65.6SA
NJF MISS MERCURY 623S 25AR
KEYS HEFTY 1P 9.4AN
MISS KEY GARNET 19P

OHRR 9502 MR ROBUST 18N
MISS KEY MONIQUE 184S
MISS KEY MONIQUE 9F PLD

BADLANDS MR BEEF 805
MESSMER OPHELIA 9502
STETSON
ECR GOLD MONIQUE 899C

Check out this long sided red polled Monument son from the high carcass trait Red Angus bloodline Mr. Robust 18N that goes back to Mr. Beef 805.

77

KEYS MONUMENT 102E

P718114

BW	WW	YW	Milk	MWW	CE	MCE
3.4	50	95	21	46	-1.2	-0.9

BD: 2/24/17

H/P/S: POLLED

COLOR: RED

BW: 88

ADJ. WW: 696

LEPTIN: CT

TENDER: 7

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

BEV MASTERPIECE 110H %SA 90.6SA
NJF MISS MERCURY 623S 9.4AN
KEYS HEFTY 1P
MISS KEY GARNET 19P

S PRINCE 407P
MISS KEY NASHA 18S
MISS KEY NASHA 67N

D LIMITED EDITION 179L
S BLACK LADY 50K
KEYS TOTAL 415S
MISS KEY 87C

Excellent weaning performance on this red polled 90 + percenter. He will help you maximize your hybrid vigor on non Salers cows.



Lot 78

78

KEYS MONUMENT 57E

P718128

BW	WW	YW	Milk	MWW	CE	MCE
3.3	53	93	24	50	-0.8	-0.6

BD: 2/16/17

H/P/S: POLLED

COLOR: RED

BW: 90

ADJ. WW: 719

LEPTIN: TT

TENDER: 5

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

BEV MASTERPIECE 110H %SA 84.4SA
NJF MISS MERCURY 623S 9.4AN
KEYS HEFTY 1P 6.2AR
MISS KEY GARNET 19P

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

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

Check out this big, well built, attractive red polled Monument son. He's a TT for Leptin with outstanding growth and milk numbers!

79

KEYS MONUMENT 152E

P718121

BW	WW	YW	Milk	MWW	CE	MCE
2.4	46	86	21	44	-0.3	-0.1

BD: 3/15/17

H/P/S: POLLED

COLOR: RED

BW: 80
LEPTIN: CTADJ. WW: 696
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 90.6SA
9.4AN

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

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

A modest birthweight, good weaning and yearling numbers, all wrapped up in a great looking package and a super stout pedigree.



Lot 79

80

KEYS MONUMENT 160E

P718129

BW	WW	YW	Milk	MWW	CE	MCE
4.0	66	110	22	55	-1.1	-0.3

BD: 3/19/17

H/P/S: POLLED

COLOR: RED

BW: 92
LEPTIN: CTADJ. WW: 777
TENDER: 6

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 71.9SA
15.6AN
12.5CH

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

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

If you want to put some length and growth in your program look here! He's got it by a long shot - a power bull with big time growth numbers.



Lot 80

81

KEYS MONUMENT 149E

P718126

BW	WW	YW	Milk	MWW	CE	MCE
-0.4	38	74	20	39	0.8	-0.2

BD: 3/14/17

H/P/S: POLLED

COLOR: RED

BW: 68
LEPTIN: CTADJ. WW: 628
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 79.7SA
14.1AN
6.2AR

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

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

Here's a red polled heifer bull for you, low birth weight, excellent EPD's and a calving ease pedigree.

82

KEYS MONUMENT 177E

P718132

BW	WW	YW	Milk	MWW	CE	MCE
3.8	47	92	22	46	-1.3	-0.2

BD: 3/27/17

H/P/S: POLLED

COLOR: RED

BW: 90
LEPTIN: CTADJ. WW: 682
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 81SA
19AN

MAC CAMERON 318X
MISS KEY GISELLE 121B
MISS KEY GISELLE 148U

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

Just look at the excellent muscling and ideal conformation in this long sided red polled Monument son...excellent growth and milk numbers too.



Lot 83

83

KEYS EXPRESSO 203E

P718116

BW	WW	YW	Milk	MWW	CE	MCE
2.2	52	98	17	43	-0.6	-0.1

BD: 2/22/17

H/P/S: POLLED

COLOR: BLACK

BW: 90
LEPTIN: TTADJ. WW: 714
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 65.6SA
34.4AN

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

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

Here's a dandy black polled Monument that's really attractive. He's a TT for Leptin and a member of our Reserve Champion National Western Pen. We are retaining a semen interest.

Visit www.effertzkeyranch.com

84**KEYS MONSON 45E**

P718138

BW	WW	YW	Milk	MWW	CE	MCE
2.3	51	97	21	46	-0.6	-0.1

BD: 2/13/17

H/P/S: POLLED

COLOR: RED

BW: 85
LEPTIN: CTADJ. WW: 699
TENDER: 6

KEYS MONUMENT 24A
KEYS MONUMENT 50C
MISS KEY JAMACA 26X

[NJF FEISTS MASTERPEICE 7 %SA 57.8SA
[MISS KEY GARNET 13S 37.5AR
[JSR JAMACA 431 4.7AN
[MISS KEY BANNER 175C

JORDONS ULTIMATE RED 659U
MISS KEY REGAN 111Y
MISS KEY REGAN 143R

[JORDONS RED ROCK 858N
[OCC ERICA LASSIE 722P
[PFFR BEEF MAN 263
[MISS KEY REDWOOD 71H

Red polled power bull with lots of rib! He's 30 points above breed average for yearling weight and he shows it.



Lot 84

85**KEYS MONUMENT 191E**

P718118

BW	WW	YW	Milk	MWW	CE	MCE
1.7	43	81	21	43	-0.1	-0.6

BD: 4/6/17

H/P/S: POLLED

COLOR: RED

BW: 75
LEPTIN: CTADJ. WW: 683
TENDER: 4

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

[BEV MASTERPIECE 110H %SA 90.6SA
[NJF MISS MERCURY 623S 9.4AN
[KEYS HEFTY 1P
[MISS KEY GARNET 19P

RCM P R FIRECRACKER
MISS KEY NOREEN 109W
MISS KEY NOREEN 31R

[TFI POLLED AFTERSHOCK
[DJF POLLED LEAH 127L
[KEYS TOTAL 415S
[MISS KEY NOREEN 67K

Here's the youngest calf in the sale. Red and polled, this low birthweight "heifer bull" has that predictable Monument X Firecracker pedigree.

**86****KEYS BONFIRE 76E**

P718141

BW	WW	YW	Milk	MWW	CE	MCE
2.2	77	140	18	56	-0.2	0.1

BD: 2/20/17

H/P/S: POLLED

COLOR: BLACK

BW: 88
LEPTIN: TTADJ. WW: 831
TENDER: 9

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

[5L DIRECT FIRE 1641-6443 %SA 37.5SA
[MISS KEY RUBY 133W 50AN
[J W K NEW DESIGN 0028 12.5AR
[MISS KEY TOPCOAT 42L

O C C PROVOST 737P
MISS KEY DESIGN 86W
MISS KEY DESIGN 34P

[O C C EMBLAZON 854E
[O C C DIXIE ERICA 903E
[J W K NEW DESIGN 0028
[MISS KEY STETS 37J

Here's the powerful 3/8 Bonfire son out of the quarterblood OCC Provost X New Design cow. A whopping 831# weaning weight and huge yearling weight EPD's. The power is in the blood!



Key's Bonfire 97B, sire of Lots 86 and 87

87**KEYS BAXTER 20E**

P718142

BW	WW	YW	Milk	MWW	CE	MCE
1.9	50	106	16	41	-0.1	0.0

BD: 2/8/17

H/P/S: POLLED

COLOR: BLACK

BW: 90
LEPTIN: CCADJ. WW: 695
TENDER: 10

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

[5L DIRECT FIRE 1641-6443 %SA 50SA
[MISS KEY RUBY 133W 37.5AN
[J W K NEW DESIGN 0028 12.5AR
[MISS KEY TOPCOAT 42L

J W K NEW DESIGN 0028
MISS KEY MONIQUE 49X
MISS KEY MONIQUE 111L

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

The only other Bonfire son in the sale - this genetic combination really works! He's deep and soggy and should produce some tremendous feeding cattle. He was the lead bull in our NWSS Pen with herd bull DNA!



Lot 87

I 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
1.5	50	102	4	29	0.5	0.3

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 I

88 KEYS DIRECT FIRE 83E

P718106

BD: 2/22/17

H/P/S: POLLED

COLOR: RED

BW: 88

ADJ. WW: 756

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 EBONY 60U
MISS KEY EBONY 99K

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

With a high marbling bloodline, this attractive red polled Direct Fire 18Y son is stacked with powerful Salers and Angus genetics on both sides. Excellent growth.



Lot 88

89 KEYS DIRECT FIRE 142E

P718109

BD: 3/10/17

H/P/S: POLLED

COLOR: RED

BW: 75

ADJ. WW: 782

LEPTIN: TT

TENDER: 6

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

C A FUTURE DIRECTION 5321 %SA 62.5SA
5L FIREFLY 174-1641 25AR
RCM P R FIRECRACKER 12.5AN
MISS KEY RUBY 204R

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

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

Look, look at this red polled low birth, high growth son of the consistent high marbling sire, Direct Fire 18Y. He looks like a "Sure Fire" herdsire and has the low BW, high WW and EPD's to back it up.



2018 Denver Pen of Salers Bulls

90 KEYS DIRECT FIRE 176E

P718110

BD: 3/25/17

H/P/S: POLLED

COLOR: BLACK

BW: 80

ADJ. WW: 677

LEPTIN: CT

TENDER: 9

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

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

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

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

Here a real looker - black and polled and double bred to the 5L Direct Fire bull. This 50/50 puts it all together with a low birthweight too!



Lot 90

91

KEYS DIRECT HIT 185E

P718139

BW	WW	YW	Milk	MWW	CE	MCE
2.1	51	98	14	40	-0.2	-0.1

BD: 4/1/17

H/P/S: POLLED

COLOR: RED

BW: 80
LEPTIN: CCADJ. WW: 712
TENDER: 7

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

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

%SA 87.5SA
12.5AR

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

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

Direct Hit 185E will definitely stop you in your tracks! His dam is a donor and he should sire winners. He's the 7/8 bull that has it all.



Lot 91

92

KEYS ROADSTER 2E

P718150

BW	WW	YW	Milk	MWW	CE	MCE
0.5	43	76	27	49	0.9	-0.3

BD: 1/31/17

H/P/S: POLLED

COLOR: RED

BW: 68
LEPTIN: TTADJ. WW: 728
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 89.1SA
10.9AN

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

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

Wow! Look at this dandy low birthweight calving ease herdsire prospect out of our top Ember 3Z cow family. Need a fantastic looking, calving ease herdsire, TT with great milks numbers and a great spread from birth to weaning? Look here.



Lot 92

93

KEYS BRAVO 8E

P718144

BW	WW	YW	Milk	MWW	CE	MCE
-1.5	31	62	22	38	1.7	-0.3

BD: 2/2/17

H/P/S: POLLED

COLOR: BLACK

BW: 70
LEPTIN: TTADJ. WW: 626
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 87.5SA
12.5AN

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

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

Another calving ease TT black polled 7/8 herdsire prospect out of a first calf heifer by RAO Albert.

94

KEYS BRAVO 9E

P718145

BW	WW	YW	Milk	MWW	CE	MCE
0.5	36	71	22	39	0.8	-0.4

BD: 2/3/17

H/P/S: POLLED

COLOR: BLACK

BW: 82
LEPTIN: CTADJ. WW: 639
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 84.4SA
15.6AN

RAO ALBERT
MISS KEY MONIQUE 129C
MISS KEY MONIQUE 72Z

NJF TOP LEVEL 39X
RAO WAUMA 914W
BR BAND WARRIOR 012
MISS KEY MONIQUE 81W

Here we go again - a Bravo X Albert bred herd bull. He's black and polled and really good looking with a low birthweight and out of a first calf heifer.



Lot 95

95

KEYS BRAVO 51E

P718146

BW	WW	YW	Milk	MWW	CE	MCE
4.2	45	84	21	44	-1.2	-0.8

BD: 2/15/17

H/P/S: POLLED

COLOR: RED

BW: 94
LEPTIN: TTADJ. WW: 689
TENDER: 1

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

NJF FEISTS MASTERPEICE 7
MISS KEY CHANDRA 133C TW
MISS KEY CHANDRA 175W

BEV MASTERPIECE 110H
NJF MISS MERCURY 623S
RCM P R FIRECRACKER
MISS KEY CHANDRA 10R

Here's the red polled purebred bull with a TT for Leptin that you are looking for with BEV Masterpiece and Firecracker on the bottom side and calving ease Bravo on top.

96

KEYS BRAVO 105E

P718149

BW	WW	YW	Milk	MWW	CE	MCE
2.6	43	82	18	39	-0.3	-0.3

BD: 2/25/17

H/P/S: POLLED

COLOR: BLACK

BW: 90
LEPTIN: TTADJ. WW: 648
TENDER: 1

PCSL ZEUS
PCSL BRAVO
PCSL YULETIDE

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

%SA 82.8SA
10.9AN
6.3AR

KEYS CAMERON 219Z
MISS KEY KRISTIN 48C
MISS KEY KRISTIN 210X

MAC CAMERON 318X
MISS KEY ELITA 199U
WARD 793 MASTER PLAN 43L
MISS KEY KRISTIN 1T

Good performance numbers out of a first calf heifer, this smooth shouldered, long bodied, good looking black polled herd bull goes back to Cameron and Master Plan...proven.



Lot 96

97

KEYS BRAVO 29E

P719083

BW	WW	YW	Milk	MWW	CE	MCE
1.8	37	77	18	37	-0.1	-0.2

BD: 2/9/17

H/P/S: POLLED

COLOR: BLACK

BW: 86
LEPTIN: TTADJ. WW: 619
TENDER: 9

PCSL ZEUS
PCSL BRAVO
PCSL YULETIDE

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

%SA 73.4SA
6.3AR
20.3AN

KEYS CAMERON 219Z
MISS KEY DARCY 116C
MISS KEY DARCY 38U

MAC CAMERON 318X
MISS KEY ELITA 199U
SUMMITCREST TRUE GRIT 7R06
MISS KEY DESIGN 209M

This could be a tremendous carcass trait heifer bull that's a TT for Leptin and a 9 for tenderness with excellent performance out of a first calf heifer.

98

KEYS BRAVO 153E

P718143

BW	WW	YW	Milk	MWW	CE	MCE
0.9	33	57	24	40	0.6	-0.4

BD: 3/15/17

H/P/S: POLLED

COLOR: BLACK

BW: 84
LEPTIN: CTADJ. WW: 650
TENDER: 5

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 BANNER 92T
MISS KEY BANNER 175C

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

This black polled purebred heifer bull has balanced EPD's, a modest birthweight and a full brother that sold to Greg Hanson in last year's sale.

99

KEYS CAMERON 14E

P718113

BW	WW	YW	Milk	MWW	CE	MCE
3.1	49	98	12	37	-0.2	0.5

BD: 2/5/17

H/P/S: POLLED

COLOR: BLACK

BW: 82
LEPTIN: CTADJ. WW: 651
TENDER: 7

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

HA THUNDER T705
MAC TALLIE 234T
OHRR 9502 MR ROBUST 18N
MISS KEY ELITA 78P

%SA 71.9SA
25AR
3.1AN

KEYS LONGSHOT 1X
MISS KEY COURTNEY 14A
MISS KEY COURTNEY 64Y

SC PLD BLK TRADER 107T
MISS KEY MELODY 114P
5L DIRECT FIRE 1641-6443
MISS KEY COURTNEY 19N

He's long bodied and that's in his pedigree. His dam has an average birthweight of 66# on 3 calves. His calves will really perform.



Keys Cameron 219Z, sire or grandsire of Lots 99-103

100

KEYS CAMERON 89E

P718111

BW	WW	YW	Milk	MWW	CE	MCE
2.2	52	114	8	34	-0.2	0.4

BD: 2/22/17

H/P/S: POLLED

COLOR: BLACK

BW: 90
LEPTIN: CTADJ. WW: 665
TENDER: 7

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

HA THUNDER T705
MAC TALLIE 234T
OHRR 9502 MR ROBUST 18N
MISS KEY ELITA 78P

%SA 46.9SA
15.6AN
12.5AR
25MA

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

J W K NEW DESIGN 0028
MISS KEY PRIDE 82L

Look at the length and growth in this stout made, long bodied Cameron son whose dam has averaged \$4100 on three consecutive bulls. Consistent breeding here.

101

KEYS CAMERON 115E

P718112

BW	WW	YW	Milk	MWW	CE	MCE
0.2	44	93	13	35	0.9	0.7

BD: 2/28/17

H/P/S: POLLED

COLOR: BLACK

BW: 70
LEPTIN: CTADJ. WW: 651
TENDER: 7

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

HA THUNDER T705
MAC TALLIE 234T
OHRR 9502 MR ROBUST 18N
MISS KEY ELITA 78P

%SA 71.9SA
15.6AN
12.5AR

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

Another long Cameron son with a low birthweight and excellent growth. His dam produced a \$5000 bull in the 2015 sale. Good numbers!

102 KEYS COSMO 182E P718134

BW	WW	YW	Milk	MWW	CE	MCE
1.5	59	110	12	42	0.1	0.2

BD: 3/30/17

H/P/S: POLLED

COLOR: BLACK

BW: 80

ADJ. WW: 692

LEPTIN: CT

TENDER: 6

KEYS CAMERON 219Z
KEYS CAMERON 38C
MISS KEY EBONY 168X

MAC CAMERON 318X
MISS KEY ELITA 199U
NJF TOP LEVEL 41T
MISS KEY EBONY 34L

%SA 67.2SA
26.6AN
6.2AR

O C C PROVOST 737P
MISS KEY TOREY 101U
MISS KEY PATIENCE 24R

O C C EMBLAZON 854E
O C C DIXIE ERICA 903E
KEYS STEALTH 41M
MISS KEY PATIENCE 31M

Here's the next generation 38C son with outstanding numbers - 80# BW, 692# WW and super EPD's. He'll work.

103 KEYS COSMO 186E P718135

BW	WW	YW	Milk	MWW	CE	MCE
0.4	63	121	17	49	0.7	0.7

BD: 4/2/17

H/P/S: POLLED

COLOR: BLACK

BW: 75

ADJ. WW: 757

LEPTIN: TT

TENDER: 4

KEYS CAMERON 219Z
KEYS CAMERON 38C
MISS KEY EBONY 168X

MAC CAMERON 318X
MISS KEY ELITA 199U
NJF TOP LEVEL 41T
MISS KEY EBONY 34L

%SA 54.7SA
37.5AN
6.2AR
1.6BV

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

Another great 38C son, black and polled and a TT for Leptin with a 75# BW and 757# WW. He's got a herdsire look, he's one of the best in the book!

104 KEYS CAMRY 81E P718157

BW	WW	YW	Milk	MWW	CE	MCE
4.2	46	94	13	36	-1.5	0.0

BD: 2/21/17

H/P/S: POLLED

COLOR: BLACK

BW: 98

ADJ. WW: 667

LEPTIN: CC

TENDER: 7

MAC TOPEKA 159T
NJF CAMRY 7C
NJF MISS STETSON 3000A

MAC NOX 382N
MAC ROYANN 100R
TSB STETSON 97S
NJF MISS FEIST 023X

%SA 62.5SA
25CH
12.5AN

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

Here's a black polled, big bodied Camry 7C son out of a black half Charolais cow. He'll put pounds in the calf crop...thick and good looking'.



Lot 104

105 KEYS CAMRY 66E P718156

BW	WW	YW	Milk	MWW	CE	MCE
3.8	48	96	17	41	-1.1	0.3

BD: 2/18/17

H/P/S: POLLED

COLOR: BLACK

BW: 90

ADJ. WW: 694

LEPTIN: CT

TENDER: 7

MAC TOPEKA 159T
NJF CAMRY 7C
NJF MISS STETSON 3000A

MAC NOX 382N
MAC ROYANN 100R
TSB STETSON 97S
NJF MISS FEIST 023X

%SA 82.8SA
10.9AN
6.3AR

KEYS CAMERON 219Z
MISS KEY KRISTIN 8B
MISS KEY KRISTIN 210X

MAC CAMERON 318X
MISS KEY ELITA 199U
WARD 793 MASTER PLAN 43L
MISS KEY KRISTIN 1T

Here's the big time growth bull with tremendous yearling stats. He's big framed, long bodied and will really stretch out your calf crop.

106 KEYS CAMRY 98E P718153

BW	WW	YW	Milk	MWW	CE	MCE
4.4	47	92	19	43	-1.4	0.0

BD: 2/23/17

H/P/S: POLLED

COLOR: BLACK

BW: 92

ADJ. WW: 656

LEPTIN:

TENDER:

MAC TOPEKA 159T
NJF CAMRY 7C
NJF MISS STETSON 3000A

MAC NOX 382N
MAC ROYANN 100R
TSB STETSON 97S
NJF MISS FEIST 023X

%SA PURE-BRED

KEYS LONGSHOT 1X
MISS KEY NAOMI 33B
MISS KEY NAOMI 88Z

SC PLD BLK TRADER 107T
MISS KEY MELODY 114P
MAC CAMERON 318X
MISS KEY NAOMI 202U

This long beefy Camry 7C son is a black polled purebred that will sire tremendous hybrid vigor in your calf crop.

107 KEYS CAMRY 109E P718160

BW	WW	YW	Milk	MWW	CE	MCE
2.1	45	92	21	43	-0.4	0.4

BD: 2/27/17

H/P/S: POLLED

COLOR: BLACK

BW: 85

ADJ. WW: 701

LEPTIN: CT

TENDER: 9

MAC TOPEKA 159T
NJF CAMRY 7C
NJF MISS STETSON 3000A

MAC NOX 382N
MAC ROYANN 100R
TSB STETSON 97S
NJF MISS FEIST 023X

%SA 90.1SA
9.9AN

DJF 850Y
MISS KEY RICKI 149B
MISS KEY RICKI 43T

SRS WYATT EARP 965W
DJF UNIQUE 850U
KEYS HEFTY 1P
MISS KEY RICKI 59R

Another high percentage Camry son with great tenderness numbers and a 700 + # weaning weight. He'll grow on you.

108 KEYS CAMRY 111E P718154

BW	WW	YW	Milk	MWW	CE	MCE
5.4	57	101	21	49	-1.8	0.0

BD: 2/28/17

H/P/S: POLLED

COLOR: BLACK

BW: 94

ADJ. WW: 709

LEPTIN: CC

TENDER: 5

MAC TOPEKA 159T
NJF CAMRY 7C
NJF MISS STETSON 3000A

MAC NOX 382N
MAC ROYANN 100R
TSB STETSON 97S
NJF MISS FEIST 023X

%SA PURE-BRED

KEYS LONGSHOT 1X
MISS KEY CASCADE 115B
BODINE'S MISS Z375

SC PLD BLK TRADER 107T
MISS KEY MELODY 114P
KEYS ROCKSTAR 95X
GGT P BK CASCADE 375W

Pay attention to this black polled purebred that offers maximum heterosis and outstanding performance.

109

KEYS CAMRY 127E

P718159

BW	WW	YW	Milk	MWW	CE	MCE
2.2	49	99	22	46	-0.4	0.3

BD: 3/4/17

H/P/S: POLLED

COLOR: BLACK

BW: 85
LEPTIN: CC

ADJ. WW: 726
TENDER: 7

MAC TOPEKA 159T
NJF CAMRY 7C
NJF MISS STETSON 3000A

[MAC NOX 382N
MAC ROYANN 100R
TSB STETSON 97S
NJF MISS FEIST 023X

%SA 87.5SA
12.5AN

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

Here's a big framed, big bodied 7/8 Camry son - black and polled with a 7 tenderness score and going back to a New Design granddam for extra performance.



Lot 109

110

KEYS TRUE GRIT 48E

P718105

BW	WW	YW	Milk	MWW	CE	MCE
0.0	39	82	8	27	0.5	0.4

BD: 2/15/17

H/P/S: POLLED

COLOR: BLACK

BW: 80
LEPTIN: CT

ADJ. WW: 636
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 21.8SA
34.4AN
43.8CH

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

Calving ease and style to burn. This low birthweight True Grit son should load his calves with carcass quality and yield.



Lot 110



2018 Drake Bull Days with Steph and Bryan's sons Adam and Collin

111 KEYS BOUNTY HUNTER 39E P718163

BW	WW	YW	Milk	MWW	CE	MCE
2.4	48	91	10	34	-0.4	0.1

BD: 2/12/17

H/P/S: POLLED

COLOR: BLACK

BW: 85
LEPTIN: CT

ADJ. WW: 686
TENDER: 1

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

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

%SA 18.8SA
50CH
18.7AN
12.5AR

KEYS DIRECT FIRE 18Y
MISS KEY MELODY 168A
MISS KEY MELODY 85U

5L DIRECT FIRE 1641-6443
MISS KEY RUBY 133W
SUMMITCREST TRUE GRIT 7R06
MISS KEY MELODY 31S

This black polled half Charolais bull has power in the blood! Bounty Hunter (red Charolais) on the high marbling Direct Fire 18Y (Salers) and the high marbling Angus genetics of Summit Crest True Grit!



Jesse Nykoliation
Tri-N Bounty Hunter, Charolais sire of Lots 111-114

112 KEYS BOUNTY HUNTER 55E P718162

BW	WW	YW	Milk	MWW	CE	MCE
1.7	39	78	14	33	-0.1	-0.2

BD: 2/15/17

H/P/S: POLLED

COLOR: BLACK

BW: 88
LEPTIN: CC

ADJ. WW: 675
TENDER: 1

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

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

%SA 25SA
50CH
25AN

BR BAND WARRIOR 012
MISS KEY NOREEN 80Z
MISS KEY NOREEN 173W

IDEAL 7773 OF 332 3403
IDEAL 705 OF ONWARD 214
NJF TOP LEVEL 41T
MISS KEY NOREEN 26N

Another one of only four half Charolais bulls in this year's offering and he's black and polled and darn good to look at! Good numbers on a mellow, easy fleshing performer.



Lot 112

113 KEYS BOUNTY HUNTER 77E P718161

BW	WW	YW	Milk	MWW	CE	MCE
2.9	50	91	8	33	-0.7	0.0

BD: 2/21/17

H/P/S: POLLED

COLOR: RED

BW: 90
LEPTIN: CC

ADJ. WW: 705
TENDER: 4

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

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

%SA 12.5SA
75CH
12.5AN

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

Here's the deep red polled 3/4 Charolais bull that goes back to the bull test winning New Design 0028 Angus bloodline on the bottom. He'll work.



Lot 113

114 KEYS BOUNTY HUNTER 79E P719084

BW	WW	YW	Milk	MWW	CE	MCE
2.7	41	76	12	33	-0.3	0.0

BD: 2/21/17

H/P/S: POLLED

COLOR: BLACK

BW: 88
LEPTIN: CT

ADJ. WW: 655
TENDER: 3

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

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

%SA 43.8SA
50CH
6.2AN

KEYS LONGSHOT 1X
MISS KEY MONIQUE 56A
MISS KEY MONIQUE 24Y

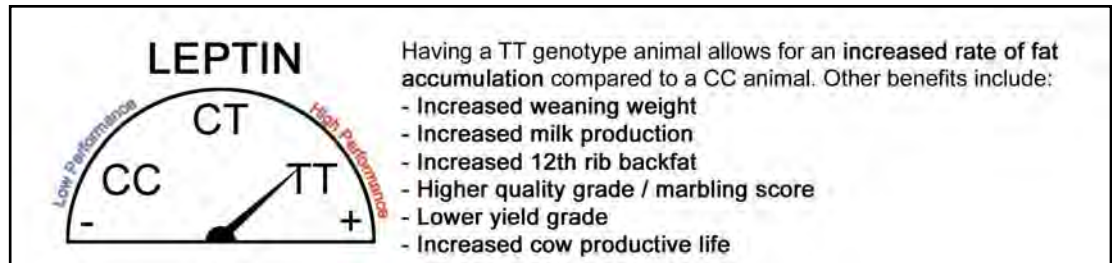
SC PLD BLK TRADER 107T
MISS KEY MELODY 114P
NJF TOP LEVEL 41T
MISS KEY MONIQUE 6T

This black polled half Charolais is out of the predictable Long Shot with Top Level breeding on the bottom side.



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.



	BW	WW	YW	CE	MCE	MTNL
CHAROLAIS	0.3	29.0	52.9	5.1	5.4	23.4
SALERS	2	33.5	64.8	0	0.01	35.1

Breed	BW	WW	YW	Mat Milk	Marbling	REA	Fat Th	Carcass Wt
Angus	0.0	0.0	0.0	0.0	0.00	0.00	0.000	0.0
Hereford	1.6	-18.2	-42.1	-14.1	-0.29	-0.06	-0.075	-72.4
Red Angus	2.3	-28.3	-35.4	5.5	-0.13	0.06	-0.017	-16.6
Shorthorn	4.2	-39.8	-32.8	3.6	-0.13	0.60	-0.103	-18.3
South Devon	2.3	-32.5	-55.2	14.1	-0.47	0.66	-0.220	-67.2
Beefmaster	4.5	21.9	-0.3	9.9				
Brahman	10.6	49.5	15.8	19.4	-0.64	0.10	-0.169	-33.9
Brangus	3.3	13.9	4.5	12.3				
Santa Gertrudis	4.8	38.3	38.4	17.7	-0.46	0.04	-0.086	-8.8
Braunvieh	2.4	-24.0	-43.3	4.7	-0.58	1.11	-0.107	-48.9
Charolais	6.9	32.5	23.2	5.5	-0.26	1.21	-0.204	8.1
Chiangus	2.8	-19.3	-29.9	0.9	-0.16	0.57	-0.095	-18.5
Gelbvieh	2.8	-22.3	-32.1	6.5	-0.25	0.86	-0.103	-20.2
Limousin	1.7	-21.5	-46.9	-7.4	-0.22	1.13	-0.101	-21.6
Maine Anjou	2.4	-33.3	-52.4	-7.0	-0.44	0.93	-0.184	-33.0
Salers	0.9	-16.5	-46.3	8.1	0.06	1.03	-0.179	-46.7
Simmental	2.9	-8.9	-14.9	3.8	-0.21	0.51	-0.105	-2.9
Tarentaise	3.4	18.5	-11.6	20.8				

Bulls of different breeds can be compared on the same EPD scale by adding the appropriate adjustment factor to the EPDs produced in the most recent genetic evaluations for each of the eighteen breeds. Normally, the EPDs of the

animals from different breeds cannot be compared because most of the breed associations compute their EPDs in separate analyses and each breed has a different base point. The across-breed adjustment factors allow producers to compare the EPDs for animals from different breeds for these traits. These factors adjust the EPDs to an Angus base (chosen arbitrarily).



TERMS & CONDITIONS

Terms: Terms of the sale are cash or check payable immediately upon conclusion of the sale and before animals are moved. Seller will reserve the right to require a certified check as settlement before releasing any cattle.

Insurance of Purchases and Risk: All animals are the owner's risk prior to their sale and become the buyer's property as soon as declared sold by the auctioneer. Insurance will be available when making settlement.

Bidding: All animals sell to the highest bidder. Any disputes or challenges regarding bids will be settled by the auctioneer and his decision will be final.

Health: All animals will have proper individual health certificates, making them eligible for transport to destinations within the U.S.

Registration and Transfer: Please notify us when making settlement if you want registration papers.

Announcements: Any errors or changes of information contained in the catalog will be announced from the auction block and such announcements shall take precedence over information contained herein.

Breeding Guarantee: Bulls ... If a yearling bull fails to pass a semen test at turnout time, he may be returned to Effertz Key Ranch if healthy and in adequate condition. The buyer can select a suitable replacement or receive credit for the purchase price in our next bull sale.

Liabilities: All persons who attend the sale do so at their own risk and Effertz Key Ranch and Auction Effertz, Ltd. assume no liability for any loss or injury to livestock due to theft, mysterious disappearance, sickness, improper handling or Act of God. It is to be clearly understood that Auction Effertz, Ltd. and its representatives act only as a medium between the buyer and seller. They are not responsible in any way for any failure on the part of the buyer and the seller to live up to their obligations or for the truth of any warranties or representation, expressed or implied. Neither does Auction Effertz, Ltd. assume any financial obligations to collect or enforce collection of monies between parties. Any legal action that may in exceptional cases be taken, must be between the buyer and seller.

Contract: The above terms and guarantee constitute a contract between buyer and seller of each animal sold.

Mail Bids: Mail or wire bids may be furnished. Bids must be in the hands of the Sale Management in ample time prior to the sale date and will be handled in strict confidence.



Auction Effertz, Ltd.

Your Market Masters

NEIL & JAN EFFERTZ

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40th Annual Bull Sale
Thursday, March 8, 2018



Lot 95



Lot 91

**Rugby Livestock,
Rugby, ND**

1 p.m. CST

**114 Charolais &
Salers Optimizer Bulls**

Auctioneer: Jered Shipman

EFFERTZ
KEY RANCH



Lot 59



Lot 110

