

EFFERTZ KEY RANCH

Effertz Key Ranch
43rd Annual Bull Sale
Thursday, March 11, 2021

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



**Offering
121 Lots**
76 Charolais
Bulls
45 Salers
Optimizer Bulls



Catalog and Videos
online at:
www.effertzkeyranch.com

LiveAuctions.TV
2.0

Mariah Miller - 712-294-4731



HIGH-IMPACT GENETICS ...



Welcome to our 43rd 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 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 76 Charolais bulls, some of which carry a buckskin gene and even though are purebred Charolais, have different shades of red hide. Some of these red-hided bulls will throw black hide on black cows. Be sure to look at the red Charolais bulls – we have an exceptional group this year.

The Salers offering includes 45 bulls, both red and black hides with varying percentages of Angus and Salers.

At the end of the test, the bulls will be weighed and ultrasounded for loin eye and marbling. These measurements will be incorporated into our exclusive profit index which does a good job of sorting the bulls. This data will be available on our website www.effertzkeyranch.com about February 20.

Videos of the sale bulls are now on the website www.effertzkeyranch.com.

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

On the feeder calf front, we have results on the 140 head we put through a Tyson NHTC program last year. We then compared the data to the feeders we put through a commodity program in

Colorado the previous year. The non-implanted cattle finished with a 66% yield compared to 62% for our implanted cattle from the previous year and percent choice essentially doubled from 40 to 80 percent on the non-implanted cattle. Our conclusion is the continental cross cattle will be sought after in future audited value-added programs. Going forward we are pursuing more options in these programs. Please contact any of us if you are interested.

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 or questions, feel free to call one of us on our cell phones:

Roger: 701-720-1156 • Kevin: 701-720-1363

Bryan Dean: 701-720-0802 • Neil: 701-471-0153

We will be happy to help you with trucking arrangements after the sale. I feel good about this industry and we look forward to doing business with new and old friends on March 11.

Roger Effertz and the EKR Crew



43rd Annual Bull Sale

Thursday, March 11, 2021

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



Selling 121 Lots

76 Charolais Bulls pages 2 - 18
45 Salers Optimizer Bulls..... pages 19 - 28

Sale Day Phones:

Neil Effertz (cell) 701-471-0153
Roger Effertz (cell) 701-720-1156
Kevin Effertz (cell) 701-720-1363
Bryan Dean (cell) 701-720-0802

Auctioneer:

Jered Shipman 806-983-7226

Join Us!

The bulls will be penned and ready to look at Wednesday,
March 10.

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
Weston Geppert, Charolais Journal 605-933-1387
Dean Pike, American Salers 303-810-7605
Kris Petersen, Special Assignment 701-339-0305
Kirby Goettsch, Farm & Ranch Guide 605-380-3939
Tony Heins, Cattle Business Weekly 701-400-4435
Scott Ressler, North Dakota Stockman 701-391-7310

Area Motel:

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

Our Exclusive Profit Index:

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

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

Rob Bodine, Feeder Cattle Representative 701-626-2244

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 -
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), Bryan Dean (701-720-0802) or any of the special representatives to discuss the bulls and arrange to place a bid.



Check out the new website for liveauctions.tv - it's great. No app is required but you will need to re-register. If you need assistance contact support 817-725-8595 or Mariah Miller 712-294-4731.



Gerald Effertz Family • P.O. Box 640 • Velva, ND 58790-0640
ekrinc@srt.com • www.effertzkeyranch.com

Kevin: (701) 720-1363 • Roger: (701) 720-1156
Neil: (701) 471-0153 • Bryan Dean: 701-720-0802

A**KEY'S BALLYHOO 77D**

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

BW	WW	YW	Milk	TSI	% Rank	MTNL
0.5	31	81	8	228.4	10	24

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

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

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

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

Ballyhoo is a rancher's delight, powerful, rugged, moderate birthweight herdsire whose high performance sons are deep and easy fleshing and whose daughters milk well. At the end of the breeding season, he's always in the best condition of any of our herd bulls.

**Ref. Sire A****1****KEYS BALLYHOO 1H****M943901**

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.8	25	58	15	204.40	50	27

BD: 2/8/20

H/P/S: POLLED

COLOR: WHITE

BW: 90
LEPTIN: CT

ADJ. WW: 670

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

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

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

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

A very complete, well balanced Ballyhoo son out of a highly maternal, heavy milking cow. Her bull in last year's sale brought \$8000, selling to Kit James, Alexander, ND.

2**KEYS BALLYHOO 7H****M943904**

BW	WW	YW	Milk	TSI	% Rank	MTNL
3.8	28	69	5	214.64	25	19

BD: 2/14/20

H/P/S: POLLED

COLOR: WHITE

BW: 105
LEPTIN: TT

ADJ. WW: 642

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

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

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

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

Probably the longest bodied Ballyhoo son in the sale. Length is weight and that length comes at birth and is expressed big time as the bull matures. He had an 4.2 ADG on his mid-test weight and is a TT for Leptin.

3**KEYS HOOPER 24H****M943908**

BW	WW	YW	Milk	TSI	% Rank	MTNL
0.8	30	67	10	214.40	25	24

BD: 2/21/20

H/P/S: POLLED

COLOR: WHITE

BW: 92
LEPTIN: TT

ADJ. WW: 715

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

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

KEYS 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

Here's a herdsire. This bull has the look, design, muscle composition and pedigree. He had a 4.93 midtest ADG, a TT for Leptin and is out of Nora 94Z, the dam of our young herd sire Frontier.

**Lot 3****4****KEYS HENRY HOO 79H****M943918**

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.7	34	72	4	216.58	20	21

BD: 3/4/20

H/P/S: POLLED

COLOR: WHITE

BW: 90
LEPTIN: CT

ADJ. WW: 752

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

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

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

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

Keys Henry Hoo is out of an excellent producing Tenacious cow. He carries the style and profile to get him noticed, long and clean through his neck and shoulders, straight topped and a well muscled rear quarter.

**Lot 4****2**

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

5 KEYS BALLYHOO 82H TW M943920

BW	WW	YW	Milk	TSI	% Rank	MTNL
3.6	35	79	13	222.59	15	30

BD: 3/4/20

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 636

LEPTIN: TT

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

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

OW MAXIMIZER 3041 PLD
MISS KEY DAWN 78D
MISS KEY DAWN 93B

DC-OW MAXIMIZER 385PLD
OW MISS SANDCREEK Y46
KEYS JAXSON 200Y ET
MISS KEY DAWN 291R

Lots 5 and 7 are twins out of one of the deepest bodied, heaviest milking cows in our herd. She raised both of them, did a great job and bred right back for an early calf again. These two bulls are very similar in type, both are TT for Leptin.



Lot 5

6 KEYS BALLYHOO 83H M943921

BW	WW	YW	Milk	TSI	% Rank	MTNL
2	39	87	9	231.24	4	29

BD: 3/4/20

H/P/S: POLLED

COLOR: WHITE

BW: 91

ADJ. WW: 762

LEPTIN: TT

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

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

KEYS BENTLEY 134B
MISS KEY HEATHER 44D
MISS KEY HEATHER 66Y

KEYS JAXSON 200Y ET
MISS KEY LEANNE 32W
KEYS SPECIALIST 18U
MISS KEY HEATHER 207R

A standout Ballyhoo bull. He's got the volume, capacity and muscle design to be an excellent herd bull. His mid-test ADG was 4.37.



Lot 6

7 KEYS BALLYHOO 81H TW M943919

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.4	35	78	13	222.32	15	30

BD: 3/4/20

H/P/S: POLLED

COLOR: WHITE

BW: 85

ADJ. WW: 670

LEPTIN: TT

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

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

OW MAXIMIZER 3041 PLD
MISS KEY DAWN 78D
MISS KEY DAWN 93B

DC-OW MAXIMIZER 385PLD
OW MISS SANDCREEK Y46
KEYS JAXSON 200Y ET
MISS KEY DAWN 291R

Lots 5 and 7 are twins out of one of the deepest bodied, heaviest milking cows in our herd. She did a great job raising both of them and bred right back for an early calf again. They are very similar in type, both are TT for Leptin.

8 KEYS BALLYHOO 88H M943923

BW	WW	YW	Milk	TSI	% Rank	MTNL
0.9	24	61	10	209.43	40	22

BD: 3/5/20

H/P/S: POLLED

COLOR: WHITE

BW: 92

ADJ. WW: 706

LEPTIN: CT

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

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

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

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

A nicely patterned bull with a modest birth EPD of 0.9.



Lot 9

9 KEYS BALLYHOO 94H TW M943925

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.4	31	66	5	209.11	40	20

BD: 3/7/20

H/P/S: POLLED

COLOR: WHITE

BW: 80

ADJ. WW: 812

LEPTIN: CT

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

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

KAYR MAINSTREET 910A
MISS KEY WHITLEY 188D
MISS KEY WHITLEY 4W

ROLLING D CLASSIC 878U
KAYR MISS 910W
KEYS TEN-ACIOUS 166S
BC MISS EQUALIZER 60S

A light birth weight son of Ballyhoo, he's an easy-doing bull with exceptional capacity and depth of rib. Mid-test ADG of 4.53.

10

KEYS BALLYHOO 104H

M943930

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.3	40	82	6	225.80	7	26

BD: 3/9/20

H/P/S: POLLED

COLOR: WHITE

BW: 92

ADJ. WW: 813

LEPTIN: CT

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

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

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

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

One of the top Ballyhoo sons in the sale. This bull is a standout, nice headed, wide topped, good footed, deep ribbed, with a well muscled top and rear quarter. Midtest ADG of 4.57 and WDA of 4.15.



Lot 10

11

KEYS BALLYHOO 153H

M949124

BW	WW	YW	Milk	TSI	% Rank	MTNL
0.4	39	79	9	224.52	9	28

BD: 3/23/20

H/P/S: POLLED

COLOR: WHITE

BW: 83

ADJ. WW: 839

LEPTIN: TT

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

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

OW MAXIMIZER 3041 PLD
MISS KEY BRANDY 26D
MISS KEY BRANDY 90B

DC-OW MAXIMIZER 385PLD
OW MISS SANDCREEK Y46
KEYS SPECIALIST 18U
MISS KEY BRANDY 88W

Here's a moderate, thick, muscular beef bull by Ballyhoo. He's complete made with herd improving numbers, a moderate BW of 83 lbs, WW of 839 lbs, ratio 111, TT for Leptin and out of a nice uddered Maximizer dam.



Lot 11

12

KEYS BALLYHOO 157H

M949125

BW	WW	YW	Milk	TSI	% Rank	MTNL
1	23	54	6	200.79	60	18

BD: 3/23/20

H/P/S: POLLED

COLOR: WHITE

BW: 88

ADJ. WW: 688

LEPTIN: TT

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

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

KEYS BONUS 3B
MISS KEY FAME 5D
MISS KEY FAME 24B

KEYS BONUS 3Y
MISS KEY LIPPI 9Z
KEYS WISHBONE 40Y
MISS KEY FAME 1X

This nice, made attractively profiled bull will catch your eye. By Ballyhoo and out of a Bonus dam, there's calving ease and top notch maternal traits bred into this well balanced, structurally correct bull.

13

KEYS BALLYHOO 172H

M949126

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.4	24	51	8	196.27	75	20

BD: 3/28/20

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 747

LEPTIN: TT

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

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

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

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

Here's a long sided, attractive bull with exceptional thickness and muscle. He's square made and stands wide on all four corners. His smaller framed dam consistently produces calves with excellent muscle expression. TT for Leptin.



Last August we bought Denver Goodman's NHTC audited feeder cattle that sold at the top of the Superior video auction that day. The 400 head of crossbred calves sired by Effertz Key Ranch bulls have had virtually no health problems, are gaining well and have great dispositions.

B**KEYS FOREMAN 9F**

BIRTH DATE: 2/12/18 H/P/S: POLLED COLOR: WHITE REG. #: M913467
 BW: 90 ADJ. WW: 814 ADJ. YW: 1526 REA: 16.21 LEPTIN: CT

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.7	39	78	0	224.63	15	20

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

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

KEYS TEN-ACIOUS 166S
 MISS KEY KRISTEN 63K
 KEYS CHUMLEY 8R
 MISS KEY MEG 4R
 SCR BRONXO 9026
 MISS KEY DENISE 355M
 VC BACK TO THE FUTURE
 MISS KEY CHARZADA 101U

Foreman is a very high performing All State son out of a great Jaxson cow. We own him with Wayne Schultz from Streeter. He's in the top 15% of the bred for TSI and is throwing that growth and performance in his calves. Careful, they will grow on you!!

**Ref. Sire B****14****KEYS CHAIRMAN 2H****M943902**

BW	WW	YW	Milk	TSI	% Rank	MTNL
-1.9	34	71	5	221.49	15	22

BD: 2/9/20

H/P/S: POLLED

COLOR: WHITE

BW: 78

ADJ. WW: 797

LEPTIN: TT

KEYS ALL STATE 149X
KEYS FOREMAN 9F
 MISS KEY CHARZADA 108A

OW MAXIMIZER 3041 PLD
MISS KEY GORGEOUS 22D
 MISS KEY GORGEOUS 4B

KEYS SPECIALIST 18U
 MISS KEY MEG 2T
 KEYS JAXSON 200Y ET
 MISS KEY CHARZADA 14X
 DC-OW MAXIMIZER 385PLD
 OW MISS SANDCREEK Y46
 KEYS BONUS 3Y
 MISS KEY GORGEOUS 90Z

Keys Chairman is a major league herdsire prospect with a powerful look and performance to spare. His heavy milking, nicely uddered, moderately framed dam is from the Gorgeous cow family that produced Ballyhoo. Chairman has excellent EPDs, a modest 78lbs BW, a TT for Leptin and a mid-test ADG of 4.46. Retaining 1/3 semen interest.

**Lot 14****15****KEYS FOREMAN 15H****M943906**

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.8	39	78	4	223.30	15	23

BD: 2/17/20

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 804

LEPTIN: CT

KEYS ALL STATE 149X
KEYS FOREMAN 9F
 MISS KEY CHARZADA 108A

KEYS BONUS 3Y
MISS KEY MAYBELLINE 11A
 MISS KEY MAYBELLINE 84Y

KEYS SPECIALIST 18U
 MISS KEY MEG 2T
 KEYS JAXSON 200Y ET
 MISS KEY CHARZADA 14X
 CARDINALS LAD K566P
 MISS KEY DENISE 14W
 SCR BRONCO 9026
 MISS KEY MAYBELLINE 236R

Here's a top herdsire prospect out of our first calf crop from Foreman who sold in our 2019 bull sale to Wayne Schulz. This bull is attractive and super fronted with plenty of length and thickness. Mid-test ADG of 5.03 and a WDA of 4.23 after the first 71 days on feed. Retaining 1/4 interest.

**Lot 15****16****KEYS FOREMAN 39H****M943912**

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.6	29	58	1	202.13	60	16

BD: 2/25/20

H/P/S: POLLED

COLOR: WHITE

BW: 92

ADJ. WW: 673

LEPTIN: TT

KEYS ALL STATE 149X
KEYS FOREMAN 9F
 MISS KEY CHARZADA 108A

KEYS SPECIALIST 18U
MISS KEY BISKIT 101Z
 MISS KEY BISKIT 108S

KEYS SPECIALIST 18U
 MISS KEY MEG 2T
 KEYS JAXSON 200Y ET
 MISS KEY CHARZADA 14X
 KEYS TEN-ACIOUS 166S
 MISS KEY KRISTEN 63K
 CEDER SPRINT 901-Y
 MISS KEY BISKIT 177L

A front end Foreman son with an ADG of 4.73 in the first 71 days on feed. He's a TT for Leptin and fits right in with this excellent set of Foreman sired bulls.

**Lot 16**Visit www.effertzkeyranch.com

17 KEYS FOREMAN 30H M943910

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.3	36	69	4	215.89	25	22

BD: 2/24/20 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 710
LEPTIN: TT

KEYS ALL STATE 149X
KEYS FOREMAN 9F
MISS KEY CHARZADA 108A

KEYS PROGRESSIVE 170Z
MISS KEY EQUALIZER 177D
BC MISS EQUALIZER 605

KEYS SPECIALIST 18U
MISS KEY MEG 2T
KEYS JAXSON 200Y ET
MISS KEY CHARZADA 14X

KEYS CHARLES BRONSON 2U
MISS KEY MEG 2T
HBR EQUALIZER 940 P ET
BC MISS GODFATHER 413

Another excellent son of Foreman. The Foreman sired bulls in this sale, as a group, are right at the top in terms of look, design, muscle definition and performance. Don't miss out on this one, he'll work!

18 KEYS FOREMAN 42H M943913

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.3	42	77	6	221.56	15	27

BD: 2/25/20 H/P/S: POLLED COLOR: WHITE BW: 97 ADJ. WW: 807
LEPTIN: TT

KEYS ALL STATE 149X
KEYS FOREMAN 9F
MISS KEY CHARZADA 108A

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

KEYS SPECIALIST 18U
MISS KEY MEG 2T
KEYS JAXSON 200Y ET
MISS KEY CHARZADA 14X

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

Out of a Maximizer dam, this Foreman son is tremendously thick from front to rear. He's really stout made, a TT for Leptin with a mid-test ADG of 4.2.

19 KEYS FOREMAN 63H M943916

BW	WW	YW	Milk	TSI	% Rank	MTNL
-1	29	57	5	207.73	40	19

BD: 2/29/20 H/P/S: POLLED COLOR: WHITE BW: 86 ADJ. WW: 738
LEPTIN: CT

KEYS ALL STATE 149X
KEYS FOREMAN 9F
MISS KEY CHARZADA 108A

OW MAXIMIZER 3041 PLD
MISS KEY HI GAL 4D
MISS KEY HI GAL 48B

KEYS SPECIALIST 18U
MISS KEY MEG 2T
KEYS JAXSON 200Y ET
MISS KEY CHARZADA 14X

DC-OW MAXIMIZER 385PLD
OW MISS SANDCREEK Y46
KEYS BONUS 3Y
MISS KEY HI GAL 35Z

The Foreman Maximizer cross has really worked well. This bull is deep and soggy and has that easy keep'n look. He's well muscled, with a small head, a modest 86lbs BW and -1 Birth EPD.

**Steph and Bryan's son
Adam married
Julia last fall.
Congratulations and
welcome to the
family, Julia!**



20 KEYS TENACIOUS 47H M947153

BW	WW	YW	Milk	TSI	% Rank	MTNL
0.9	31	66	-1	213.40	30	15

BD: 2/27/20 H/P/S: POLLED COLOR: WHITE BW: 85 ADJ. WW: 724
LEPTIN: CT

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

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

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

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

The only Tenacious son in the sale, out of an outstanding cow that has produced many top selling bulls. He is superior in terms of muscle, thickness, and overall design and correctness and definitely has that Tenacious proud look. Mid-test ADG of 4.13.



Keys Tenacious, sire of Lot 20

21 KEYS WISHBONE 78H M943917

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.6	37	62	3	204.37	50	21

BD: 3/4/20 H/P/S: HORNED COLOR: WHITE BW: 89 ADJ. WW: 725
LEPTIN: CT

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

KEYS ZERXES 38B
MISS KEY MAYBELL 195D
MISS KEY MAYBELL 50A

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

CEDARDALE ZERXES 116Z
MISS KEY FIRE 25W
ANJOU PURE POWER 184Y
MISS KEY MAYBELL 187W

A high gaining bull out Wishbone 46B, a bull that we sold a few years back to Allen and Becky Walth. The Wishbone 46B sons will really explode when they hit feed, they're built right and built to perform - he had a ADG of 4.57 at 71 days.



**Keys
Wishbone 46B,
Sire of Lot 21**

C**KEYS FRONTIER 29F**

BIRTH DATE: 2/18/18 H/P/S: POLLED COLOR: WHITE REG. #: M913470
 BW: 95 ADJ. WW: 843 ADJ. YW: 1449 REA: 15.5 LEPTIN: CT

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.8	42	75	12	216.23	30	33

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

FC TURBO 756 P
 SCR MS KINGDON 122B
 2UP PEUGEOT ET
 MISS KEYS DENISE 48D PLD

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

CF FRONTLINE 1241 ET
 MISS KEY MAYBELL 73N
 KEYS UNO 1S
 MISS KEY NORA 18S

You've got to like the look of the calves from this long bodied, deep quartered Jaxson son. His dam is a great looking Frontline daughter out of the predictable Nora cow family. He crosses well with most all of our proven bloodlines.

**Ref. Sire C****22****KEYS FRONTIER 38H****M943911**

BD: 2/25/20

H/P/S: POLLED

COLOR: WHITE

BW: 89

ADJ. WW: 791

LEPTIN: TT

KEYS JAXSON 200Y ET
KEYS FRONTIER 29F
 MISS KEY NORA 94Z

SCR BRONCO 9026
 MISS KEY DENISE 355M
 KEYS FRONTLINE 106X
 MISS KEY NORA 32U

OW MAXIMIZER 3041 PLD
MISS KEY DEE 6D
 MISS KEY DEE 30B

DC-OW MAXIMIZER 385PLD
 OW MISS SANDCREEK Y46
 KEYS WISHBONE 40Y
 MISS KEY DEE 22W

A top Frontier son that will catch your eye. The Frontier bulls have tremendous length and this bull is no exception, deep made, long in design, gaining 4.28 on his 71 day ADG, and a TT for Leptin.

**Lot 22****23****KEYS FRONTIER 56H****M943914**

BD: 2/28/20

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 699

LEPTIN: TT

KEYS JAXSON 200Y ET
KEYS FRONTIER 29F
 MISS KEY NORA 94Z

SCR BRONCO 9026
 MISS KEY DENISE 355M
 KEYS FRONTLINE 106X
 MISS KEY NORA 32U

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 TT for Leptin, sired by Frontier and out of a Wishbone sired female that entered our ET program this summer. This bull will catch your eye, he's made right from front to rear.

**Lot 23****24****KEYS FRONTIER 86H****M943922**

BD: 3/5/20

H/P/S: POLLED

COLOR: WHITE

BW: 96

ADJ. WW: 681

LEPTIN: TT

KEYS JAXSON 200Y ET
KEYS FRONTIER 29F
 MISS KEY NORA 94Z

SCR BRONCO 9026
 MISS KEY DENISE 355M
 KEYS FRONTLINE 106X
 MISS KEY NORA 32U

KEYS BONUS 3Y
MISS KEY GORGEOUS 4B
 MISS KEY GORGEOUS 90Z

CARDINALS LAD K566P
 MISS KEY DENISE 14W
 SCR BRONCO 9026
 MISS KEY GORGEOUS 24U

A long, deep bodied bull with an expressive muscle pattern and an ADG of 4.52 on his 71 day mid-test weight.

25**KEYS FRONTIER 92H****M943924**

BD: 3/6/20

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 759

LEPTIN: TT

KEYS JAXSON 200Y ET
KEYS FRONTIER 29F
 MISS KEY NORA 94Z

SCR BRONCO 9026
 MISS KEY DENISE 355M
 KEYS FRONTLINE 106X
 MISS KEY NORA 32U

KAYR MAINSTREET 910A
MISS KEY GOLD 80C
 MISS KEY GOLD 93Z

ROLLING D CLASSIC 878U
 KAYR MISS 910W
 KEYS SPECIALIST 18U
 MISS KEY GOLD 474K

Long sided, easy doing bull with a super quiet disposition. He's a TT for Leptin and should maintain his type and fleshing ability without a lot of input.

26

KEYS FRONTIER 125H

M943933

BW	WW	YW	Milk	TSI	% Rank	MTNL
4.2	48	81	4	217.54	20	28

BD: 3/16/20

H/P/S: POLLED

COLOR: WHITE

BW: 102
LEPTIN: CT

KEYS JAXSON 200Y ET
KEYS FRONTIER 29F
MISS KEY NORA 94Z

KAYR MAINSTREET 910A
MISS KEY NINA 106C
MISS KEY NINA 37Z

SCR BRONCO 9026
MISS KEY DENISE 355M
KEYS FRONTLINE 106X
MISS KEY NORA 32U

ROLLING D CLASSIC 878U
KAYR MISS 910W
KEYS ALL STATE 149X
MISS KEY NINA 68X

Frontier crossed on a Mainstreet cow will give you tremendous length. This bull is definitely long sided and long bodied bulls weigh more at birth. He's smooth made, straight topped and well muscled with a mid-test ADG of 4.51 and a WDA of 4.0.



Lot 26



Lot 28

27

KEYS FRONTIER 100H

M943927

BW	WW	YW	Milk	TSI	% Rank	MTNL
3	38	69	7	209.78	35	26

BD: 3/8/20

H/P/S: POLLED

COLOR: WHITE

BW: 98
LEPTIN: CT

KEYS JAXSON 200Y ET
KEYS FRONTIER 29F
MISS KEY NORA 94Z

KAYR MAINSTREET 910A
MISS KEY MAYBELL 152C ET
MISS KEY MAYBELL 73N

SCR BRONCO 9026
MISS KEY DENISE 355M
KEYS FRONTLINE 106X
MISS KEY NORA 32U

ROLLING D CLASSIC 878U
KAYR MISS 910W
KEYS HANDYMAN PLD 255H
LTC MAYBELL 539 PLD

We added the Frontier bloodline to get a lot of length of body and good feet with high maternal traits. This bull exhibits all those traits plus a mid-test ADG of 4.45 and a pedigree that traces to the dam of Tenacious.

28

KEYS FRONTIER 143H

M943936

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.6	37	70	9	212.49	30	27

BD: 3/21/20

H/P/S: POLLED

COLOR: WHITE

BW: 94
LEPTIN: CT

KEYS JAXSON 200Y ET
KEYS FRONTIER 29F
MISS KEY NORA 94Z

KEYS PROGRESSIVE 170Z
MISS KEY DENISE 135D
MISS KEY DENISE 196Y ET

SCR BRONCO 9026
MISS KEY DENISE 355M
KEYS FRONTLINE 106X
MISS KEY NORA 32U

KEYS CHARLES BRONSON 2U
MISS KEY MEG 2T
SCR BRONCO 9026
MISS KEY DENISE 355M

He's really correct in his overall type and design, square made, strong topped, good footed with a mid-test ADG of 4.54.

29

KEYS FRONTIER 137H

M948875

BW	WW	YW	Milk	TSI	% Rank	MTNL
3.3	43	75	11	214.54	25	32

BD: 3/20/20

H/P/S: HORNED

COLOR: WHITE

BW: 90
LEPTIN:

KEYS JAXSON 200Y ET
KEYS FRONTIER 29F
MISS KEY NORA 94Z

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

SCR BRONCO 9026
MISS KEY DENISE 355M
KEYS FRONTLINE 106X
MISS KEY NORA 32U

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

A clean fronted, straight topped bull with excellent muscle expression over his hip and lower quarter. His outstanding grandmother is the dam Cowboy, our herdbull that is popular with our commercial bull buyers.

30

KEYS FRONTIER 179H

M943944

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.5	43	76	6	217.99	20	27

BD: 4/3/20

H/P/S: POLLED

COLOR: WHITE

BW: 94
LEPTIN: TT

KEYS JAXSON 200Y ET
KEYS FRONTIER 29F
MISS KEY NORA 94Z

KEYS PROGRESSIVE 170Z
MISS KEY KAREL 55C
MISS KEY KAREL 125X

SCR BRONCO 9026
MISS KEY DENISE 355M
KEYS FRONTLINE 106X
MISS KEY NORA 32U

KEYS CHARLES BRONSON 2U
MISS KEY MEG 2T
KEYS UNO 231U
MISS KEY KAREL 39U

Here's a sharp, well made Frontier son that has been really coming on. This April born calf is showing excellent length with a nice straight top, a well muscled hind quarter, and a TT for Leptin.

31

KEYS FRONTIER 187H

M949127

BW	WW	YW	Milk	TSI	% Rank	MTNL
3	40	69	7	209.47	40	27

BD: 4/7/20

H/P/S: POLLED

COLOR: WHITE

BW: 93
LEPTIN: TT

KEYS JAXSON 200Y ET
KEYS FRONTIER 29F
MISS KEY NORA 94Z

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

SCR BRONCO 9026
MISS KEY DENISE 355M
KEYS FRONTLINE 106X
MISS KEY NORA 32U

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

There's a lot of style, length, and athleticism in this attractive, well made Frontier son. He's very sound in his structural makeup, moves out with a long fluid stride and should cover a lot of pasture.

32

KEYS FRONTIER 188H

M943948

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.2	36	62	14	206.41	45	32

BD: 4/7/20

H/P/S: POLLED

COLOR: WHITE

BW: 90
LEPTIN: CT

KEYS JAXSON 200Y ET
KEYS FRONTIER 29F
MISS KEY NORA 94Z

OW MAXIMIZER 3041 PLD
MISS KEY TOREE 94C
MISS KEY TOREE 193U

SCR BRONCO 9026
MISS KEY DENISE 355M
KEYS FRONTLINE 106X
MISS KEY NORA 32U

DC-OW MAXIMIZER 385PLD
OW MISS SANDCREEK Y46
KEYS TEN-ACIOUS 166S
MISS KEY TOREE 169M

Length is weight and these Frontier sired calves exhibit tremendous length.

D**OW MAXIMIZER 3041 PLD**

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

BW	WW	YW	Milk	CE	MCE	MTNL
-3.4	31	52	20	203.4	55	35

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

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

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

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

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

**Ref. Sire D****33****KEYS MAXIMIZER 5H****M943903**

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.5	41	74	9	219.09	15	29

BD: 2/13/20

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 740

LEPTIN: TT

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

KEYS PROGRESSIVE 170Z
MISS KEY ROCKET 61F
 MISS KEY ROCKET 57Z

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

KEYS CHARLES BRONSON 2U
 MISS KEY MEG 2T
 KEYS SPECIALIST 18U
 MISS KEY ROCKET 231P

A thick stout made Maximizer son out of a first calf heifer. He is really wide based and should maintain his shape and muscular build all through the breeding season.

34**KEYS MAXIMIZER 99H****M943929**

BW	WW	YW	Milk	TSI	% Rank	MTNL
-1.3	36	61	13	207.55	45	31

BD: 3/8/20

H/P/S: POLLED

COLOR: WHITE

BW: 78

ADJ. WW: 793

LEPTIN: CC

OW MAXIMIZER 3041 PLD
KEYS MAXIMIZER 137D
 MISS KEY NINA 177B

M6 GRID MAKER 104 PET
MISS KEY LEANNE 37F
 MISS KEY LEANNE 110Y ET

DC-OW MAXIMIZER 385PLD
 OW MISS SANDCREEK Y46
 CJC MASTER PLAN Y795 P
 MISS KEY NINA 95U

WCR SIR TRADITION 066
 VCR MISS MAC IV 317
 KEYS TEN-ACIOUS 166S
 MISS KEY LEANNE 214S

Here's a heifer bull and herd bull all wrapped up into one complete made individual. He's got a nice small polled head, thick top, a well muscled rear quarter, and lots of maternal on both sides of his pedigree. 78lbs BW, birth EPD of -1.3, and calving ease EPD of 9.9.

35**KEYS MAXED OUT 10H****M943905**

BW	WW	YW	Milk	TSI	% Rank	MTNL
-1.6	33	62	11	211.19	35	27

BD: 2/15/20

H/P/S: POLLED

COLOR: WHITE

BW: 80

ADJ. WW: 756

LEPTIN: TT

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

KEYS PROGRESSIVE 170Z
MISS KEY DENISE 128F
 MISS KEY DENISE 14W

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

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

Maxed Out is a well made Maximizer son out of a first calf heifer. He is the image of last year's high seller to LT Ranch, Isabel, SD, made right and boasting a mid-test gain of 4.23, TT for Leptin and comes from one of our founding foundation female bloodlines.

**Lot 35****36****KEYS MAXIMIZER 151H****M943938**

BW	WW	YW	Milk	TSI	% Rank	MTNL
-1	36	72	11	219.31	15	28

BD: 3/22/20

H/P/S: POLLED

COLOR: WHITE

BW: 80

ADJ. WW: 766

LEPTIN: CT

OW MAXIMIZER 3041 PLD
KEYS MAXIMIZER 137D
 MISS KEY NINA 177B

KEYS BALLYHOO 77D
MISS KEY EVERMORE 23F
 MISS KEY EVERMORE 181C

DC-OW MAXIMIZER 385PLD
 OW MISS SANDCREEK Y46
 CJC MASTER PLAN Y795 P
 MISS KEY NINA 95U

KEYS PROGRESSIVE 170Z
 MISS KEY GORGEOUS 90Z
 KEYS MAXWELL 68Z
 MISS KEY EVERMORE 71Y

This grandson of Maximizer out of a first calf Ballyhoo cow, he has a CE EPD of 9.2 and a birth EPD of -1.0. Excellent maternal value here along with performance demonstrated by his mid-test ADG of 4.18 lbs.

**Lot 36**

Visit www.effertzkeyranch.com

37 KEYS MAXIMIZER 160H M943939

BW	WW	YW	Milk	TSI	% Rank	MTNL
-2.3	33	55	14	201.41	60	31

BD: 3/25/20 H/P/S: POLLED COLOR: WHITE BW: 78 ADJ. WW: 755
LEPTIN: TT

OW MAXIMIZER 3041 PLD
KEYS MAXIMIZER 137D
MISS KEY NINA 177B

DC-OW MAXIMIZER 385PLD
OW MISS SANDCREEK Y46
CJC MASTER PLAN Y795 P
MISS KEY NINA 95U

KEYS COWBOY 15C
MISS KEY KAREL 168F
MISS KEY KAREL 125X

OW MAXIMIZER 3041 PLD
MISS KEY DEE 107A
KEYS UNO 231U
MISS KEY KAREL 39U

A light birth weight bull out of a son of Maximizer and a dam that's out of a son of Maximizer. There's line breeding here to assure calving ease along with decent performance, 101 weaning index and a mid-test ADG of 3.9, TT for Leptin.

38 KEYS WESTERN CHOICE 22H M943907

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.3	44	74	-4	213.50	30	18

BD: 2/20/20 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 840
LEPTIN: CT

KEYS ALL STATE 149X
WR ATTICUS 30E
WR MISS MERYL 26T

KEYS SPECIALIST 18U
MISS KEY MEG 2T
KEYS HANDYMAN 95L
WR MISS KEY MERYL J620

KEYS WISHBONE 46B
MISS KEY RHIANNA 29E
MISS KEY RHIANNA 98Y

KEYS WISHBONE 40Y
MISS KEY GOLD 205S
CARDINALS LAD K605P
MISS KEY RHIANNA 55U

This bull will add length, thickness, strength of top and muscle to your next calf crop. He'll add the pounds and comes from a beautiful uddered, nice made young second calf dam.

39 KEYS ATTICUS 107H M943931

BW	WW	YW	Milk	TSI	% Rank	MTNL
-0.9	34	61	4	207.46	45	22

BD: 3/10/20 H/P/S: POLLED COLOR: WHITE BW: 84 ADJ. WW: 761
LEPTIN: TT

KEYS ALL STATE 149X
WR ATTICUS 30E
WR MISS MERYL 26T

KEYS SPECIALIST 18U
MISS KEY MEG 2T
KEYS HANDYMAN 95L
WR MISS KEY MERYL J620

KEYS COWBOY 15C
MISS KEY GORGEOUS 25E
MISS KEY GORGEOUS 4B

OW MAXIMIZER 3041 PLD
MISS KEY DEE 107A
KEYS BONUS 3Y
MISS KEY GORGEOUS 90Z

Atticus sons have eye appeal along with calving ease and balanced EPDs. This bull carries all those traits, is a TT for Leptin, has a mid-test of 4.03 and comes from the Gorgeous cow family that has produced many of our top replacement females along with our Ballyhoo herd bull.

40 KEYS ATTICUS 115H M943932

BW	WW	YW	Milk	TSI	% Rank	MTNL
-0.6	33	57	8	202.78	55	24

BD: 3/13/20 H/P/S: POLLED COLOR: WHITE BW: 84 ADJ. WW: 785
LEPTIN: TT

KEYS ALL STATE 149X
WR ATTICUS 30E
WR MISS MERYL 26T

KEYS SPECIALIST 18U
MISS KEY MEG 2T
KEYS HANDYMAN 95L
WR MISS KEY MERYL J620

OW MAXIMIZER 3041 PLD
MISS KEY DALENN 23E
MISS KEY DALENN 232C ET

DC-OW MAXIMIZER 385PLD
OW MISS SANDCREEK Y46
KEYS MAXWELL 68Z
MISS KEY DALENN 20M

This is our second set of Atticus sons and I've had a few reports from buyers that the bulls held up well. This bull has a modest 84lbs BW, a negative BW EPD but also ratio'd 105 WW and boasted an ADG of 4.01.

41 KEYS ATTICUS 162H M943941

BW	WW	YW	Milk	TSI	% Rank	MTNL
3.1	40	65	-2	205.47	50	18

BD: 3/26/20 H/P/S: POLLED COLOR: WHITE BW: 96 ADJ. WW: 788
LEPTIN: CT

KEYS ALL STATE 149X
WR ATTICUS 30E
WR MISS MERYL 26T

KEYS SPECIALIST 18U
MISS KEY MEG 2T
KEYS HANDYMAN 95L
WR MISS KEY MERYL J620

KEYS SPECIALIST 18U
MISS KEY DREAM 227E
MISS KEY DREAM 110Z

KEYS TEN-ACIOUS 166S
MISS KEY KRISTEN 63K
CARDINALS LAD K605P
MISS KEY DREAM 62W

A later March born calf sired by Atticus that has really turned it up a notch when he hit feed. He's been performing big time with a mid-test ADG of 5.01 and a WDA of 4.02.

42 KEYS ATTICUS 194H M943951

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.5	39	60	-2	198.27	70	18

BD: 4/8/20 H/P/S: POLLED COLOR: WHITE BW: 93 ADJ. WW: 798
LEPTIN: TT

KEYS ALL STATE 149X
WR ATTICUS 30E
WR MISS MERYL 26T

KEYS SPECIALIST 18U
MISS KEY MEG 2T
KEYS HANDYMAN 95L
WR MISS KEY MERYL J620

KAYR MAINSTREET 910A
MISS KEY DALENN 190E
MISS KEY DALENN 72A

ROLLING D CLASSIC 878U
KAYR MISS 910W
KEYS WISHBONE 40Y
MISS KEY DALENN 171W

A deep made, easy fleshing son of Atticus and one of the best disposition bulls in the sale. His performance is right up there with a mid-test ADG of 4.04, weaning ratio of 106 and is a TT for Leptin.

43 KEYS ATTICUS 161H M943940

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.7	37	60	0	200.61	60	19

BD: 3/26/20 H/P/S: POLLED COLOR: WHITE BW: 92 ADJ. WW: 789
LEPTIN: TT

KEYS ALL STATE 149X
WR ATTICUS 30E
WR MISS MERYL 26T

KEYS SPECIALIST 18U
MISS KEY MEG 2T
KEYS HANDYMAN 95L
WR MISS KEY MERYL J620

KAYR MAINSTREET 910A
MISS KEY BRANDY 225E
MISS KEY BRANDY 20Y

ROLLING D CLASSIC 878U
KAYR MISS 910W
KEYS SPECIALIST 18U
MISS KEY BRANDY 44T

Here's a bull that's really correct in his design and pattern. He's smooth fronted, straight topped, a TT for Leptin, and is sired by Atticus who sires modest birth weights along with a well designed muscle structure that carries down deep into that lower quarter.



E**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	TSI	% Rank	MTNL
-3.2	43	66	18	219.5	35	39

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

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

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

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

His calves look great with tremendous length of body and they come easy. He is good footed and so are his calves. His daughters are terrific. He is out of a super cow. Our bull customers love these Cowboy sons!

**Ref. Sire E****44****KEYS COWBOY 176H****M949139**

BW	WW	YW	Milk	TSI	% Rank	MTNL
-0.3	29	66	12	216.62	20	27

BD: 3/31/20

H/P/S: POLLED

COLOR: WHITE

BW: 88

ADJ. WW: 738

LEPTIN: TT

KEYS COWBOY 15C
KEYS COWBOY 226F
 MISS KEY MAYBELLINE 152Y

OW MAXIMIZER 3041PLD
 MISS KEY DEE 107A
 SCM JMAR DOUBLEWIDE T586
 MISS KEY MAYBELLINE 8P

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

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

A nice made smooth polled grandson of Cowboy who is linebred Maximizer. There's bred in calving ease with an 88lbs BW, a CE EPD of 7.0 and BW EPD of -0.3. He's a TT Leptin bull that's smooth made and built right.

**Lot 44****45****KEYS COWBOY 169H****M943942**

BW	WW	YW	Milk	TSI	% Rank	MTNL
-0.4	38	59	17	202.05	60	35

BD: 3/28/20

H/P/S: POLLED

COLOR: WHITE

BW: 85

ADJ. WW: 804

LEPTIN: TT

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

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

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

A deep soggy made bull out of one of the top milking cows in the herd. He carries a modest 85# BW, a CE EPD of 7.3 with a -0.4 BW EPD and is a TT for Leptin.

46**KEYS COWBOY 178H****M943943**

BW	WW	YW	Milk	TSI	% Rank	MTNL
0	46	75	15	218.38	20	38

BD: 4/2/20

H/P/S: POLLED

COLOR: WHITE

BW: 87

ADJ. WW: 799

LEPTIN: TT

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

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

KEYS PROGRESSIVE 170Z
MISS KEY MAYBELLINE 192B
 MISS KEY MAYBELLINE 143U

KEYS CHARLES BRONSON 2U
 MISS KEY MEG 2T
 KEYS MCHENRY 24M
 MISS KEY MAYBELLINE 8P

He weaned off right at 800 lbs with a ratio of 107, just an April calf and a TT for Leptin. The Cowboy sons have been well received in our past sales with many commercial breeders asking if we're going to have some in this sale. This bull is one to consider.

47**KEYS COWBOY 181H****M943945**

BW	WW	YW	Milk	TSI	% Rank	MTNL
-0.5	37	56	10	200.01	65	28

BD: 4/3/20

H/P/S: POLLED

COLOR: WHITE

BW: 90

ADJ. WW: 695

LEPTIN: TT

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

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

KEYS WISHBONE 40Y
MISS KEY KAI 20D
 MISS KEY KAI 70Z

KEYS SPECIALIST 18U
 MISS KEY BISKIT 108S
 KEYS FRONTLINE 106X
 MISS KEY KAI 114M

A Cowboy son with a calving ease EPD of 6.6 and a -0.5 birth EPD. These Cowboy sons muscle up well and stay in shape, a TT for Leptin as well.

48**KEYS COWBOY 186H****M943947**

BW	WW	YW	Milk	TSI	% Rank	MTNL
0.1	44	69	15	211.30	35	37

BD: 4/4/20

H/P/S: HORNED

COLOR: WHITE

BW: 87

ADJ. WW: 794

LEPTIN: TT

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

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

KEYS BENTLEY 134B
MISS KEY DOLL 89D
 MISS KEY DOLL 9U

KEYS JAXSON 200Y ET
 MISS KEY LEANNE 32W
 KEYS MARK IT 9R
 DCR MS F ONE N263

He's got power - he's deep made and easy fleshing with a mid-test ADG of 4.4, WDA of 4.2 and a TT for Leptin.

49

KEYS COWBOY 192H

M943950

BW	WW	YW	Milk	TSI	% Rank	MTNL
-0.3	34	55	18	202.56	55	35

BD: 4/8/20

H/P/S: HORNED

COLOR: WHITE

BW: 92
LEPTIN: CT

ADJ. WW: 764

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

ANJOU PURE POWER 184Y
MISS KEY MAYBELL 50A
MISS KEY MAYBELL 187W

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

NAV NAPOLEON 25N
ANJOU ROCHELLE 528R
KEYS UNO 1S
MISS KEY MAYBELL 73N

This Cowboy son fits in nicely with his sire group, he's the youngest son of Cowboy in the sale but is plenty stout and comes with a great set of EPDs.

50

KEYS MAINSTREET 96H

M943928

BW	WW	YW	Milk	TSI	% Rank	MTNL
3.4	45	79	3	216.21	25	25

BD: 3/8/20

H/P/S: POLLED

COLOR: WHITE

BW: 97
LEPTIN: TT

ADJ. WW: 828

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

KEYS PROGRESSIVE 170Z
MISS KEY MARQUEE 190B
BC MISS MARQUEE 663

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

KEYS CHARLES BRONSON 2U
MISS KEY MEG 2T
KEYS MARQUEE 80M
BC MISS GOLD 2111

This bull will put some push in your calves. He's got the frame, length, depth and muscle composition to be highly sought after sale day. Mid-test ADG of 5.18 and a WDA of 4.31, TT for Leptin.

51

KEYS MAINSTREET 135H

M943934

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.1	27	41	-1	180.14	95	13

BD: 3/20/20

H/P/S: POLLED

COLOR: WHITE

BW: 95
LEPTIN: TT

ADJ. WW: 672

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

CARDINALS LAD K605P
MISS KEY KAY 88Z
MISS KEY KAY 161W

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

CARDINALS SMOKE B159P
CARDINALS LADY B177P
KEYS UNO 1S
MISS KEY KAY 203R

A smooth polled son of Mainstreet that carries both T's for the Leptin gene. There are good feet and longevity in the Mainstreet progeny.

52

KEYS MAINSTREET 182H TW

M943946

BW	WW	YW	Milk	TSI	% Rank	MTNL
3.1	32	51	-1	187.85	90	15

BD: 4/3/20

H/P/S: POLLED

COLOR: WHITE

BW: 75
LEPTIN: CT

ADJ. WW: 713

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

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

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

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

A Mainstreet bull with a 75lbs BW and out of an excellent producing 10 year old cow that still looks as if she's got 10 more years in her.

53

KEYS MAINSTREET 195H

M943952

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.9	43	71	0	208.06	40	22

BD: 4/10/20

H/P/S: POLLED

COLOR: WHITE

BW: 95
LEPTIN: TT

ADJ. WW: 800

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

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

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

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

A younger bull that's competing right with some of the older bulls, he's definitely worth a look. Sired by Mainstreet with a 800# WW, a 71 day mid-test ADG of 4.45, WDA of 4.12, and a TT for Leptin.



Lot 53



Lot 55

54

KEYS MAINSTREET 190H

M943949

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.1	33	62	0	202.51	55	17

BD: 4/7/20

H/P/S: POLLED

COLOR: WHITE

BW: 91
LEPTIN: TT

ADJ. WW: 708

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

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

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

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

He's an attractive Mainstreet son that's smooth fronted, straight topped, square made and carries a nice full muscled rear quarter. His outstanding dam has raised many top sellers with an average of \$6,000 on her last three bulls.

55

KEYS MAINSTREET 199H

M943953

BW	WW	YW	Milk	TSI	% Rank	MTNL
3.1	36	65	9	203.20	55	27

BD: 4/13/20

H/P/S: POLLED

COLOR: WHITE

BW: 96
LEPTIN: CT

ADJ. WW: 750

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

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

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

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

This Mainstreet son is out of probably the longest bodied and heaviest milking cow in our herd. He will add some stretch to your next calf crop, just an April calf and gaining quite well with a mid-test ADG of 4.4 lbs.

F PRO-CHAR RED WOLF 47C

BIRTH DATE: 1/12/15 H/P/S: POLLED COLOR: RED REG. #: QM201135
BW: 88 LEPTIN: TT

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.1	23	43	2	184.4	90	14

SPARROWS KINGSTON 139Y
HRJ WIDOW MAKER 12A
HRJ MISS PARIS 7U

WINN MANS LANZA 610S
SPARROWS DELIGHT 374P
BAR W RED ROCKETTE 6S
HRJ MISS PARIS 7S

PRO-CHAR CIGAR 10U
PRO-CHAR PEPITONE 32X
PRO-CHAR PEPITONE 52U

LHD CIGAR E46
PRO-CHAR COVE 51R
S-D'S PEPITONE 1Z
SANDYRIDGE NAVAHO

Red Wolf is a bull we tried from Lane Bina that came from the great Pro-Char herd in Alberta. His dam is an own daughter of the great Cigar. He's an outcross to most of our red Charolais bloodlines and a TT for Leptin. He adds length and tremendous gain in the feedlot.



Ref. Sire F

56 KEYS CRIMSON 40H

QM201945

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.1	26	51	1	193.78	80	14

BD: 2/25/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 92

ADJ. WW: 706

LEPTIN: TT

HRJ WIDOW MAKER 12A
PRO-CHAR RED WOLF 47C
PRO-CHAR PEPITONE 32X

SPARROWS KINGSTON 139Y
HRJ MISS PARIS 7U
PRO-CHAR CIGAR 10U
PRO-CHAR PEPITONE 52U

TRI-N BOUNTY HUNTER 507C
MISS KEY JENNA 30E
MISS KEY JENNA 190Z

TRI-N CAPTAIN MORGAN 340A
TRI-N BUFFY 63Y
PRO-CHAR CLYDE 79T
MISS KEY JENNA 122U

Keys Crimson 40H, one of my personal favorites, solid red color with a world of style and a herd bull look. He's nice headed, square and wide over his top with a deep well muscled rear quarter. TT for Leptin. Retaining 1/4 interest.



Lot 56

57 KEYS RED WOLF 54H

QM201947

BW	WW	YW	Milk	TSI	% Rank	MTNL
3.0	35	56	3	195.05	75	21

BD: 2/28/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 95

ADJ. WW: 747

LEPTIN: TT

HRJ WIDOW MAKER 12A
PRO-CHAR RED WOLF 47C
PRO-CHAR PEPITONE 32X

SPARROWS KINGSTON 139Y
HRJ MISS PARIS 7U
PRO-CHAR CIGAR 10U
PRO-CHAR PEPITONE 52U

PLEASANTDAWN REDZONE852Z
MISS KEY KATIE 7E
MISS KEY KATIE 112C

PLEASANT DAWN MAX 70S
PLEASANT DAWN RED 52S
OW MAXIMIZER 3041 PLD
MISS KEY KATIE 23A

This solid red bull exhibits that extra stoutness, muscle and rib shape along with a smooth made design to make him an elite herd bull prospect. His outstanding dam is an outcross pedigree for our herd and makes this bull special. TT for Leptin, mid-test ADG of 4.58. Retaining 1/2 interest.



Lot 57

58 KEYS RED WOLF 58H

QM201972

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.6	22	40	3	183.01	95	14

BD: 2/28/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 90

ADJ. WW: 732

LEPTIN: TT

HRJ WIDOW MAKER 12A
PRO-CHAR RED WOLF 47C
PRO-CHAR PEPITONE 32X

SPARROWS KINGSTON 139Y
HRJ MISS PARIS 7U
PRO-CHAR CIGAR 10U
PRO-CHAR PEPITONE 52U

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

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

Super complete with exceptional thickness, muscle and volume, he is a definite red herd bull prospect with an excellent disposition and out of one of our top producing Clyde females. He's a TT for Leptin, gaining right at 4.58 on his mid-test weight. Retaining 1/4 semen interest.



Lot 58

Visit www.effertzkeyranch.com

59

KEYS RED WOLF 51H

QM201946

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.5	29	51	2	190.78	85	17

BD: 2/27/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 92
LEPTIN: TT

ADJ. WW: 716

HRJ WIDOW MAKER 12A
PRO-CHAR RED WOLF 47C
PRO-CHAR PEPITONE 32X

[SPARROWS KINGSTON 139Y
[HRJ MISS PARIS 7U
[PRO-CHAR CIGAR 10U
[PRO-CHAR PEPITONE 52U

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

A solid red son of Red Wolf that will catch your eye. He's long sided with lots of spring and capacity to his rib and out of a really nice made, deep bodied cow with a unique red factor pedigree. TT for Leptin.

60

KEYS RED WOLF 55H

QM201971

BW	WW	YW	Milk	TSI	% Rank	MTNL
0.0	16	32	5	177.02	100	13

BD: 2/28/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 84
LEPTIN: CT

ADJ. WW: 686

HRJ WIDOW MAKER 12A
PRO-CHAR RED WOLF 47C
PRO-CHAR PEPITONE 32X

[SPARROWS KINGSTON 139Y
[HRJ MISS PARIS 7U
[PRO-CHAR CIGAR 10U
[PRO-CHAR PEPITONE 52U

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

The Red Wolf sons really take off when they hit the feed. They are long bodied, good haired, good footed, and show the capacity to convert feed to pounds at an efficient and rapid pace.

61

KEYS RED WOLF 65H

QM201974

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.9	35	63	4	200.18	65	22

BD: 2/29/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 91
LEPTIN: TT

ADJ. WW: 778

HRJ WIDOW MAKER 12A
PRO-CHAR RED WOLF 47C
PRO-CHAR PEPITONE 32X

[SPARROWS KINGSTON 139Y
[HRJ MISS PARIS 7U
[PRO-CHAR CIGAR 10U
[PRO-CHAR PEPITONE 52U

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

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

A deep ribbed, square bodied red bull with exceptional length and muscle dimension, his dark red dam is our top producing Redman daughter that traces to many of our top producers. TT for Leptin and with a gain of 4.85 and a WDA of 4.02.



Lot 61

62

KEYS RED WOLF 75H

QM201975

BW	WW	YW	Milk	TSI	% Rank	MTNL
0.4	18	35	0	180.01	95	9

BD: 3/3/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 83
LEPTIN: TT

ADJ. WW: 665

HRJ WIDOW MAKER 12A
PRO-CHAR RED WOLF 47C
PRO-CHAR PEPITONE 32X

[SPARROWS KINGSTON 139Y
[HRJ MISS PARIS 7U
[PRO-CHAR CIGAR 10U
[PRO-CHAR PEPITONE 52U

KEYS REDBONE 115B
MISS KEY NORA 20E
MISS KEY NORA 57X

[JWK TOMAHAWK 505X
[MISS KEY JENNA 173Y
[PRO-CHAR CLYDE 79T
[MISS KEY NORA 169N

A Red Wolf son out of a beautiful uddered Redbone cow. There's bred in calving ease with the Redbone genetics on the bottom side, he's red and a TT for Leptin.



Lot 62

63

KEYS RED WOLF 90H

QM201977

BW	WW	YW	Milk	TSI	% Rank	MTNL
4.9	41	74	8	210.78	35	29

BD: 3/6/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 105
LEPTIN: TT

ADJ. WW: 844

HRJ WIDOW MAKER 12A
PRO-CHAR RED WOLF 47C
PRO-CHAR PEPITONE 32X

[SPARROWS KINGSTON 139Y
[HRJ MISS PARIS 7U
[PRO-CHAR CIGAR 10U
[PRO-CHAR PEPITONE 52U

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

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

There's a lot of push bred into this outstanding son of Red Wolf, WW 844lbs, ratio 113 and currently gaining 4.27. He's dark red and out of a heavy milking, top producing donor prospect daughter of Redhawk.

64

KEYS RED WOLF 111H

QM201978

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.3	24	47	1	190.91	85	13

BD: 3/12/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 90
LEPTIN: TT

ADJ. WW: 701

HRJ WIDOW MAKER 12A
PRO-CHAR RED WOLF 47C
PRO-CHAR PEPITONE 32X

[SPARROWS KINGSTON 139Y
[HRJ MISS PARIS 7U
[PRO-CHAR CIGAR 10U
[PRO-CHAR PEPITONE 52U

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

This is the only tan colored son of Red Wolf in the sale, he's good haired, long bodied, deep and level made in his design and is a TT for Leptin.

65

KEYS RED WOLF 80H

QM201976

BW	WW	YW	Milk	TSI	% Rank	MTNL
4.3	34	61	0	200.59	60	17

BD: 3/4/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 103

ADJ. WW: 767

LEPTIN: TT

HRJ WIDOW MAKER 12A
PRO-CHAR RED WOLF 47C
 PRO-CHAR PEPITONE 32X

PRO-CHAR CLYDE 79T
MISS KEY MARQUEE 14Z
 MISS KEY MARQUEE 92W

[SPARROWS KINGSTON 139Y
 HRJ MISS PARIS 7U
 PRO-CHAR CIGAR 10U
 PRO-CHAR PEPITONE 52U

[WRANGLER HEADLINER 28N
 STER STAR'S HONOR 4L
 LVB LUCK OF THE DRAW L306
 BC MISS MARQUEE 663

Extra stretch and frame on this solid, good footed son of Red Wolf. He exhibits extra depth and spring to his rib and should really add the pounds to your next calf crop. TT for Leptin and ADG over 4.



Lot 65

66

KEYS RED WOLF 123H

QM201979

BW	WW	YW	Milk	TSI	% Rank	MTNL
0.5	24	51	5	197.26	70	17

BD: 3/15/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 87

ADJ. WW: 650

LEPTIN: CT

HRJ WIDOW MAKER 12A
PRO-CHAR RED WOLF 47C
 PRO-CHAR PEPITONE 32X

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

[SPARROWS KINGSTON 139Y
 HRJ MISS PARIS 7U
 PRO-CHAR CIGAR 10U
 PRO-CHAR PEPITONE 52U

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

This is an excellent set of Red Wolf sons and this calf fits right in. They are solid colored, good footed bulls that have the shape and fleshing ability to hold up under tough conditions for a long time.



Lots 56 and 72



G**KEYS RED REX 140E**

BIRTH DATE: 3/18/17 H/P/S: POLLED COLOR: RED REG. #: QM201383
 BW: 88 ADJ. WW: 781 ADJ. YW: 1405 REA: 14.6 LEPTIN: TT

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.0	31	56	4	197.4	70	20

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 LISA 70C
 MISS KEY LISA 45X

RED MAD 1021
 MISS KEY COOKIE 74S
 PRO-CHAR CLYDE 79T
 MISS WE LISA

We've used Red Rex very successfully on our first calf heifers. He's a TT for Leptin. He's a very consistent sire of super attractive red calves with excellent growth and modest birthweights.

**Ref. Sire G****67****KEYS RED REX 23H**

QM201944

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.8	35	68	3	211.00	35	20

BD: 2/20/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 90

ADJ. WW: 755

LEPTIN:

KEYS REDBONE 115B
KEYS RED REX 140E
 MISS KEY LISA 70C

JWK TOMAHAWK 505X
 MISS KEY JENNA 173Y
 KEYS REDHAWK 93A
 MISS KEY LISA 45X

TRI-N BOUNTY HUNTER 507C
MISS KEY MARQUEE 133F
 MISS KEY MARQUEE 219Y

TRI-N CAPTAIN MORGAN 340A
 TRI-N BUFFY 63Y
 PRO-CHAR CLYDE 79T
 BC MISS MARQUEE 663

A nice made solid red son of Red Rex and a first calf Bounty Hunter female. There's calving ease built right in the Red Rex sons, nice keen small heads, homozygous polled, clean, smooth fronted, with lots of thickness over their topline and a deep well muscled rear quarter.

**Lot 67****68****KEYS RUFIOUS 68H**

QM201948

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.4	39	72	0	212.83	20	20

BD: 3/1/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 88

ADJ. WW: 776

LEPTIN: TT

KEYS REDBONE 115B
KEYS RED REX 140E
 MISS KEY LISA 70C

JWK TOMAHAWK 505X
 MISS KEY JENNA 173Y
 KEYS REDHAWK 93A
 MISS KEY LISA 45X

TRI-N BOUNTY HUNTER 507C
MISS KEY ANNA 77F
 MISS KEY ANNA 146Y

TRI-N CAPTAIN MORGAN 340A
 TRI-N BUFFY 63Y
 PRO-CHAR CLYDE 79T
 MISS KEY ANNA 280T

Keys Rufous has the look - he's nice headed, clean and smooth through his neck and shoulder, straight topped with a deep fully muscled rear quarter. His first calf Bounty Hunter dam is destined to be a front pasture cow in our red factor breeding program. TT for Leptin, ADG over 4. Retaining 1/4 interest.

**Lot 68****69****KEYS BOUNTY HUNTER 155H**

QM201955

BW	WW	YW	Milk	TSI	% Rank	MTNL
0.7	32	59	-2	205.03	50	14

BD: 3/23/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 88

ADJ. WW: 728

LEPTIN: CC

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

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

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

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

A dark red son of Bounty Hunter with a nice small head, he's straight and level topped and carries a wide and level hip. His mother comes from the Cookie cow family, red factor lineage that goes back to the late 1990's.

70**KEYS BOUNTY HUNTER 184H**

QM201956

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.8	31	59	1	205.63	50	17

BD: 4/4/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 94

ADJ. WW: 738

LEPTIN: CT

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

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

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

Quite possibly the longest bodied Bounty Hunter in the sale. His dam has bred in performance with Crystal D Pierce in her pedigree. This bull shows frame and gaining ability with a 4.46 ADG.

H TRI N BOUNTY HUNTER 507C

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

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.8	41	86	0	232.59	7	20

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

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

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

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 in the Tri N sale, averaging over \$10,000. He has multiple generations of red genetics.



Ref. Sire H

71 KEYS BOUNTY HUNTER 141H QM201954

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.0	31	62	1	207.11	45	16

BD: 3/21/20 H/P/S: POLLED COLOR: RED FACTOR

BW: 87 ADJ. WW: 727
LEPTIN: CT

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

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

KEYS CROSSFIRE 8B
MISS KEY CHARZADA 140D
MISS KEY CHARZADA 228X

LVB CODE RED 0094
MISS KEY COOKIE 146Z
PRO-CHAR CLYDE 79T
MISS KEY CHARZADA 255M

A nice small headed Bounty Hunter that's solid red and has a modest birth weight of 87lbs. and a CE EPD of 7.3.



Lot 71

72 KEYS BOUNTY HUNTER 147H QM201953

BW	WW	YW	Milk	TSI	% Rank	MTNL
0.0	31	67	4	215.66	25	19

BD: 3/22/20 H/P/S: POLLED COLOR: RED FACTOR

BW: 84 ADJ. WW: 759
LEPTIN: CT

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

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

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

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

Here is a unique and valuable low birth weight dark red son of Bounty Hunter with an abundance of natural thickness, muscle and volume. Just an 84# BW with a CE EPD 8.6 and performance that shines with a mid-test ADG of 4.59. He's got a quiet demeanor and a superb uddered Redhawk dam.



Lot 72

73 KEYS CLYDE 70H QM201949

BW	WW	YW	Milk	TSI	% Rank	MTNL
2.1	29	53	-3	196.97	70	12

BD: 3/1/20 H/P/S: POLLED COLOR: RED FACTOR

BW: 90 ADJ. WW: 694
LEPTIN: TT

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

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

TRI-N BOUNTY HUNTER 507C
MISS KEY COOKIE 2E
MISS KEY COOKIE 24Z

TRI-N CAPTAIN MORGAN 340A
TRI-N BUFFY 63Y
JWK TOMAHAWK 505X
MISS KEY COOKIE 157X

A red son of Clyde with an easy calving set of EPDs, a TT for Leptin and gaining just over 4#/day on his mid-test ADG.

74 KEYS CLYDE 72H QM201951

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.1	32	55	-3	198.77	70	13

BD: 3/3/20 H/P/S: POLLED COLOR: RED FACTOR

BW: 84 ADJ. WW: 753
LEPTIN: CT

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

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

TRI-N BOUNTY HUNTER 507C
MISS KEY JENNA 158E
MISS KEY JENNA 250A

TRI-N CAPTAIN MORGAN 340A
TRI-N BUFFY 63Y
CJC MASTER PLAN Y795 P
MISS KEY JENNA 15X

A longer sided, bigger framed Clyde son that is solid red and displays a modest 84 lb. BW, mid-test ADG of 4.4.

75

KEYS RANGER 66H

QM201973

BW	WW	YW	Milk	TSI	% Rank	MTNL
3.7	35	61	-1	201.77	60	17

BD: 2/29/20

H/P/S: POLLED

COLOR: RED FACTOR

BW: 92

ADJ. WW: 773

LEPTIN: TT

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

TRI-N BOUNTY HUNTER 507C
MISS KEY CHARZADA 90E
 MISS KEY CHARZADA 60A

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

[TRI-N CAPTAIN MORGAN 340A
 [TRI-N BUFFY 63Y
 [RED MAN 1021
 [MISS KEY CHARZADA 228X

Ranger is red, rock solid and sired by the immortal Clyde. He is really stuck together with a bold look, thick top, wide base and tremendously square made on all four corners. His dam is one of our top milking daughters of Bounty Hunter. TT for Leptin.



Lot 75

Pro – Char Clyde 79T is a moderate framed, long bodied, polled red factor bull that we started using in 2010. We have been building our red factor Charolais breeding program since then. Our red factor Charolais bulls today have generations of red genetics, making them breed true. We really like this year's set of red bulls.



PRO-CHAR Clyde 79T, sire to Lots 73, 74 and 75



KEYS EXCEL 50E

BIRTH DATE: 2/15/17 H/P/S: POLLED COLOR: BLACK REG. #: P718124
BW: 72 ADJ. WW: 696 ADJ. YW: 1326 REA: 15.8 LEPTIN: TT

BW	WW	YW	Milk	MWW
-1.9	52	80	14	40

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

BEV MASTERPIECE 110H %SA
NJF MISS MERCURY 623S 5/8 SA
KEYS HEFTY 1P 3/8 AN
MISS KEY GARNET 19P

KEY'S MATRIX 99T
MISS KEY PATIENCE 30Y
MISS KEY PATIENCE 179U

RCM PB 44P
MISS KEY 23M
O C C PROVOST 739P
MISS KEY PATIENCE 6R

Excel is one of the largest bodied black sons of the great Monument we have raised. BW 72, WW 696, YW 1326 and REA of 15.8 and TT for Leptin. He's a 5/8 Salers bull with awesome EPDs. The Excel sons are highly sought after by our bull customers.



Ref. Sire I

77

KEYS EXCEL 2H

P740086

BW	WW	YW	Milk	MWW
0.9	66	98	12	45

BD: 2/14/20 H/P/S: POLLED COLOR: BLACK

BW: 88 ADJ. WW: 765
LEPTIN: TT

KEYS MONUMENT 234A
KEYS EXCEL 50E
MISS KEY PATIENCE 30Y

NJF FEISTS MASTERPIECE 7 %SA
MISS KEY GARNET 13S 5/8 SA
KEYS MATRIX 99T 1/4 AN
MISS KEY PATIENCE 179U

KEYS CAMERON 107D
MISS KEY EBONY 117F
MISS KEY EBONY 223W

KEYS CAMERON 219Z
MISS KEY TOPS 92A
O C C PROVOST 737P
MISS KEY EBONY 176P

Here's a big time performer with a great look. He's a TT Excel son out of a black first calf heifer with an 88 lbs BW.



Lot 77

78

KEYS EXCEL 20H

P740092

BW	WW	YW	Milk	MWW
-0.7	54	87	14	41

BD: 2/21/20 H/P/S: POLLED COLOR: BLACK

BW: 80 ADJ. WW: 692
LEPTIN: TT

KEYS MONUMENT 234A
KEYS EXCEL 50E
MISS KEY PATIENCE 30Y

NJF FEISTS MASTERPIECE 7 %SA
MISS KEY GARNET 13S 5/8 SA
KEYS MATRIX 99T 3/8 AN
MISS KEY PATIENCE 179U

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

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

Check out the muscling in this TT 4.6 mid-test ADG Excel son from a proven cow family, strong maternal and an 80 lbs BW.



Lot 78

79

KEYS EXCEL 22H

P740091

BW	WW	YW	Milk	MWW
0.6	62	98	9	40

BD: 2/21/20 H/P/S: POLLED COLOR: RED

BW: 84 ADJ. WW: 726
LEPTIN: TT

KEYS MONUMENT 234A
KEYS EXCEL 50E
MISS KEY PATIENCE 30Y

NJF FEISTS MASTERPIECE 7 %SA
MISS KEY GARNET 13S 5/8 SA
KEYS MATRIX 99T 1/4 AN
MISS KEY PATIENCE 179U 1/8 AR

KEYS DIRECT FIRE 18Y
MISS KEY ANGELA 25D
MISS KEY ANGELA 46B

5L DIRECT FIRE 1641-6443
MISS KEY RUBY 133W
KEYS CAMERON 219Z
MISS KEY ANGELA 213X

A really nice, red, soggy made Excel son. He's a TT for Leptin and has a mid-test ADG of 4.14 with big time yearling numbers.



Lot 79

80**KEYS EXCEL 35H**

P740093

BW	WW	YW	Milk	MWW
-1.9	48	81	9	33

BD: 2/25/20

H/P/S: POLLED

COLOR: BLACK

BW: 83

ADJ. WW: 608

LEPTIN: CT

KEYS MONUMENT 234A
KEYS EXCEL 50E
 MISS KEY PATIENCE 30Y

NJF FEISTS MASTERPEICE 7	%SA
MISS KEY GARNET 13S	1/2 SA
KEYS MATRIX 99T	1/4 AN
MISS KEY PATIENCE 179U	1/8 MA
	1/8 AR
5L DIRECT FIRE 1641-6443	
MISS KEY RUBY 133W	
SOONER MA BULL	
MISS KEY DESIGN 118M	

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

Another tremendous halfblood Excel son, modest 83 lbs BW and a 4.46 mid-test ADG. Two brothers have sold in previous sales for \$4000 and \$6000 and he might be the best.

**Lot 80****81****KEYS EXCEL 46H**

P740094

BW	WW	YW	Milk	MWW
-0.5	55	84	12	40

BD: 2/27/20

H/P/S: POLLED

COLOR: BLACK

BW: 89

ADJ. WW: 721

LEPTIN: TT

KEYS MONUMENT 234A
KEYS EXCEL 50E
 MISS KEY PATIENCE 30Y

NJF FEISTS MASTERPEICE 7	%SA
MISS KEY GARNET 13S	5/8 SA
KEYS MATRIX 99T	1/4 AN
MISS KEY PATIENCE 179U	1/8 AR

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	

What a big bodied, high gaining (4.46) classy Excel son, super deep and thick.

**Lot 81****82****KEYS EXCEL 68H TW**

P740098

BW	WW	YW	Milk	MWW
0.6	59	91	15	44

BD: 3/4/20

H/P/S: POLLED

COLOR: BLACK

BW: 70

ADJ. WW: 630

LEPTIN: CT

KEYS MONUMENT 234A
KEYS EXCEL 50E
 MISS KEY PATIENCE 30Y

NJF FEISTS MASTERPEICE 7	%SA
MISS KEY GARNET 13S	3/4 SA
KEYS MATRIX 99T	1/8 AN
MISS KEY PATIENCE 179U	1/8 AR

MAC BAYSIDE 292X
MISS KEY CHANDRA 164Z
 MISS KEY CHANDRA 175W

MAC TORRINGTON 139T	
MAC ROSLYN 268R	
RCM P R FIRECRACKER	
MISS KEY CHANDRA 10R	

4.25 mid-test ADG on this black Excel son with a low BW and a real classy look.

83**KEYS EXCEL 81H TW**

P740099

BW	WW	YW	Milk	MWW
-0.1	60	84	12	41

BD: 3/7/20

H/P/S: POLLED

COLOR: BLACK

BW: 64

ADJ. WW: 643

LEPTIN: CT

KEYS MONUMENT 234A
KEYS EXCEL 50E
 MISS KEY PATIENCE 30Y

NJF FEISTS MASTERPEICE 7	%SA
MISS KEY GARNET 13S	7/8 SA
KEYS MATRIX 99T	1/8 AN
MISS KEY PATIENCE 179U	

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	

Here's a low 64 lbs BW heifer bull and a 7/8 son of Excel - he's really nice made.

84**KEYS EXCEL 83H**

P740101

BW	WW	YW	Milk	MWW
1.1	66	102	11	44

BD: 3/8/20

H/P/S: POLLED

COLOR: BLACK

BW: 84

ADJ. WW: 790

LEPTIN: CT

KEYS MONUMENT 234A
KEYS EXCEL 50E
 MISS KEY PATIENCE 30Y

NJF FEISTS MASTERPEICE 7	%SA
MISS KEY GARNET 13S	5/8 SA
KEYS MATRIX 99T	1/4 AN
MISS KEY PATIENCE 179U	1/8 AR

KEYS DIRECT FIRE 18Y
MISS KEY DAZY 39D
 MISS KEY DAZY 162U

5L DIRECT FIRE 1641-6443	
MISS KEY RUBY 133W	
J W K NEW DESIGN 0028	
MISS KEY WIZARD 38G	

Big yearling EPD and a 806 lbs actual WW on this stout made 5/8 Excel son.

85**KEYS EXCEL 90H**

P740102

BW	WW	YW	Milk	MWW
-1.4	57	82	13	41

BD: 3/11/20

H/P/S: POLLED

COLOR: BLACK

BW: 83

ADJ. WW: 728

LEPTIN: CT

KEYS MONUMENT 234A
KEYS EXCEL 50E
 MISS KEY PATIENCE 30Y

NJF FEISTS MASTERPEICE 7	%SA
MISS KEY GARNET 13S	3/4 SA
KEYS MATRIX 99T	1/4 AN
MISS KEY PATIENCE 179U	

KEYS ROCKSTAR 95X
BODINES MS D615
 LINDENHILL EMMA 1015X

NJF TOP LEVEL 41T	
MISS KEY ESTELLE 10N	
LINDENHILL TNT 753T	
WJM MAVIS 79M	

83 lbs BW Excel son with excellent conformation. He's a 3/4 blood that's made right.

J

KEYS CRUISER 29F

BIRTH DATE: 2/18/18 H/P/S: P COLOR: RED REG. #: P727231
 BW: 90 ADJ. WW: 835 ADJ. YW: 1447 REA: 15.52 LEPTIN: TT

BW	WW	YW	Milk	MWW
2.8	78	107	21	60

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

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

%SA
 7/8 SA
 1/8 AR

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

Cruiser 29F has a big time weaning weight and is certainly siring those great performance EPDs in his first calf crop. He's a grandson of Monument and throws that length of body in his offspring.



Ref. Sire J

86

KEYS CRUISER 54H

P741542

BD: 2/28/20

H/P/S: POLLED

COLOR: RED

BW: 87

ADJ. WW: 763

LEPTIN: TT

KEYS CRUISER 105C
KEYS CRUISER 29F
 MISS KEY CLAIRE 42A

[KEYS MONUMENT 234A
 MISS KEY CLAIRE 169Y
 KEYS LONGSHOT 1X
 MISS KEY CLAIRE 61Y

%SA
 3/4 SA
 1/8 AR
 1/8 AN

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

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

He's a red herd bull from a top cow family, TT, and great EPDs and a 826 lbs WW. Top herdsire here!



Lot 86

87

KEYS CRUISER 62H

P741543

BD: 3/1/20

H/P/S: POLLED

COLOR: RED

BW: 100

ADJ. WW: 860

LEPTIN: CT

KEYS CRUISER 105C
KEYS CRUISER 29F
 MISS KEY CLAIRE 42A

[KEYS MONUMENT 234A
 MISS KEY CLAIRE 169Y
 KEYS LONGSHOT 1X
 MISS KEY CLAIRE 61Y

%SA
 7/8 SA
 1/8 AR
 1/8 AN

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

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

Probably the #1 performance bull in the sale. He's a super stout made Cruiser 29F son with an actual 903 lbs WW.



Lot 87

88

KEYS CRUISER 77H

P741545

BD: 3/6/20

H/P/S: POLLED

COLOR: RED

BW: 90

ADJ. WW: 778

LEPTIN: TT

KEYS CRUISER 105C
KEYS CRUISER 29F
 MISS KEY CLAIRE 42A

[KEYS MONUMENT 234A
 MISS KEY CLAIRE 169Y
 KEYS LONGSHOT 1X
 MISS KEY CLAIRE 61Y

%SA
 3/4 SA
 1/4 AR

KEYS DIRECT FIRE 18Y
MISS KEY LYDIE 45D
 MISS KEY LYDIE 30X

[5L DIRECT FIRE 1641-6443
 MISS KEY RUBY 133W
 LOOC HIGH NOON A093R
 MISS KEY LYDIE 116L

Here's a red TT herdsire by Keys Cruiser 29F with an 801 lbs WW and a super clean look. Lots of length and good EPDs.



Lot 88

Visit www.effertzkeyranch.com

89**KEYS CRUISER 40H**

P741540

BW	WW	YW	Milk	MWW
2.1	66	93	18	51

BD: 2/27/20

H/P/S: POLLED

COLOR: RED

BW: 86

ADJ. WW: 686

LEPTIN:

KEYS CRUISER 105C
KEYS CRUISER 29F
 MISS KEY CLAIRE 42A

KEYS MONUMENT 234A
 MISS KEY CLAIRE 169Y
 KEYS LONGSHOT 1X
 MISS KEY CLAIRE 61Y

%SA
 3/4 SA
 1/4 AR

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

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

His dam produced a top bull last year that sold for \$4400 and this calf is just as good. He's a well balanced red bull and has excellent conformation, 86 lbs BW and 4.4 mid-test ADG.

90**KEYS CRUISER 91H**

P741547

BW	WW	YW	Milk	MWW
0.8	68	84	22	56

BD: 3/11/20

H/P/S: POLLED

COLOR: RED

BW: 84

ADJ. WW: 673

LEPTIN: TT

KEYS CRUISER 105C
KEYS CRUISER 29F
 MISS KEY CLAIRE 42A

KEYS MONUMENT 234A
 MISS KEY CLAIRE 169Y
 KEYS LONGSHOT 1X
 MISS KEY CLAIRE 61Y

%SA
 SA

NJF FEISTS MASTERPEICE 7
MISS KEY JAMACA 148D
 MISS KEY JAMACA 9Z

BEV MASTERPIECE 110H
 NJF MISS MERCURY 623S
 KEYS LONGSHOT 1X
 MISS KEY JAMACA 26X

This quiet natured TT purebred by Cruiser 29F has a 84 lbs BW and 4.1 ADG.

91**KEYS CRUISER 92H**

S741548

BW	WW	YW	Milk	MWW
1.9	65	88	20	53

BD: 3/11/20

H/P/S: SCURRED

COLOR: RED

BW: 88

ADJ. WW: 694

LEPTIN: TT

KEYS CRUISER 105C
KEYS CRUISER 29F
 MISS KEY CLAIRE 42A

KEYS MONUMENT 234A
 MISS KEY CLAIRE 169Y
 KEYS LONGSHOT 1X
 MISS KEY CLAIRE 61Y

%SA
 93% SA
 4% AR
 2% AN

PCSL BRAVO
MISS KEY KYLENE 54D
 MISS KEY KYLENE 122X

PCSL ZEUS
 PCSL YULETIDE
 DJF TRIBUTE 513T
 MISS KEY KYLENE 113N

Here's a TT high percentage red bull with a 4.24 mid-test ADG. He's a super performance son of 29F who is a top performance bull in the breed.

92**KEYS CRUISER 93H**

P741549

BW	WW	YW	Milk	MWW
1	63	93	16	48

BD: 3/12/20

H/P/S: POLLED

COLOR: RED

BW: 90

ADJ. WW: 761

LEPTIN: CT

KEYS CRUISER 105C
KEYS CRUISER 29F
 MISS KEY CLAIRE 42A

KEYS MONUMENT 234A
 MISS KEY CLAIRE 169Y
 KEYS LONGSHOT 1X
 MISS KEY CLAIRE 61Y

%SA
 7/8 SA
 1/8 AR

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

Here's a red Cruiser 29F with excellent EPDs and top performance numbers with a real sharp profile.

93**KEYS DIRECT FIRE 21H**

P741501

BW	WW	YW	Milk	MWW
1.2	58	85	6	36

BD: 2/21/20

H/P/S: POLLED

COLOR: BLACK

BW: 80

ADJ. WW: 580

LEPTIN: CT

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
 5/8 SA
 1/4 AR
 1/8 AN

KEYS MONUMENT 234A
MISS KEY SANDY 39C
 MISS KEY SANDY 117S

NJF FEISTS MASTERPEICE 7
 MISS KEY GARNET 13S
 KEYS MEDALLION 144P
 MISS KEY DESIGN 209M

Deep ribbed and deep flanked, this 80 lbs BW, big rumped Direct Fire son has time tested marbling genetics.

**Lot 93****94****KEYS SMOOTH DEAL 1H**

P740087

BW	WW	YW	Milk	MWW
0.1	61	75	14	44

BD: 2/14/20

H/P/S: POLLED

COLOR: RED

BW: 89

ADJ. WW: 757

LEPTIN: CT

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
 7/8 SA
 1/8 AN

NJF TOP LEVEL 41T
MISS KEY PATIENCE 12Z
 MISS KEY PATIENCE 164X

GGT P BLK QUANTUM 207M
 NJF MISS FEIST 215M
 RCM P R FIRECRACKER
 MISS KEY PATIENCE 25R

Stout, high performance Monument son with tremendous length, this herdsire prospect has an excellent profile and strong maternal. A full brother sold for \$5000 in our 2016 sale.

**Lot 94**

K**KEYS CLEMSON 113F ET**
 BIRTH DATE: 3/20/18 H/P/S: P COLOR: BLACK REG. #: TP727264
 BW: 90 ADJ. WW: 728 ADJ. YW: 1409 REA: 19.3 LEPTIN: TT

BW	WW	YW	Milk	TSI	% Rank	MTNL
1.7	61	93	13			43

 KEYS ROCKSTAR 95X
BODINES CLEMSON C01
 RAO MISS DIAOMND 001WQ

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

 %SA
 3/4 SA
 1/4 AN

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

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

Low birth, deep and stout, this grandson of the proven Rockstar 95X is getting it done! His sons are a powerful set of bulls with excellent EPDs and top carcass numbers.



Ref. Sire K

95**KEYS CLEMSON 17H**

P741530

BW	WW	YW	Milk	MWW
0.7	57	79	13	41

BD: 2/20/20 H/P/S: POLLED COLOR: BLACK

 BW: 80 ADJ. WW: 595
 LEPTIN: TT

 BODINES CLEMSON C01
KEYS CLEMSON 113F ET
 MISS KEY PATIENCE 30Y

 KEYS ROCKSTAR 95X
 RAO MISS DIAMOND 01W
 KEYS MATRIX 99T
 MISS KEY PATIENCE 179U

 %SA
 3/4 SA
 1/8 AN
 1/8 AR

 KEYS MONUMENT 234A
MISS KEY CLAIRE 16E
 MISS KEY CLAIRE 9C

 NJF FEISTS MASTERPEICE 7
 MISS KEY GARNET 13S
 KEYS JENGA 18Z
 MISS KEY CLAIRE 132Z

This smooth made Clemson 113F son is a TT for Leptin.



Lot 95

96**KEYS CLEMSON 25H**

P741532

BW	WW	YW	Milk	MWW
1	63	92	12	44

BD: 2/21/20 H/P/S: POLLED COLOR: BLACK

 BW: 95 ADJ. WW: 748
 LEPTIN: TT

 BODINES CLEMSON C01
KEYS CLEMSON 113F ET
 MISS KEY PATIENCE 30Y

 KEYS ROCKSTAR 95X
 RAO MISS DIAMOND 01W
 KEYS MATRIX 99T
 MISS KEY PATIENCE 179U

 %SA
 3/4 SA
 1/8 AN
 1/8 AR

 KEYS DIRECT FIRE 18Y
MISS KEY CLAIRE 44E
 MISS KEY CLAIRE 184A

 5L DIRECT FIRE 1641-6443
 MISS KEY RUBY 133W
 NJF FEISTS MASTERPEICE 7
 MISS KEY CLAIRE 217M

Flawless conformation in this TT double bred 3/4 blood Clemson 113F top herdsire prospect. He's got a 971 lbs actual WW and a whopping 4.77 mid-test ADG. Built like a brick outhouse!



Lot 96

97**KEYS TIGER 29H**

P741535

BW	WW	YW	Milk	MWW
-0.5	59	86	11	40

BD: 2/25/20 H/P/S: POLLED COLOR: BLACK

 BW: 82 ADJ. WW: 782
 LEPTIN: TT

 BODINES CLEMSON C01
KEYS CLEMSON 113F ET
 MISS KEY PATIENCE 30Y

 KEYS ROCKSTAR 95X
 RAO MISS DIAMOND 01W
 KEYS MATRIX 99T
 MISS KEY PATIENCE 179U

 %SA
 3/4 SA
 1/8 AN
 1/8 AR

 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

This big-bodied, high-performer started at 82 lbs BW and boasts one of the largest actual weaning weights at 857 lbs. He's a stout Clemson son, gaining 4.13 mid-test and a TT.



Lot 97

 Visit www.effertzkeyranch.com

98

KEYS CLEMSON 18H

P741531

BW	WW	YW	Milk	MWW
1.4	60	81	12	42

BD: 2/20/20

H/P/S: POLLED

COLOR: BLACK

BW: 68
LEPTIN: TT

ADJ. WW: 675

BODINES CLEMSON C01
KEYS CLEMSON 113F ET
MISS KEY PATIENCE 30Y

KEYS ROCKSTAR 95X
RAO MISS DIAMOND 01W
KEYS MATRIX 99T
MISS KEY PATIENCE 179U

%SA
7/8 SA
1/8 AN

KEYS MONUMENT 234A
MISS KEY JAMACA 151E
MISS KEY JAMACA 9Z

NJF FEISTS MASTERPEICE 7
MISS KEY GARNET 13S
KEYS LONGSHOT 1X
MISS KEY JAMACA 26X

Super low birthweight of 68 lbs, this 7/8 Salers calving ease sire should be perfect for first calf heifers.

99

KEYS CLEMSON 27H

P741534

BW	WW	YW	Milk	MWW
1.4	59	85	14	43

BD: 2/24/20

H/P/S: POLLED

COLOR: BLACK

BW: 85
LEPTIN: TT

ADJ. WW: 845

BODINES CLEMSON C01
KEYS CLEMSON 113F ET
MISS KEY PATIENCE 30Y

KEYS ROCKSTAR 95X
RAO MISS DIAMOND 01W
KEYS MATRIX 99T
MISS KEY PATIENCE 179U

%SA
3/4 SA
1/4 AN

KEYS MONUMENT 234A
MISS KEY CLAIRE 201E
MISS KEY CLAIRE 119A

NJF FEISTS MASTERPEICE 7
MISS KEY GARNET 13S
DJF 311X
MISS KEY CLAIRE 118W

What a great looking black 3/4 Clemson 113F son - top performance with a 845 lbs WW and superb EPDs.

100

KEYS CLEMSON 31H

P741536

BW	WW	YW	Milk	MWW
-0.7	55	86	9	37

BD: 2/25/20

H/P/S: POLLED

COLOR: BLACK

BW: 86
LEPTIN:

ADJ. WW: 712

BODINES CLEMSON C01
KEYS CLEMSON 113F ET
MISS KEY PATIENCE 30Y

KEYS ROCKSTAR 95X
RAO MISS DIAMOND 01W
KEYS MATRIX 99T
MISS KEY PATIENCE 179U

%SA
3/4 SA
1/8 AN
1/8 AR

KEYS DIRECT FIRE 18Y
MISS KEY PATIENCE 121E
MISS KEY PATIENCE

5L DIRECT FIRE 1641-6443
MISS KEY RUBY 133W
RCM P R FIRECRACKER
MISS KEY PATIENCE 20N

A Clemson 3/4 son with a big ADG. He's got a 740 lbs actual WW out of a young cow.



Lot 101



Lot 102



Lot 103

101

KEYS CLEMSON 32H

P741537

BW	WW	YW	Milk	MWW
0.7	66	96	13	46

BD: 2/25/20

H/P/S: POLLED

COLOR: BLACK

BW: 87
LEPTIN:

ADJ. WW: 803

BODINES CLEMSON C01
KEYS CLEMSON 113F ET
MISS KEY PATIENCE 30Y

KEYS ROCKSTAR 95X
RAO MISS DIAMOND 01W
KEYS MATRIX 99T
MISS KEY PATIENCE 179U

%SA
3/4 SA
1/4 AN

KEYS MONUMENT 234A
MISS KEY EMBER 61E
MISS KEY EMBER 3B

NJF FEISTS MASTERPEICE 7
MISS KEY GARNET 13S
KEYS DIRECT FIRE 18Y
MISS KEY EMBER 3Z

Another high actual weaning Clemson son at 836 lbs. He's super smooth and long as can be, really clean made.

102

KEYS CLEMSON 37H

P741539

BW	WW	YW	Milk	MWW
1.1	60	84	13	43

BD: 2/27/20

H/P/S: POLLED

COLOR: BLACK

BW: 80
LEPTIN: CT

ADJ. WW: 796

BODINES CLEMSON C01
KEYS CLEMSON 113F ET
MISS KEY PATIENCE 30Y

KEYS ROCKSTAR 95X
RAO MISS DIAMOND 01W
KEYS MATRIX 99T
MISS KEY PATIENCE 179U

%SA
3/4 SA
1/8 AN

MAC CAPRICORN 125C
MISS KEY SHILHOUET 124E
MISS KEY SHILHOUET 100C

DJF ZODIAK 941Z
MAC ALMIRA 169A
KEYS MONUMENT 234A
MISS KEY SHILHOUET 159Z

Wow! What a Clemson 113F son - 821 lbs actual WW and 80 lbs BW. He's a dandy herd bull prospect - long and clean!

103

KEYS CLEMSON 66H

P741544

BW	WW	YW	Milk	MWW
0.4	62	86	12	43

BD: 3/3/20

H/P/S: POLLED

COLOR: BLACK

BW: 77
LEPTIN: TT

ADJ. WW: 700

BODINES CLEMSON C01
KEYS CLEMSON 113F ET
MISS KEY PATIENCE 30Y

KEYS ROCKSTAR 95X
RAO MISS DIAMOND 01W
KEYS MATRIX 99T
MISS KEY PATIENCE 179U

%SA
3/4 SA
1/8 AN

KEYS MONUMENT 234A
MISS KEY CLAIRE 67E
MISS KEY CLAIRE 169Y

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

This is another super long bodied Keys Clemson 113 son that's a TT for Leptin. He's 3/4 Salers and he's smooth and stretchy.

104 KEYS TOP LEVEL 8H

P740088

BW	WW	YW	Milk	MWW
2.3	67	101	8	42

BD: 2/18/20

H/P/S: POLLED

COLOR: BLACK

BW: 83
LEPTIN: CT

ADJ. WW: 762

KEYS TOP LEVEL 5D
KEYS TOP LEVEL 92F
MISS KEY DESTINY 189D

[NJF TOP LEVEL 41T
MISS KEY NOELLE 164B
KEYS DIRECT FIRE 18Y
MISS KEY DESTINY 1A

%SA
3/4 SA
1/8 AN
1/8 AR

KEYS CAMERON 107D
MISS KEY DAZY 116F
MISS KEY DAZY 162U

[KEYS CAMERON 219Z
MISS KEY TOPS 92A
J W K NEW DESIGN 0028
MISS KEY WIZARD 38G

This 83 lbs BW 3/4 Salers Top Level son has a 770 lbs actual WW.



Lot 104

105 KEYS TOP LEVEL 55H

P740095

BW	WW	YW	Milk	MWW
0.7	54	84	10	37

BD: 2/28/20

H/P/S: POLLED

COLOR: BLACK

BW: 85
LEPTIN: CC

ADJ. WW: 710

KEYS TOP LEVEL 5D
KEYS TOP LEVEL 92F
MISS KEY DESTINY 189D

[NJF TOP LEVEL 41T
MISS KEY NOELLE 164B
KEYS DIRECT FIRE 18Y
MISS KEY DESTINY 1A

%SA
3/4 SA
1/4 AR

KEYS DIRECT FIRE 18Y
MISS KEY DESIGN 21F
MISS KEY DESIGN 50A

[5L DIRECT FIRE 1641-6443
MISS KEY RUBY 133W
KEYS LONGSHOT 1X
MISS KEY DESIGN 130Y

This good looking black 3/4 blood has a 4.45 mid-test ADG. He's a Top Level grandson.



NJF Top Level 41T

106 KEYS TOP LEVEL 11H

P740089

BW	WW	YW	Milk	MWW
-0.8	61	82	13	43

BD: 2/19/20

H/P/S: POLLED

COLOR: RED

BW: 75
LEPTIN: CC

ADJ. WW: 782

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
7/8 SA
1/8 AR

KEYS MONUMENT 234A
MISS KEY PAIGE 17F
MISS KEY PAIGE 4W

[NJF FEISTS MASTERPEICE 7
MISS KEY GARNET 13S
PIE GET R DONE 684
MISS KEY PAIGE 4L

Look at the hip and hind leg in this low BW red 7/8 bull. He's the top red heifer bull with power - 75 lbs BW, 791 lbs actual WW.



Lot 106

107 KEYS TOP LEVEL 61H

P740097

BW	WW	YW	Milk	MWW
-2.9	45	65	7	29

BD: 3/1/20

H/P/S: POLLED

COLOR: BLACK

BW: 76
LEPTIN: CC

ADJ. WW: 611

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
3/4 SA
1/4 AN

KEYS BONFIRE 97B
MISS KEY KRISTIN 33F
MISS KEY KRISTIN 57Y

[KEYS DIRECT FIRE 18Y
MISS KEY TOPS 77W
KEYS MATRIX 99T
MISS KEY KRISTIN 95U

Fancy Top Level 3/4 blood heifer bull with a 76 lbs BW.



Lot 107

108 KEYS ROCKSTAR 4H P741529

BW	WW	YW	Milk	MWW
1.5	69	102	5	40

BD: 2/15/20 H/P/S: POLLED COLOR: BLACK BW: 92 ADJ. WW: 786
LEPTIN: TT

BODINES ROCKSTAR D1 KEYS ROCKSTAR 156F MISS KEY SPARKLE 80C	[KEYS ROCKSTAR 95X WF MISS TOPEKA W1 KEYS LONGSHOT 1X MISS KEY SPARKLE 16W	%SA 3/4 SA 1/8 AR 1/8 AN
KEYS CAMERON 219Z MISS KEY GRACE 80D MISS KEY GRACE 11A	[MAC CAMERON 318X MISS KEY ELITA 199U KEYS DIRECT FIRE 18Y MISS KEY GRACE 19X	

He's a real deep, soggy Keys Rock Star 156F with a TT for leptin. He's a big hipped rascal with a lot of power.



109 KEYS ROCK SOLID 24H P741533

BW	WW	YW	Milk	MWW
1.8	66	87	18	50

BD: 2/21/20 H/P/S: POLLED COLOR: BLACK BW: 84 ADJ. WW: 683
LEPTIN: CT

BODINES ROCKSTAR D1 KEYS ROCKSTAR 156F MISS KEY SPARKLE 80C	[KEYS ROCKSTAR 95X WF MISS TOPEKA W1 KEYS LONGSHOT 1X MISS KEY SPARKLE 16W	%SA PURE-BRED
KEYS LONGSHOT 1X MISS KEY DESIGN 50A MISS KEY DESIGN 130Y	[SC PLD BLK TRADER 107T MISS KEY MELODY 114P KEYS HIGHWAY 101W MISS KEY DESIGN 50W	

Deep and soggy, Keys Rock Solid has a moderate birthweight and excellent balanced EPDs.

110 KEYS ROCKSTAR 34H TW P741538

BW	WW	YW	Milk	MWW
0.8	68	101	17	51

BD: 2/25/20 H/P/S: POLLED COLOR: BLACK BW: 74 ADJ. WW: 628
LEPTIN: CT

BODINES ROCKSTAR D1 KEYS ROCKSTAR 156F MISS KEY SPARKLE 80C	[KEYS ROCKSTAR 95X WF MISS TOPEKA W1 KEYS LONGSHOT 1X MISS KEY SPARKLE 16W	%SA 3/4 SA 1/4 AN
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	

Check out this nice low BW heifer bull by Keys Rock Star 156F.

111 KEYS ROCKSTAR 47H P741541

BW	WW	YW	Milk	MWW
1.4	64	87	15	47

BD: 2/27/20 H/P/S: POLLED COLOR: BLACK BW: 89 ADJ. WW: 690
LEPTIN: TT

BODINES ROCKSTAR D1 KEYS ROCKSTAR 156F MISS KEY SPARKLE 80C	[KEYS ROCKSTAR 95X WF MISS TOPEKA W1 KEYS LONGSHOT 1X MISS KEY SPARKLE 16W	%SA 7/8 SA 1/8 AR
PCSL BRAVO MISS KEY BRENDA 52D MISS KEY BRENDA 41B	[PCSL ZEUS PCSL YULETIDE KEYS DIRECT FIRE 18Y MISS KEY STEALTH 105P	

Here's a powerful 7/8 Rockstar 156F that's deep, soggy made and a TT for Leptin. Nice, gentle herd bull.



112 KEYS ROCK RIDGE 95H P741550

BW	WW	YW	Milk	MWW
1.6	73	110	9	45

BD: 3/13/20 H/P/S: POLLED COLOR: BLACK BW: 81 ADJ. WW: 738
LEPTIN: CT

BODINES ROCKSTAR D1 KEYS ROCKSTAR 156F MISS KEY SPARKLE 80C	[KEYS ROCKSTAR 95X WF MISS TOPEKA W1 KEYS LONGSHOT 1X MISS KEY SPARKLE 16W	%SA 3/4 SA 1/8 AN 1/8 AR
KEYS CAMERON 219Z MISS KEY EVIE 21B MISS KEY EVIE 12R	[MAC CAMERON 318X MISS KEY ELITA 199U J W K NEW DESIGN 0028 MISS KEY EVIE 71N	

A low birth weight Keys Rockstar 156F that started at 81 lbs BW and has a 4.08 ADG. He'll make a heifer bull.

113 KEYS ROCKSTAR 114H P740105

BW	WW	YW	Milk	MWW
2.3	67	90	11	44

BD: 3/25/20 H/P/S: POLLED COLOR: BLACK BW: 88 ADJ. WW: 793
LEPTIN: CC

KEYS ROCKSTAR 95X BODINES ROCKSTAR D1 WF MISS TOPEKA W1	[NJF TOP LEVEL 41T MISS KEY ESTELLE 10N MAC TOPEKA 159T NJF MISS FEIST 692S	%SA PURE-BRED
RCM P 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	

He's a black purebred out of a 12 year old cow with tremendous length and strong maternal traits.

114 KEYS ROCKSTAR 106H P740103

BW	WW	YW	Milk	MWW
2.2	70	93	12	47

BD: 3/20/20

H/P/S: POLLED

COLOR: RED

BW: 90
LEPTIN: TT

ADJ. WW: 778

KEYS ROCKSTAR 95X
BODINES ROCKSTAR D1
WF MISS TOPEKA W1

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

%SA
7/8 SA
1/8 AN

KEYS MONUMENT 234A
MISS KEY LORRI 62E
MISS KEY LORRI 138B

[NJF FEISTS MASTERPEICE 7
MISS KEY GARNET 13S
DJF 311X
MISS KEY LORRI 211X

Here's a bonafide, big time purebred herdsire prospect by Bodines Rockstar. He's a TT and as classy as they come!



Lot 114

115 KEYS ROCKSTAR 108H P740104

BW	WW	YW	Milk	MWW
2	78	108	16	55

BD: 3/20/20

H/P/S: POLLED

COLOR: RED

BW: 88
LEPTIN: CC

ADJ. WW: 824

KEYS ROCKSTAR 95X
BODINES ROCKSTAR D1
WF MISS TOPEKA W1

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

%SA
7/8 SA
1/8 AN

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

Big time performance and big time EPDs, this red bull comes from a cow that produced a \$9000 bull in our 2018 sale. 4.28 ADG and a real herd bull look.



Lot 115

116 KEYS ROCKSTAR 115H P740106

BW	WW	YW	Milk	MWW
0	68	105	14	48

BD: 3/25/20

H/P/S: POLLED

COLOR: BLACK

BW: 85
LEPTIN:

ADJ. WW: 856

KEYS ROCKSTAR 95X
BODINES ROCKSTAR D1
WF MISS TOPEKA W1

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

%SA
5/8 SA
3/8 AN

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

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

This 85 lbs BW, 856 lbs WW 5/8 Salers is a son of Bodines Rockstar D1.

117 KEYS ROCKSTAR 155H P740107

BW	WW	YW	Milk	MWW
0.9	67	97	6	40

BD: 4/23/20

H/P/S: POLLED

COLOR: BLACK

BW: 82
LEPTIN: CT

ADJ. WW: 758

KEYS ROCKSTAR 95X
BODINES ROCKSTAR D1
WF MISS TOPEKA W1

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

%SA
7/8 SA
1/8 AN

KEYS DIRECT FIRE 18Y
MISS KEY DESTINY 189D
MISS KEY DESTINY 1A

[5L DIRECT FIRE 1641-6443
MISS KEY RUBY 133W
MAC CAMERON 318X
KKCC BP PREDESTINED 705T

Checkout the gain on the youngest calf in the sale, 82 lbs BW and 4.34 ADG. He should make a heifer bull.



Lot 118

118 KEYS FULLBACK H338 P741492

BW	WW	YW	Milk	MWW
1.6	48	66	19	43

BD: 2/5/20

H/P/S: POLLED

COLOR: RED

BW: 86
LEPTIN:

ADJ. WW: 638

EPS PLD NEWSBREAK 3N
BODINES FULLBACK E414
RRF ROBINETTA 12N

[NBI POLLED LEGACY SL
EPS PLD KAHLUA 10K
MWC POLLED FERNANDO 40F
D ROBINETTA GOLD 55F

%SA
PURE-
BRED

KEYS FIRECRACKER 118X
BODINES MS 338A
TSB HEIDI 19Y

[RCM P R FIRECRACKER
MISS KEY NAN 235T
TSB PLD OZ 61W
TSB MISS COTTON 137W

Here's a real looker and a real beef bull. He's a purebred Keys Fullback son with a 86 lbs BW.

119 KEYS COSMOS H395 P741676

BW	WW	YW	Milk	MWW
1.3	61	98	16	46

BD: 4/1/20 H/P/S: POLLED COLOR: BLACK BW: 87 ADJ. WW: 711
LEPTIN:

KEYS CAMERON 38C
KEYS COSMO 186E
MISS KEY SALINA 181W

TSB TUXEDO 417U
ZBR WHITNEY 395A
MAC WHITNEY 104W

KEYS CAMERON 219Z
MISS KEY EBONY 168X
SUMMITCREST TRUE GRIT 7R06
MISS KEY SALINA 3S

PRK TRANSFORMER 248T
TSB PLD STARR 149S
MAC TOPEKA 159T
MAC MARLENE 39M

This nice looking black 5/8 bull sired by Cosmo, one of our past top sellers at \$7000.

120 KEYS DUNDEE 13H P740090

BW	WW	YW	Milk	MWW
-0.5	54	69	19	46

BD: 2/19/20 H/P/S: POLLED COLOR: RED BW: 88 ADJ. WW: 761
LEPTIN: TT

KEYS DUNDEE 160D
KEYS DUNDEE 60F
MISS KEY DESIGN 171X

KEYS MONUMENT 234A
MISS KEY BANNER 27F
MISS KEY BANNER 92T

KEYS MONUMENT 234A
MISS KEY LORRI 90X
NJF TOP LEVEL 41T
MISS KEY DESIGN 202N

NJF FEISTS MASTERPEICE 7
MISS KEY GARNET 13S
KKCC BLK PLD MATRIX 304N
MISS KEY BANNER 175C

He's got a nice profile and a 4.23 mid-test ADG with a 761 lbs WW and he's a TT 3/4 blood.

121 KEYS STETSON 50H 740096

BW	WW	YW	Milk	MWW
1.5	52	60	22	48

BD: 2/28/20 H/P/S: HORNED COLOR: RED BW: 70 ADJ. WW: 684
LEPTIN: CC

PROSPER
STETSON
NINOU

NJF FEISTS MASTERPEICE 7
MISS KEY CLAIRE 89D
MISS KEY CLAIRE 169Y

MUSCAT
BLONDE
IDEAL
GAULOISE

BEV MASTERPIECE 110H
NJF MISS MERCURY 623S
DJF 311U
MISS KEY CLAIRE 217M

A super quiet purebred son of the imported Stetson bull that has a low BW and will make some great females.

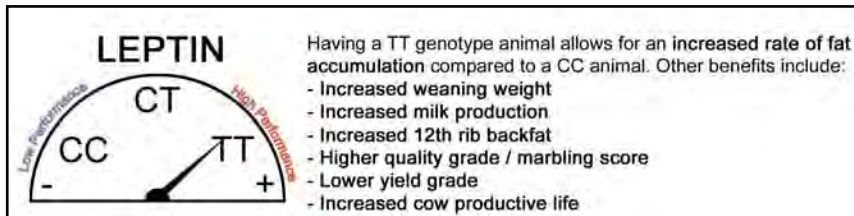


Becky and Pete's son, Samuel, graduated from Mandan High School last spring and is now at NDSU – congrats Sam!!

WHY DO WE LEPTIN TEST OUR BULLS?

Dr. Eric DeVuyst, OSU Ag Economist wrote in an Oklahoma Extension Service circular The Economics of Gene Testing...

Genotype (TT) fed cattle are more profitable than lean genotype (CC) cattle. Differences in profit range from \$14 to \$60 per head.



The same mutation has been investigated in milk production and beef calf weaning weight. DeVuyst et al. (2008) also report heavier calf weaning weights for TT and CT cows. The effect was significant in crossbred cows. TT cows wean heavier calves than CC cows. Crossbred TT cows wean calves weighing 27 pounds more than calves weaned from crossbred CC cows.

Their analysis found that TT and CT cows were more profitable than CC cows due to 1) higher calf weaning weights and 2) longer productive lives. Differences in profitability ranged from \$15 to \$39 per year depending on breed.

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.

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43rd Annual Bull Sale
Thursday, March 11, 2021

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

Offering 121 Lots:
76 Charolais Bulls
45 Salers Optimizer Bulls



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