

EFFERTZ KEY RANCH

48th ANNUAL BULL SALE

MARCH 12 2026



67 CHAROLAIS. **63** SALERS. **1** HEREFORD
7 RED CHAROLAIS HEIFERS
RUGBY LIVESTOCK, RUGBY ND 1PM CST



Roger & Shelly Effertz Family



Kevin & Karen Effertz Family

Welcome to our 48th Annual Bull Sale!

This year's offering includes 67 Charolais bulls, 11 of which are Red Factor Charolais. Who typically throw black hide when used on black cows. We have also added 7 select Red Factor Charolais heifers to the offering. The demand for Red Charolais cattle has been strong, and we believe these females have great potential. We look forward to their future's in another breeder's program. The Salers offering includes 63 bulls, both red and black hided that vary in percentages of Angus and Salers. The black bulls have been Homozygous Black tested. This is a robust set of bulls across the board on both breeds. This year Adam & Julia have added one Hereford bull to the line up as well!

We have been diligent the last few years to manage birthweights and increase calf-hood vigor. We were excited to see the rate of gain from birth to weaning, and I want to hit home that we do not creep feed our calves! Their weights are a direct reflection of their mothers' abilities, grass & performance-oriented genetics. The climate of the market demands calves that convert feed efficiently. We continue our path of genetically testing for the following carcass traits: Leptin, PMCH, IGF2 and CRH. This has added value to our program and our customers' programs. We have seen it first hand in the results of our cattle processed through Tyson in the past couple years.

We strive to breed cattle that fit a powerful profile, are sound and perpetuate quality carcass traits. We are happy to say that, for us, and our customers, this method is working. We invite you to come by and 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 program, even if you plan to bid online with liveauctions.tv. If you have any problems or questions, feel free to call us!

Videos of the bulls will be available on liveauctions.tv the week prior to the sale. We will be happy to help you with trucking arrangements after the sale. We look forward to doing business with new and old friends on Thursday March 12th, 2026 at the Rugby Livestock Auction in Rugby ND.

Roger Effertz & the EKR Crew



Bryan & Stephanie Dean Family



Adam & Julia Dean Family

48TH ANNUAL BULL SALE

THURSDAY MARCH 12TH, 2026

RUGBY LIVESTOCK, RUGBY, ND • 1 P.M. CST

SELLING 137 LOTS

Sale Day Phones:

Roger Effertz 701-720-1156
Kevin Effertz 701-720-1363
Bryan Dean 701-720-0802
Neil Effertz 701-471-0153
Adam Dean 701-537-3882
Julia Dean 307-462-1072

Auctioneer:

Jared Shipman 806-983-7226

Join Us!

The bulls will be penned and ready to look at Wednesday, March 11th. *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:

Dean Pike, American Salers 303-810-7605
Kirby Goettsch, Farm & Ranch Guide 605-380-3939
Jory Boote, Cattle Business Weekly 701-789-7047
Hadley Schotte, Charolais Journal 785-562-6632

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.

Supplement Sheet:

Yearling weights and performance, 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.

Visit www.effertzkeyranch.com & Find us on Facebook!

Insurance:

Will be available at the settlement desk.

Video:

Videos of individual bulls will be on liveauctions.tv & our website www.effertzkeyranch.com

Herd Health:

The sale cattle are up-to-date on the Effertz Key Ranch health program:

Calves were vaccinated for IBR, BVD, Somnagen, 7-way, BRSV Syncial Virus, Fusoguard and poured with Aspen Exile Ultra.

Trucking:

Delivery available to central points anywhere in the continental U.S. at a maximum cost to the buyer of \$500 per head.

Guarantee:

Effertz Key Ranch bulls are guaranteed to pass A semen test. All animals sold in this sale are guaranteed to be breeders, provided they are properly handled and cared for. If any animal fails to breed, the seller must be notified immediately. If the animal is in a sound, healthy condition the buyer may return it to the seller, who shall have 6 months to test it. In the meantime, we will work to provide a replacement. If the animal then proves to be a non-breeder, a satisfactory exchange will be made or the purchase price refunded or future sale credit. We recommend insurance for all purchases as our guarantee does not apply to injured or sick animals.

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), Adam (701-537-3882), Julia (307-462-1072) or any of the special representatives to discuss the bulls and arrange to place a bid. You can also bid online with liveauctions.tv

LiveAuctions.TV

Check out the new liveauctions.tv website! If you need assistance call 682-816-4900 or Mariah Miller 712-294-4731.

REFERENCE SIREs



KEYS BENCHMARK 188L M990937
3/22/23 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
2.7	75	144	19	5	36	0.87	281

LT JJ LEDGER 4606 P KEYS BENTLEY 134B
SCR SIR LEDGER 9411P MISS KEY HEATHER 44D
SCR MISS TENACIOUS MISS KEY HEATHER 66Y

BW:94 WW:747 YW:1216 LEPTIN:TT



CCC SJ CARTEL 2002 P ET EM977269
1/1/22 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-1.7	79	136	31	11.7	36	1.02	287

WC BENELLI 2134 P ET LT RUSHMORE 8060 PLD
WC MILESTONE 5223 P WC MAHER CLARICE 6401
WC LADY BLUE 0506 P WC CLARICE 2533 P ET

BW:80 WW:906 YW:1849 LEPTIN:CT



LT TRIUMPH 1892 PLD ET EM969462
8/19/21 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-2	60	100	8	11	19	0.75	250

SCR TRIUMPH 2135 LT BLUE VALUE 7903 ET
SCX TRIUMPH 50B LT SHEILA 337 PLD
SCX MISS HILO 128W LT MISS BREEZY 524

BW:92 WW:760 YW:1750 LEPTIN:CT



KEYS CINNABAR 103J QM202195
2/26/21 • Polled • Red

BW	WW	YW	Milk	CE	CW	REA	TSI
-1.9	43	97	16	14	3	0.5	220

KEYS REDBONE 115B PRO-CHAR CLYDE 79T
KEYS REDBONE 134G MISS KEY JENNA 190Z
MISS KEY HANNA 121D MISS KEY JENNA 122U

BW:74 WW:645 YW:1255 LEPTIN:TT

REFERENCE SIRES



KEYS BODEGA 49L QM202792
2/20/23 • Polled • Red

BW	WW	YW	Milk	CE	CW	REA	TSI
0.5	63	124	25	13	18	0.67	248

KEYS RUSTON 51F TRI-N BOUNTY HUNTER 507C
LVB CAMPARI 0027 MISS KEY DREAM 73F
LVB MISS CODE RED 5090 MISS KEY DREAM 162X

BW:90 WW:716 YW:1680 LEPTIN:CT



MAC JETLINER 151J 748752
2/21/21 • Polled • Black

BW	WW	YW	Milk	CED	CW	REA
-1.8	52	79	27	17	9	0.8

7/8 SA
MAC ATOMIC FORCE OPP SABER 847U
MAC ESSENTIAL FORCE MAC CARRIE 552C
MAC VALLIE 277X WJM KERI 294K

BW:77 WW:694 YW: LEPTIN:TT



PATERNAL BROTHER TO 57L - KEYS JESSE JAMES 3L

KEYS JESSE JAMES 57L 759834
2/25/23 • Polled • Red

BW	WW	YW	Milk	CED	CW	REA
0.5	62	82	18	11	13	0.71

PUREBRED

SF GRADY 2G DLL FOREST 5105F
GIT JESSE JAMES 22J FFS MS JESSE 249J
GIT GLACIER 38G FFS MISS 249Y

BW:80 WW:722 YW: 1108 LEPTIN:CT



KEYS AUTO PILOT 5L 759921
2/4/23 • Polled • Black

BW	WW	YW	Milk	CED	CW	REA
1.2	63	102	21	16	22	0.69

7/8 SA

MAC ESSENTIAL FORCE KEYS CLEMSON 113F ET
MAC JETLINER 151J MISS KEY EMBER 6H
MAC CARRIE 552C MISS KEY EMBER 1E

BW:62 WW:640 YW: 1116 LEPTIN:TT

REFERENCE SIRES



3/4 SIBLING TO 131K - KEYS FREDERIC 119K

KEYS ROCKSTAR 115K 753853

3/25/22 • Polled • Black

BW WW YW Milk CED CW REA

2.8 95 143 13 6 32 0.98

3/4 SA

KEYS ROCKSTAR 95X
BODINES ROCKSTAR D1
WF MISS TOPEKA W1
KEYS CAMERON 219Z
MISS KEY PATIENCE 196D
MISS KEY PATIENCE 218A

BW:93 WW:725 YW: 1120 LEPTIN:TT

KEYS FREDERIC 131K 753870

4/17/22 • Polled • Red

BW WW YW Milk CED CW REA

1.1 48 61 15 12 10 0.58

PUREBRED

RC BUCK 150B
SW FREDERIC 102F
SW MAGGIE 43Y
KEYS MONUMENT 234A
MISS KEY LORRI 62E
MISS KEY LORRI 138B

BW:90 WW:660 YW: 1100 LEPTIN:TT



Aaron & Brook Dean



Thomas & Tarin Peterson

Congratulations to these wonderful couples who were married this past year & congrats to Ross & Cheyenne who will be married June 2026!



Drew & Madie Effertz



Ross Effertz & Cheyenne Hanson



LOT 1

KEYS KAHUNA 6N

M1014076 • 1/20/25 • Homozygous Polled • PAF • BW:90 • ActWW:900

LEPTIN:TT PMCH:AT IGF2:CC CRH:CG

BW WW YW Milk CE CW REA TSI

2.4 77 136 23 3 32 0.92 272

ANJOU PURE POWER 184Y

SCR SIR LEDGER 941P

MISS KEY MEG 68G

KEYS BENCHMARK 188L

MISS KEY MEG 7C

MISS KEY HEATHER 44D

The lead off bull in our Pen of 3 at NWSS, is one we are really proud of! You'd be hard pressed to find a bull as heavy muscled and square made that can move as well as Kahuna does! He's very flexible. The ultimate Herd Sire prospect. His mother is a cornerstone cow in our herd, with a phenomenal udder. We look forward to Kahuna's future, we believe he is the type of bull the beef industry could really benefit from. Projected sale day weight of 1660lbs! We are retaining 1/2 interest. *Selling Full Possession.*



MISS KEY MEG 68G

Kemosabe was a part of our pen in Denver, he's neat made on the profile and puts a square top & big hip together in a clean stylish package. His dam is a thick cow, with a really nice udder. Another female that we consider a foundation female. Projected sale day weight of 1521lbs. Retaining 1/4 interest.



Lot 2

2 KEYS KEMOSABE 109N M1014077

2/27/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
0.2	83	136	32	10	32	1.08	278
BW:93 • WW:800							

WC MILESTONE 5223 P OW MAXIMIZER 3041
 CCC SJ CARTEL 2002 P ET MISS KEY HANNA 66G
 WC MAHER CLARICE MISS KEY HANNAH 95E

LEPTIN:TT PMCH:AA IGF2:CC CRH:GG

3 KEYS LONE RANGER 125N M1015427

3/6/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-0.8	70	117	24	11	27	0.88	269
BW:82 • WW:660							

WC MILESTONE 5223 P KEYS BALLYHOO 77D
 CCC SJ CARTEL 2002 P ET MISS KEY BISKIT 183H
 WC MAHER CLARICE MISS KEY BISKIT 60B

LEPTIN:CT PMCH:AA IGF2:CT CRH:GG

Our anchor bull in the Denver pen, and he's a tank. He's moderate, but very impressive in terms of muscle. I love the way he gets out and moves. Projected sale day weight of 1476lbs. Retaining 1/4 interest.



Lot 3



4 **KEYS BENCHMARK 40N** M1016361

2/8/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
2.5	72	136	15	6	31	0.8	271

BW:96 • ADJ WW:673

SCR SIR LEDGER 9411P KEYS GET SMART 8E
KEYS BENCHMARK 188L MISS KEY NORA 67G
 MISS KEY HEATHER 44D MISS KEY NORA 94Z

LEPTIN:TT PMCH:AA IGF2:CC CRH:CG

7/8 markers! Ranks in the top 15% for YW! Projected sale day weight of 1370lbs.



5 **KEYS BENCHMARK 51N** M1016366

2/11/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
1.4	76	133	23	7	30	0.9	272

BW:84 • ADJ WW:751

SCR SIR LEDGER 9411P KEYS CHAIRMAN 2H
KEYS BENCHMARK 188L MISS KEY BISKIT 79K
 MISS KEY HEATHER 44D MISS KEY BISKIT 60B

LEPTIN:TT PMCH:AA IGF2:CC CRH:CG

7/8 markers! Ranks in the top 15% for WW! Projected sale day weight of 1396lbs.

6 **KEYS BENCHMARK 56N** M1016368

2/14/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
1.6	74	131	23	8	29	0.88	272

BW:94 • ADJ WW:703

SCR SIR LEDGER 9411P OW MAXIMIZER 3041
KEYS BENCHMARK 188L MISS KEY LEANNE 3J
 MISS KEY HEATHER 44D MISS KEY LEANNE 92G

LEPTIN:TT PMCH:AA IGF2:CC CRH:CC

Huge topped bull with a big hip on him, deep ribbed and easy doing. His dam has done a nice job, she's thick and good uddered. Projected sale day weight of 1365lbs.



7 **KEYS BENCHMARK 99N** QM203390

2/25/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
2.2	66	128	15	6	30	0.81	271

BW:92 • ADJ WW:666

SCR SIR LEDGER 9411P KEYS BALLYHOO 77D
KEYS BENCHMARK 188L MISS KEY KAREL 104K
 MISS KEY HEATHER 44D MISS KEY KAREL 203E

LEPTIN:CT PMCH:AA IGF2:CC CRH:GG

Projected sale day weight of 1163lbs. Nice stout, clean made and stylish bull.

8 **KEYS BENCHMARK 103N** M1016348

2/26/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
0.8	66	128	18	9	28	0.79	269

BW:90 • ADJ WW:648

SCR SIR LEDGER 9411P KEYS BALLYHOO 77D
KEYS BENCHMARK 188L MISS KEY DAWN 161K
 MISS KEY HEATHER 44D MISS KEY DAWN 78D

LEPTIN:TT PMCH:AA IGF2:CC CRH:CG

The Benchmark sons are thick, and stylish and this bull is no different! 7/8 markers!



9 **KEYS BENCHMARK 111N** M1016389

2/28/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
2.8	74	137	27	7	31	1	279

BW:98 • ADJ WW:847

SCR SIR LEDGER 9411P KEYS POWERMAX 57G
KEYS BENCHMARK 188L MISS KEY LEANNE 195K
 MISS KEY HEATHER 44D MISS KEY LEANNE 220A

LEPTIN:TT PMCH:AT IGF2:CC CRH:GG

Impressive bull here, he's real stout! Love how he carries himself on the move. 7/8 markers! Projected sale day weight of 1396lbs. Don't sleep on his performance!



10 **KEYS BENCHMARK 159N** M1016406

3/19/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
1.3	73	138	14	8	33	0.92	278

BW:86 • ADJ WW:665

SCR SIR LEDGER 9411P KEYS BALLYHOO 77D
KEYS BENCHMARK 188L MISS KEY TOREE 258K
 MISS KEY HEATHER 44D MISS KEY TOREE 129D

LEPTIN:TT PMCH:AA IGF2:CC CRH:CG

7/8 markers! Projected sale day weight of 1159lbs.

11 **KEYS BENCHMARK 209N** M1016416

4/21/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
1.1	80	142	26	7	28	0.86	269

BW:88 • ADJ WW:780

SCR SIR LEDGER 9411P KEYS CHAIRMAN 2H
KEYS BENCHMARK 188L MISS KEY BRANDY 116K
 MISS KEY HEATHER 44D MISS KEY BRANDY 65D

LEPTIN:CT PMCH:AA IGF2:CT CRH:GG

Ranks in the top 8% for WW and YW! Very impressive growth with the young bull. Sale day projected weight 1249lbs.

12 **KEYS CARTEL 76N** M1016377

2/20/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
0.2	75	132	22	8	34	0.92	281

BW:90 • ADJ WW:663

WC MILESTONE 5223 P KEYS BALLYHOO 77D
CCC SJ CARTEL 2002 P ET MISS KEY HEATHER 206G
 WC MAHER CLARICE 6401 MISS KEY HEATHER 204C

LEPTIN:TT PMCH:AA IGF2:CC CRH:CG

8/8 markers! Nice made bull here, really wide from behind.



13

13 KEYS CARTEL 83N M1016379

2/22/25 • Scurred • White

BW	WW	YW	Milk	CE	CW	REA	TSI
1.1	85	147	25	7	35	1.02	281

BW:96 • ADJ WW:765

WC MILESTONE 5223 P SCR AFFINITY 9104
 CCC SJ CARTEL 2002 P ET MISS KEY LEANNE 242J
 WC MAHER CLARICE 6401 MISS KEY LEANNE 131F

LEPTIN:TT PMCH:AA IGF2:CC CRH:GG
 8/8 markers! ADG of 4.25lbs/day, sale day weight projection of 1488lbs.

14 KEYS CARTEL 91N M1016384

2/23/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-1.4	63	110	30	12	25	0.92	271

BW:85 • ADJ WW:751

WC MILESTONE 5223 P OW MAXIMIZER 3041
 CCC SJ CARTEL 2002 P ET MISS KEY MANDI 14H
 WC MAHER CLARICE 6401 MISS KEY MANDI 159F

LEPTIN:CT PMCH:AT IGF2:CT CRH:GG
 The biggest framed Cartel son in the group, out of nice high volume cow. Long sided, sure to add pounds to his progeny.

16 KEYS CARTEL 134N M1016397

3/10/25 • Scurred • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-1	80	143	24	12	33	1	281

BW:85 • ADJ WW:720

WC MILESTONE 5223 P KEYS FRONTIER 29F
 CCC SJ CARTEL 2002 P ET MISS KEY ABBA 13J
 WC MAHER CLARICE 6401 MISS KEY ABBA 27E

LEPTIN:CC PMCH:AA IGF2:CC CRH:GG
 Soggy made and stands on a large circumference of bone. His dam was one of our NWSS pen of 3 heifers in 2022, and shes proved her worth around here!

17 KEYS CARTEL 146N M1016401

3/15/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-1.4	77	127	27	11	29	0.97	275

BW:82 • ADJ WW:736

WC MILESTONE 5223 P ANJOU PURE POWER
 CCC SJ CARTEL 2002 P ET MISS KEY MANDI 53G
 WC MAHER CLARICE 6401 MISS KEY MANDI 53B

LEPTIN:CT PMCH:AT IGF2:CC CRH:GG
 ADG of 3.88lbs/day, he has a projected sale day weight of 1363lbs. Nice made and out of a good uddered deep ribbed cow.



14

15 KEYS CARTEL 106N M1016388

2/26/25 • Scurred • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-0.6	62	106	23	10	23	0.9	265

BW:87 • ADJ WW:661

WC MILESTONE 5223 P KEYS SPECIALIST 18U
 CCC SJ CARTEL 2002 P ET MISS KEY RHIANNA 110A
 WC MAHER CLARICE 6401 MISS KEY RHIANNA 164R

LEPTIN:CT PMCH:AA IGF2:CC CRH:GG
 YW of 1168lbs, projected sale day weight of 1318lbs.





18 KEYS CARTEL 148N

M1016402

3/15/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-2.8	73	123	31	14	28	0.87	276

BW:75 • ADJ WW:726

WC MILESTONE 5223 P KEYS MAXIMIZER 137D
 CCC SJ CARTEL 2002 P ET MISS KEY MEG 140J
 WC MAHER CLARICE 6401 MISS KEY MEG 68G

LEPTIN:CC PMCH:AA IGF2:CT CRH:CG

Very nice made bull, shapely with great neck extension.
 Thick made in his hip, just a nice complete bull. Projected
 sale day weight of 1286lbs.

19 KEYS CARTEL 152N

M1016403

3/16/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-0.7	67	116	34	11	27	0.92	273

BW:90 • ADJ WW:696

WC MILESTONE 5223 P OW MAXIMIZER 3041
 CCC SJ CARTEL 2002 P ET MISS KEY DALENNNA 23E
 WC MAHER CLARICE 6401 MISS KEY DALENNNA 232C

LEPTIN:CT PMCH:AT IGF2:CT CRH:CG

Projected sale day weight of 1238lbs.



20 KEYS CARTEL 156N

M1016405

3/17/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-0.2	66	113	31	10	28	0.88	274

BW:92 • ADJ WW:696

WC MILESTONE 5223 P M6 GRID MAKER 104 PET
 CCC SJ CARTEL 2002 P ET MISS KEY LEANNE 50F
 WC MAHER CLARICE 6401 MISS KEY LEANNE 11Z

LEPTIN:TT PMCH:AA IGF2:CC CRH:GG

Stylish made, love his skull shape and his clean front end.
 8/8 markers!

21 KEYS CARTEL 161N

M1016408

3/19/25 • Scurred • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-2.5	72	128	27	14	29	0.89	277

BW:75 • ADJ WW:715

WC MILESTONE 5223 P KEYS BALLYHOO 77D
 CCC SJ CARTEL 2002 P ET MISS KEY VIRGINIA 69J
 WC MAHER CLARICE 6401 MISS KEY VIRGINIA 123D

LEPTIN:CT PMCH:AA IGF2:CC CRH:CG

Well balanced and big boned! Nearly 3.5lbs/day ADG.





22 KEYS LEVERAGE 21N

M1016352

2/2/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
0	70	131	20	9	36	0.96	288

BW:84 • ADJ WW:671

SCR SIR LEDGER 9411P

KEYS MCHENRY 24M

KEYS LEVERAGE 155L

MISS KEY HEATHER 144C

MISS KEY KAREL 1G

MISS KEY HEATHER 207R

LEPTIN: CT PMCH: AA IGF2: CC CRH: GG

Projected sale day weight of 1407lbs.

23 KEYS LEVERAGE 79N

M1016378

2/20/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
1.3	69	130	26	8	38	0.95	286

BW:90 • ADJ WW:657

SCR SIR LEDGER 9411P

KAYR MAINSTREET 910A

KEYS LEVERAGE 155L

MISS KEY BRANDY 210G

MISS KEY KAREL 1G

MISS KEY BRANDY 259D

LEPTIN: TT PMCH: AA IGF2: CC CRH: CG

7/8 markers! Projected sale day weight of 1225lbs. Smooth made bull, shapely in that rear third.

25 KEYS FRONTIER 89N ET

EQM203387

2/23/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
0.6	75	129	23	6	30	1.1	276

BW:88 • ADJ WW:685

KEYS FRONTIER 38H

KEYS PROGRESSIVE 170Z

KEYS FRONTIER 125K

MISS KEY KAREL 55C

MISS KEY FAME 3D

MISS KEY KAREL 125X

LEPTIN: TT PMCH: AA IGF2: CC CRH: GG

8/8 markers! ADG over 3.2lbs/day. Long sided, and big hipped. His sire made his mark here.



24 KEYS FRONTIER 27N

QM203383

2/5/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
2.6	80	138	26	4	39	1.22	292

BW:95 • ADJ WW:715

KEYS FRONTIER 38H

JMAR BENAIAH 1E66

KEYS FRONTIER 125K

MISS KEY LEANNE 251J

MISS KEY FAME 3D

MISS KEY LEANNE 220A

LEPTIN: TT PMCH: AA IGF2: CC CRH: GG

He's wide from stifle to stifle. Love his square build. 8/8 markers!

26 KEYS FRONTIER 94N

QM203388

2/24/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
1.4	69	127	24	5	31	1.14	278

BW:94 • ADJ WW:656

KEYS FRONTIER 38H

KEYS FRONTIER 29F

KEYS FRONTIER 125K

MISS KEY FAME 85H

MISS KEY FAME 3D

MISS KEY FAME 3D

LEPTIN: TT PMCH: AA IGF2: CC CRH: CG

7/8 markers! Projected sale day weight of 1261lbs.





27 **KEYS HISTORIC 4N**

QM203400

1/17/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-5.9	58	112	26	19	23	0.93	277

BW:69 • ADJ WW:667

LT COUNTDOWN 9712 OW MAXIMIZER 3041
SVY HISTORIC 241K **MISS KEY FAME 3D**
 M6 MS NEW GERMAINE 484 P MISS KEY FAME 18B

LEPTIN: CT PMCH: AT IGF2: CC CRH: CG

Gets out and really travels. Deep ribbed and easy doing. His dam raised our high selling bull in 2023, she's highly regarded around here! One of the biggest YW in the pen at 1412lbs

28 **KEYS TONTO 7N**

M1016574

1/23/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-4.8	65	122	22	18	31	0.86	280

BW:65 • ADJ WW:657

LT COUNTDOWN 9712 PLD KAYR MAINSTREET 910A
SVY HISTORIC 241K **MISS KEY GORGEOUS 43J**
 M6 MS NEW GERMAINE 484 P MISS KEY GORGEOUS 90Z

LEPTIN: CT PMCH: AT IGF2: CC CRH: GG

Moderate made but thick! He's got a huge top and rear third on him.

29 **KEYS HISTORIC 15N**

M1016575

2/1/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-1	67	122	20	9	29	0.98	275

BW:82 • ADJ WW:665

LT COUNTDOWN 9712 KEYS ALL STATE 149X
SVY HISTORIC 241K **MISS KEY LIPPI 36C**
 M6 MS NEW GERMAINE 484 P MISS KEY LIPPI 99X

LEPTIN: CT PMCH: TT IGF2: CC CRH: GG

ADG of 3.7lbs! Projected sale day weight of 1373lbs.

30 **KEYS HISTORIC 49N**

M1016576

2/11/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-2.5	71	134	30	16	21	0.97	278

BW:78 • ADJ WW:728

LT COUNTDOWN 9712 OW MAXIMIZER 3041
SVY HISTORIC 241K **MISS KEY LACE 5J**
 M6 MS NEW GERMAINE 484 P MISS KEY LACE 162G

LEPTIN: CT PMCH: AA IGF2: CT CRH: GG

Soggy sided & easy doing. His dam is an exciting young female who does a nice job of raising one.





31 KEYS HISTORIC 58N

M1016577

2/14/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-2.6	83	148	30	16	33	1.02	286

BW:86 • ADJ WW:816

LT COUNTDOWN 9712 OW MAXIMIZER 3041
SVY HISTORIC 241K **MISS KEY EVERMORE 3E**
 M6 MS NEW GERMAINE 484 P MISS KEY EVERMORE 181C

LEPTIN: CT PMCH: AT IGF2: CC CRH: GG

His dam is a big volume cow with a nice udder, who raised one of our high selling bulls last year. He's growth oriented, impressive at weaning. Projected sale day weight of 1438lbs.



32 KEYS HISTORIC 65N

M1016578

2/16/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-1	71	133	21	12	33	0.82	279

BW:88 • ADJ WW:674

LT COUNTDOWN 9712 KAYR MAINSTREET 910A
SVY HISTORIC 241K **MISS KEY HI GAL 85C**
 M6 MS NEW GERMAINE 484 P MISS KEY HI GAL 35Z

LEPTIN: CT PMCH: AT IGF2: CC CRH: GG

Stylish made, love his presence! Projected sale day weight of 1329lbs.

33 KEYS RED SOLO IN ET

EQM203486

1/15/25 • Polled • Red

BW	WW	YW	Milk	CE	CW	REA	TSI
0.3	73	126	24	12	24	0.81	265

BW:88 • ADJ WW:711

TRI-N CAPTAIN MORGAN 340A OW MAXIMIZER 3041
TRI-N BOUNTY HUNTER **MISS KEY KATIE 112C**
 TRI-N BUFFY 63Y MISS KEY KATIE 23A

LEPTIN: CT PMCH: AA IGF2: CT CRH: CG

Big boned, rugged made Bounty Hunter. He's thick & love how he moves. Projected sale day weight of 1510lbs.

Retaining 1/4 interest.





34 KEYS GOLDEN 32N QM203509

2/6/25 • Polled • Tan

BW	WW	YW	Milk	CE	CW	REA	TSI
1	73	127	24	11	24	0.81	264

BW:92 • ADJ WW:838

TRI-N CAPTAIN MORGAN 340A OW MAXIMIZER 3041

TRI-N BOUNTY HUNTER MISS KEY KATIE 112C

TRI-N BUFFY 63Y MISS KEY KATIE 23A

LEPTIN: CC PMCH: AA IGF2: CC CRH: CG

Impressive performance! Huge hiped, square made and moves out nice to boot. One of the biggest calves at weaning and has a YW 1464lbs, projected sale day weight 1591lbs. Retaining 1/4 interest.

36 KEYS CINNABAR 60N TW QM203386

2/15/25 • Polled • Red

BW	WW	YW	Milk	CE	CW	REA	TSI
-1.4	55	108	17	14	13	0.7	244

BW:60 • ADJ WW:592

KEYS REDBONE 134G LVB CAMPARI 0027

KEYS CINNABAR 103J MISS KEY BRANDY 80L

MISS KEY JENNA 190Z MISS KEY BRANDY 62E

LEPTIN: N/A PMCH: N/A IGF2: N/A CRH: N/A

Very shapely bull, thick topped!

35 KEYS CINNABAR 54N QM203384

2/13/25 • Polled • Red

BW	WW	YW	Milk	CE	CW	REA	TSI
-1.6	55	108	23	12	10	0.7	236

BW:75 • ADJ WW:697

KEYS REDBONE 134G HTA NIGHT VISION 1102J

KEYS CINNABAR 103J MISS KEY JENNA 169L

MISS KEY JENNA 190Z MISS KEY JENNA 61H

LEPTIN: TT PMCH: AA IGF2: CC CRH: GG

8/8 markers!

37 KEYS CINNABAR 113N QM203391

2/28/25 • Polled • Red

BW	WW	YW	Milk	CE	CW	REA	TSI
-1.9	51	105	15	13	15	0.62	244

BW:77 • ADJ WW:608

KEYS REDBONE 134G KEYS BALLYHOO 77D

KEYS CINNABAR 103J MISS KEY NINA 89F

MISS KEY JENNA 190Z MISS KEY NINA 106C

LEPTIN: CT PMCH: AA IGF2: CC CRH: GG

Projected sale day weight of 1120lbs.

38 KEYS LAREDO 24N ET EQM203399

2/5/25 • Polled • Tan

BW	WW	YW	Milk	CE	CW	REA	TSI
1.2	52	104	20	6	22	0.69	255

BW:87 • ADJ WW:577

MOORE'S LARIAT 136L TRI-N BOUNTY HUNTER 507C

SDC LAREDO 17N MISS KEY DREAM 73F

SDC MISS RACHEL 4J MISS KEY DREAM 162X

LEPTIN: N/A PMCH: N/A IGF2: N/A CRH: N/A

Great neck extension, clean made and a nice traveling bull.



40 KEYS BODEGA 183N QM203395

4/3/25 • Polled • Red

BW	WW	YW	Milk	CE	CW	REA	TSI
2.2	55	113	28	9	28	0.73	267

BW:92 • ADJ WW:685

LVB CAMPARI 0027 KEYS REDHAWK 93A

KEYS BODEGA 49L MISS KEY COOKIE 13C

MISS KEY DREAM 73F MISS KEY COOKIE 226Y

LEPTIN: CT PMCH: AA IGF2: CC CRH: GG

Nice made young bull. He took his trip to Denver this year for display and he commanded plenty of attention! Impressive YW for this young bull at nearly 1200lbs. Retaining 1/4 interest.



41 KEYS LEXUS 12N

QM203382

1/29/25 • Polled • Red

BW	WW	YW	Milk	CE	CW	REA	TSI
2.6	64	125	23	3	22	0.86	253

BW:92 • ADJ WW:704

HIGH BLUFF JACK DANIELS 124J

KEYS RED WOLF 54H

HRJ LEXUS 365L

MISS KEY MARQUEE 69K

HRJ MISS BRANDY 888F

MISS KEY MARQUEE 133F

LEPTIN: CT PMCH: AA IGF2: CC CRH: GG

Projected sale day weight of 1281lbs. Very shapely in that hip, with a nice big square top.



42 KEYS LEXUS 127N

QM203392

3/6/25 • Polled • Red

BW	WW	YW	Milk	CE	CW	REA	TSI
2.1	64	112	23	3	23	0.82	254

BW:97 • ADJ WW:674

HIGH BLUFF JACK DANIELS 124J

JFC FRANK 840F

HRJ LEXUS 365L

MISS KEY COOKIE 104J

HRJ MISS BRANDY 888F

MISS KEY COOKIE 104F

LEPTIN: CT PMCH: AA IGF2: CC CRH: GG

Complete and stylish on the profile. Flexible on the move. ADG over 3.5lbs/day.



43 KEYS RANGER 131N

QM203393

3/9/25 • Polled • Tan

BW	WW	YW	Milk	CE	CW	REA	TSI
0.8	58	108	20	9	16	0.72	246

BW:80 • ADJ WW:676

MAIN STENBERG RANGER 3A

HTA NIGHT VISION 1102J

JBSR RANGER 152

MISS KEY COOKIE 86L

JBSR MAYBELIEN 52C

MISS KEY COOKIE 49H

LEPTIN: CC PMCH: AA IGF2: AA CRH: CG

Moderate framed but thick! ADG over 3lbs/day.



44 KEYS RANGER 145N

QM203394

3/15/25 • Polled • Red

BW	WW	YW	Milk	CE	CW	REA	TSI
0.3	67	122	21	10	21	0.7	257

BW:80 • ADJ WW:722

MAIN STENBERG RANGER 3A

HTA NIGHT VISION 1102J

JBSR RANGER 152

MISS KEY FAWNA 211L

JBSR MAYBELIEN 52C

MISS KEY FAWNA 117E

LEPTIN: CT PMCH: AA IGF2: CC CRH: CC

Love how this bull profiles, he's stout and incredibly stylish made. Out of a nice young cow with a great udder.



46

45 **AD BALLYHOO 36N** M1019786

2/7/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-0.8	57	112	15	9	19	0.66	254

BW:86 • ADJ WW:546

KEYS PROGRESSIVE 170Z LT AUTHORITY 7229 PLD
KEYS BALLYHOO 77D RK MISS BELLE LORRAINE 237J
 MISS KEY GORGEOUS 90Z SSC SOUTHERN BELLE 1516P

LEPTIN: TT PMCH: AA IGF2: CT CRH: GG
 7/8 markers! Moderate framed and stylish made! Gaining over 4lbs/day with a projected sale day weight of 1205lbs.

46 **KEYS BALLYHOO 42N** M1016475

2/9/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
0.9	65	125	17	8	28	0.74	266

BW:92 • ADJ WW:

KEYS PROGRESSIVE 170Z LT PATRIOT 4004 PLD
KEYS BALLYHOO 77D MISS KEY LEANNE 19J ET
 MISS KEY GORGEOUS 90Z MISS KEY LEANNE 220A

LEPTIN: TT PMCH: AT IGF2: CC CRH: GG
 More frame here, but packs the muscle on to it. ADG of 3.4lbs/day, sale day weight projection of 1302lbs.

47 **KEYS BILLYBAROO 72N** M1016373

2/18/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
0.6	60	105	18	10	23	0.88	263

BW:92 • ADJ WW:676

KEYS BALLYHOO 77D OW MAXIMIZER 3041
KEYS BILLYBAROO 240H MISS KEY FAME 12H
 MISS KEY GIRL 117A MISS KEY FAME 75F

LEPTIN: CT PMCH: AA IGF2: CT CRH: CG
 Projected sale day weight of 1325lbs. An attractive Billy son!
 Stout, and real smooth through his front 1/3!

48 **KEYS CHAIRMAN 13N** M1016350

1/29/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
1.4	76	136	19	3	30	0.94	269

BW:88 • ADJ WW:714

KEYS CHAIRMAN 2H CEDARDALE ZEAL 125Z
KEYS CHAIRMAN 117K MISS KEY DALENNNA 88G
 MISS KEY LEANNE 131F MISS KEY DALENNNA 173A

LEPTIN: TT PMCH: AA IGF2: CT CRH: CG
 Stout 117K son out of a stylish made cow with a nice udder.
 Exciting growth spread here! Projected sale day weight of 1398lbs.



47



48

49 KEYS CHAIRMAN 22N M1016353

2/4/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
0.7	69	130	15	9	32	0.91	279

BW:88 • ADJ WW:649

KEYS CHAIRMAN 2H KEYS BALLYHOO 77D
 KEYS CHAIRMAN 117K MISS KEY MEG 77H
 MISS KEY LEANNE 131F MISS KEY MEG 7C ET

LEPTIN: TT PMCH: AA IGF2: CT CRH: GG

117K sons are proving to be uniform in their pattern. Long sided and deep hipped. Traveling type bulls. Projected sale day weight of 1227lbs.



52

50 KEYS CHAIRMAN 35N M1016360

2/7/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
0.8	73	123	21	8	36	0.97	287

BW:88 • ADJ WW:698

KEYS CHAIRMAN 2H KEYS MCHENRY 24M
 KEYS CHAIRMAN 117K MISS KEY HEATHER 211C ET
 MISS KEY LEANNE 131F MISS KEY HEATHER 207R

LEPTIN: TT PMCH: AA IGF2: CT CRH: CG

His mother is one of the oldest cows in the herd, and she continues to do a nice job. YW of 1166lbs, projected sale day weight of 1275lbs.

51 KEYS CHAIRMAN 90N ET EM1016383

2/23/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-0.4	71	119	26	12	29	0.95	278

BW:92 • ADJ WW:661

KEYS CHAIRMAN 2H OW MAXIMIZER 3041
 KEYS CHAIRMAN 117K MISS KEY WHITLEY 5F
 MISS KEY LEANNE 131F MISS KEY WHITLEY 188D

LEPTIN: CT PMCH: AA IGF2: CT CRH: CG

Ranks in the top 9% for WW! His dam can really produce performance oriented bulls.

53 KEYS BRIARWOOD 29N M1016356

2/6/25 • Scurred • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-4.3	67	116	22	16	25	0.81	269

BW:62 • ADJ WW:665

CML RAINDANCE 996G SCR MESCALITO 1131
 MJ BRIARWOOD 206 MISS KEY MEG 62L
 MISS KEY LAHELA 110D MISS KEY MEG 97H

LEPTIN: CT PMCH: AA IGF2: CC CRH: CG

A littel different pedigree here for us! Projected sale day weight of 1129lbs. A nice profiling bull.

52 KEYS POWER-UP 73N M1016375

2/19/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-0.8	70	124	20	11	28	0.88	274

BW:82 • ADJ WW:698

ANJOU PURE POWER 184Y LT SILVER YIELD 3196 P
 KEYS POWER UP 9B MISS KEY LEANNE 155J ET
 MISS KEY DENISE 14W MISS KEY LEANNE 88Y ET

LEPTIN: TT PMCH: AT IGF2: CT CRH: CG

Unique pedigree here! Power Up did a lot of good for us, so it was fun to try him out again. Long sided, shapely bull. Projected sale day weight of 1292lbs. Retaining 1/4 interest.



54 KEYS BRIARWOOD 69N M1016371

2/17/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-0.9	69	128	19	11	27	0.83	264

BW:84 • ADJ WW:669

CML RAINDANCE 996G KEYS AMBITION 248J
MJ BRIARWOOD 206 MISS KEY GORGEOUS 25L
 MISS KEY LAHELA 110D MISS KEY GORGEOUS 123J

LEPTIN: TT PMCH: AA IGF2: CC CRH: GG

Nice made, love the way he gets out and travels. 8/8 markers!



56 KEYS BRIARWOOD 196N M1016414

4/13/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
2.2	84	150	23	-0.1	33	0.9	265

BW:95 • ADJ WW:803

CML RAINDANCE 996G SCR SIR LEDGER 9411P
MJ BRIARWOOD 206 MISS KEY KAI 221L
 MISS KEY LAHELA 110D MISS KEY KAI 70Z

LEPTIN: TT PMCH: AA IGF2: CC CRH: GG

8/8 markers! ADG of 3.55lbs, projected sale day weight of 1170lbs.

57 KEYS TRIUMPH 74N M1016376

2/20/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-0.1	57	104	9	9	22	0.76	257

BW:90 • ADJ WW:595

SCX TRIUMPH 50B KEYS BALLYHOO 77D
LT TRIUMPH 1892 PLD ET MISS KEY MAYBELLINE 13H
 LT SHEILA 337 PLD MISS KEY MAYBELLINE 159C

LEPTIN: CT PMCH: AA IGF2: CT CRH: GG

Moderate, big topped. He's very well balanced and you gotta love that neck extension.

58 KEYS CHECK MATE 81N M1015428

2/21/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
0	71	119	12	9	24	0.88	260

BW:92 • ADJ WW:777

SCX TRIUMPH 50B KEYS FRONTIER 29F
LT TRIUMPH 1892 PLD ET MISS KEY MEG 97H
 LT SHEILA 337 PLD MISS KEY MEG 172C

LEPTIN: TT PMCH: AA IGF2: CC CRH: CG

The alternate bull for our NWSS Pen of 3 bulls, he's stylish on the profile! 7/8 markers! YW of 1262lbs.

59 KEYS TRIUMPH 85N M1016380

2/22/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
1	68	115	12	6	17	0.62	243

BW:99 • ADJ WW:735

SCX TRIUMPH 50B KEYS BALLYHOO 77D
LT TRIUMPH 1892 PLD ET MISS KEY DALENNA 192G
 LT SHEILA 337 PLD MISS KEY DALENNA 58Y

LEPTIN: TT PMCH: AA IGF2: CT CRH: GG

Projected sale day weight of 1287lbs.



60 KEYS TRIUMPH 86N M1016381

2/22/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-1.4	56	100	10	12	17	0.72	251

BW:83 • ADJ WW:637

SCX TRIUMPH 50B KEYS BALLYHOO 77D
 LT TRIUMPH 1892 PLD ET MISS KEY DALENNA 65G
 LT SHEILA 337 PLD MISS KEY DALENNA 72A

LEPTIN: TT PMCH: AA IGF2: CC CRH: CG
 Long sided bull who is so flexible on the go. 7/8 markers!
 ADG of 3.4lbs/day.



61 KEYS TRIUMPH 98N M1016387

2/24/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-0.2	65	118	6	8	24	0.87	252

BW:88 • ADJ WW:664

SCX TRIUMPH 50B KEYS FOREMAN 9F
 LT TRIUMPH 1892 PLD ET MISS KEY GIRL 33H
 LT SHEILA 337 PLD MISS KEY GIRL 160Y

LEPTIN: CC PMCH: AA IGF2: CC CRH: GG
 Projected sale day weight of 1207lbs. This guy is THICK, he's moderate framed and we admire his mother.

62 KEYS TRIUMPH 116N TW

3/2/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-0.2	59	104	11	9	18	0.82	254

BW:70 • ADJ WW:639

SCX TRIUMPH 50B M6 GRID MAKER 104
 LT TRIUMPH 1892 PLD ET MISS KEY GIRL 74F
 LT SHEILA 337 PLD MISS KEY GIRL 160Y

LEPTIN: CC PMCH: AA IGF2: TT CRH: GG
 Big, strong top on this Triumph son. Smooth made with nice neck extension.

63 KEYS TRIUMPH 123N M1016394

3/4/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
0.6	69	116	22	8	26	0.93	266

BW:98 • ADJ WW:743

SCX TRIUMPH 50B OW MAXIMIZER 3041
 LT TRIUMPH 1892 PLD ET MISS KEY KAREL 1G
 LT SHEILA 337 PLD MISS KEY KAREL 13E

LEPTIN: CT PMCH: AA IGF2: CC CRH: GG
 Very stylish, love his presence on the move. YW of 1242lbs.

65 KEYS TRIUMPH 138N M1016400

3/12/25 • Scurred • White

BW	WW	YW	Milk	CE	CW	REA	TSI
-2	64	100	19	13	22	0.88	263

BW:85 • ADJ WW:698

SCX TRIUMPH 50B KEYS COWBOY 15C
 LT TRIUMPH 1892 PLD ET MISS KEY EQUALIZER 171G
 LT SHEILA 337 PLD BC MISS EQUALIZER 605

LEPTIN: CT PMCH: AT IGF2: CC CRH: CG
 Nice made bull, love how he gets out and travels. Projected sale day weight of 1142lbs.

64 KEYS TRIUMPH 135N M1016398

3/11/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
1.6	73	126	12	4	26	0.81	260

BW:94 • ADJ WW:707

SCX TRIUMPH 50B SCR SIR LEDGER 9411P
 LT TRIUMPH 1892 PLD ET MISS KEY LEANNE 39K
 LT SHEILA 337 PLD MISS KEY LEANNE 14G

LEPTIN: CT PMCH: AT IGF2: CC CRH: CG
 Out of a nice young cow, who milks well. Projected sale weight of 1169lbs.



66 KEYS TRIUMPH 160N

M1016407

3/19/25 • Polled • White

BW	WW	YW	Milk	CE	CW	REA	TSI
1	66	118	15	6	28	0.94	266

BW:94 • ADJ WW:717

SCX TRIUMPH 50B KEYS PROGRESSIVE 170Z
 LT TRIUMPH 1892 PLD ET MISS KEY MARQUEE 190B
 LT SHEILA 337 PLD BC MISS MARQUEE 663

LEPTIN: TT PMCH: AA IGF2: CT CRH: GG

His mother has proved her worth in our program, good udder & easy doing. This calf profiles really well. 7/8 markers!

67 KEYS TRIUMPH 182N

4/3/25 • Polled • White

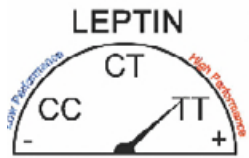
BW	WW	YW	Milk	CE	CW	REA	TSI
0.4	62	118	11	7	17	0.69	243

BW:90 • ADJ WW:716

SCX TRIUMPH 50B KEYS BALLYHOO 77D
 LT TRIUMPH 1892 PLD ET MISS KEY MAYBELLINE 130G
 LT SHEILA 337 PLD MISS KEY MAYBELLINE 137B

LEPTIN: CT PMCH: AT IGF2: CT CRH: GG

Impressive young bull, stylish and performance oriented. His dam has a great udder, an impressive female. Projected sale day weight of 1218lbs.



Having a TT genotype animal allows for an increased rate of fat accumulation compared to a CC animal. Other benefits include:

- Increased weaning weight
- Increased milk production
- Increased 12th rib backfat
- Higher quality grade / marbling score
- Lower yield grade
- Increased cow productive life



67

Salers Offering



BW	WW	YW	Milk	CED	CW	REA
-0.7	67	106	21	13	26	0.84

3/4 SA • Homozygous Black

KEYS JETLINER 4N

68 REG: 771078

1/27/25 • Polled • Black

BW:78 • ADJ WW:695

MAC ESSENTIAL FORCE 533E
 MAC JETLINER 151J
 MAC CARRIE 552C
 KEYS CAMERON 219Z
 MISS KEY PATIENCE 196D
 MISS KEY PATIENCE 218A

**LEPTIN: TT PMCH: AA
 IGF2: CT CRH: CC**

There is an impressive amount of muscle here on this moderate made bull. 1242lbs at YW, sale day weight projection of 1377lbs. Retaining 1/4 interest.



69

69 **KEYS JETLINER 7N** 771079

1/28/25 • Polled • Red • BW:78 • ADJ WW:556

BW	WW	YW	Milk	CED	CW	REA
-1.8	45	61	16	17	3	0.61

7/8 SA

MAC ESSENTIAL FORCE 533E SW FREDERIC 102F
MAC JETLINER 151J **MISS KEY CLAIRE 28J**
 MAC CARRIE 552C MISS KEY CLAIRE 16E

LEPTIN:CT PMCH:AT IGF2:CC CRH:GG

He's thick and stylish made. ADG of 3.75lbs!



70

70 **KEYS JETLINER 9N** 771080

1/29/25 • Polled • Black • BW:84 • ADJ WW:661

BW	WW	YW	Milk	CED	CW	REA
0.8	67	103	18	11	24	0.78

7/8 SA

MAC ESSENTIAL FORCE 533E KEYS CRUISER 29F
MAC JETLINER 151J **MISS KEY EVIE 29K**
 MAC CARRIE 552C MISS KEY EVIE 21B

LEPTIN:TT PMCH:AA IGF2:CT CRH:CC

Big top & a nice big foot on this bull. ADG over 4lbs per day, a sale day weight projection of 1337lbs.



71

71 **KEYS JETLINER 13N** 771081

1/31/25 • Polled • Red • BW:80 • ADJ WW:601

BW	WW	YW	Milk	CED	CW	REA
-1.5	49	72	22	15	5	0.73

7/8 SA

MAC ESSENTIAL FORCE 533E KEYS EXCEL 50E
MAC JETLINER 151J **MISS KEY BRENDA 48G**
 MAC CARRIE 552C MISS KEY BRENDA 52D

LEPTIN:TT PMCH:AA IGF2:CT CRH:CG

His dam does a nice job, really nice udder on her. Sale day weight projection of 1228lbs.



72

72 **KEYS JETLINER 24N** 771083

2/3/25 • Polled • Black • BW:80 • ADJ WW:612

BW	WW	YW	Milk	CED	CW	REA
-0.2	58	88	17	12	17	0.74

7/8 SA • Homozygous Black

MAC ESSENTIAL FORCE 533E KEYS CAMERON 219Z
MAC JETLINER 151J **MISS KEY ANN 144D**
 MAC CARRIE 552C MISS KEY ANN 99A

LEPTIN:TT PMCH:AA IGF2:CC CRH:CG

Massive from stifle to stifle. Sale day weight projection of 1219lbs. Retaining 1/4 interest.



73 KEYS JETLINER 64N 771086

2/14/25 • Polled • Black • BW:82 • ADJ WW:651

BW	WW	YW	Milk	CED	CW	REA
-1	55	78	22	14	12	0.74

PUREBRED

MAC ESSENTIAL FORCE 533E GIT EASTON 3E

MAC JETLINER 151J MISS KEY LORRI 100G

MAC CARRIE 552C MISS KEY LORRI 85E

LEPTIN:TT PMCH:AA IGF2:CC CRH:GG

Sale day weight projection of 1226lbs. Deep ribbed, and like how he carries his thickness down into stifle.

74 KEYS JETLINER 107N 771089

2/26/25 • Polled • Black • BW:72 • ADJ WW:619

BW	WW	YW	Milk	CED	CW	REA
-2.3	53	78	22	17	14	0.72

7/8 SA

MAC ESSENTIAL FORCE 533E KEYS MONUMENT 234A

MAC JETLINER 151J MISS KEY LORRI 85E

MAC CARRIE 552C MISS KEY LORRI 82Y

LEPTIN:TT PMCH:AA IGF2:CC CRH:GG

Sale day weight projection of 1237lbs. Complete made, easy and fluid on the move.



75 KEYS JETLINER 110N 771090

2/27/25 • Polled • Black • BW:88 • ADJ WW:781

BW	WW	YW	Milk	CED	CW	REA
-0.1	66	100	25	13	22	0.82

7/8 SA • Homozygous Black

MAC ESSENTIAL FORCE 533E RAO ALBERT

MAC JETLINER 151J MISS KEY NOREEN 130C

MAC CARRIE 552C MISS KEY NOREEN 80Z

LEPTIN:CT PMCH:AT IGF2:CC CRH:CG

Out of a really good cow, this one weaned the heaviest this fall! He's smooth made and big topped.

76 KEYS JETLINER 122N 771092

3/3/25 • Polled • Black • BW:78 • ADJ WW:621

BW	WW	YW	Milk	CED	CW	REA
-1.4	54	80	21	15	13	0.64

3/4 SA

MAC ESSENTIAL FORCE 533E KEYS MONUMENT 234A

MAC JETLINER 151J MISS KEY PAIGE 17F

MAC CARRIE 552C MISS KEY PAIGE 4W

LEPTIN:TT PMCH:AA IGF2:CT CRH:CG

YW of 1070lbs, sale day weight projection of 1184lbs.



77 KEYS JETLINER 129N 771095

3/7/25 • Polled • Black • BW:80 • ADJ WW:690

BW	WW	YW	Milk	CED	CW	REA
-0.2	60	83	23	14	11	0.75

PUREBRED

MAC ESSENTIAL FORCE 533E SW FREDERIC 102F

MAC JETLINER 151J MISS KEY GRACE 80J

MAC CARRIE 552C *MISS KEY GRACE 112D

LEPTIN:CT PMCH:AA IGF2:CC CRH:CC

Well balanced. Big & shapely hip. Moderate made but thick. YW of 1103lbs, sale day weight projection of 1211lbs.



78 KEYS JETLINER 166N 771097

4/11/25 • Scurred • Black • BW:86 • ADJ WW:668

BW	WW	YW	Milk	CED	CW	REA
-0.2	56	79	23	13	13	0.72

PUREBRED • Homozygous Black

MAC ESSENTIAL FORCE 533E

DLL FOREST 5105F

MAC JETLINER 151J

FFS MS JINNY 360J

MAC CARRIE 552C

*D 94 MOLLY 721T

LEPTIN:CT PMCH:AA IGF2:CC CRH:CC

Stylish on the profile!



79 KEYS AUTO PILOT 46N 771206

2/10/25 • Scurred • Black • BW:82 • ADJ WW:723

BW	WW	YW	Milk	CED	CW	REA
-0.8	60	91	19	15	19	0.68

PUREBRED • Homozygous Black

MAC JETLINER 151J

GIT JESSE JAMES 22J

KEYS AUTO PILOT 5L

MISS KEY EMBER 11L

MISS KEY EMBER 6H

MISS KEY EMBER 38J

LEPTIN:CT PMCH:AA IGF2:CT CRH:CC

Square made, well balanced. Really complete from the profile. Sale day weight projection of 1240lbs, impressive ADG of 4.37lbs/day.



80 KEYS AUTO PILOT 69N 771163

2/14/25 • Polled • Black • BW:77 • ADJ WW:673

BW	WW	YW	Milk	CED	CW	REA
-0.7	60	93	19	14	23	0.63

7/8 SA • Homozygous Black

MAC JETLINER 151J

GIT JESSE JAMES 22J

KEYS AUTO PILOT 5L

MISS KEY TOPS 29L

MISS KEY EMBER 6H

MISS KEY TOPS 63J

LEPTIN:TT PMCH:AA IGF2:CC CRH:CG

Big topped and square made. Really flexible on the move.

Potential heifer bull option here.

81 KEYS AUTO PILOT 95N 771166

2/22/25 • Scurred • Black • BW:79 • ADJ WW:675

BW	WW	YW	Milk	CED	CW	REA
-1.3	58	87	18	15	15	0.71

PUREBRED

MAC JETLINER 151J

GIT JESSE JAMES 22J

KEYS AUTO PILOT 5L

MISS KEY EBONY 50L

MISS KEY EMBER 6H

MISS KEY EBONY 129J

LEPTIN:CT PMCH:AA IGF2:CT CRH:CC

This guy has so much muscle, incredibly shapely bull. YW of 1102lbs, sale weight projection of 1227lbs. Potential heifer bull option.

82 KEYS JUSTIFIED 21N 771039

2/3/25 • Polled • Red • BW:79 • ADJ WW:617

BW	WW	YW	Milk	CED	CW	REA
-0.3	61	77	15	14	11	0.63

PUREBRED

SW FREDERIC 102F KEYS CRUISER 105C
KEYS JUSTIFIED 15J *MISS KEY SHEREE 35G
 MISS KEY CLAIRE 89D MISS KEY SHEREE 107Y

LEPTIN:TT PMCH:AA IGF2:CT CRH:CC

Smooth sided and complete! His mother is a stylish deep bodied, easy doing cow. YW of 1181lbs, sale day weight projection of 1275lbs.

83 KEYS JUSTIFIED 60N 771042

2/12/25 • Polled • Red • BW:76 • ADJ WW:583

BW	WW	YW	Milk	CED	CW	REA
0.3	57	71	12	13	11	0.49

PUREBRED

SW FREDERIC 102F KEYS CRUISER 29F
KEYS JUSTIFIED 15J MISS KEY GRACE 76H
 MISS KEY CLAIRE 89D MISS KEY GRACE 151Z

LEPTIN:CT PMCH:AA IGF2:CT CRH:CC

A nice traveling bull. YW of 1014lbs, sale day weight projection of 1121lbs.



84

84 KEYS JESSE JAMES 8N 771170

1/28/25 • Polled • Red • BW:85 • ADJ WW:674

BW	WW	YW	Milk	CED	CW	REA
1.4	65	93	20	11	17	0.6

7/8 SA

GIT JESSE JAMES 22J KEYS MONUMENT 234A
KEYS JESSE JAMES 57L MISS KEY EMBER 1E
 *FFS MS JESSE 249J *MISS KEY EMBER 3Z

LEPTIN:CC PMCH:AT IGF2:CT CRH:CC

He puts a lot of good things together in terms of muscle & balance. His mother earned herself title of donor, we look forward to her ET calves this coming spring. Sale day weight projection of 1292lbs. Retaining 1/4 interest.

24

85 KEYS JESSE JAMES 11N 771171

1/31/25 • Polled • Red • BW:78 • ADJ WW:615

BW	WW	YW	Milk	CED	CW	REA
0.9	51	70	11	10	7	0.61

PUREBRED

GIT JESSE JAMES 22J KEYS CRUISER 105C
KEYS JESSE JAMES 57L MISS KEY REESE 54G
 *FFS MS JESSE 249J MISS KEY REESE 43U

LEPTIN:CT PMCH:AA IGF2:CC CRH:CG

Sale day weight projection of 1167lbs.



86 KEYS JESSE JAMES 15N 771172

2/1/25 • Polled • Red • BW:82 • ADJ WW:627

BW	WW	YW	Milk	CED	CW	REA
0.8	53	70	17	12	5	0.65

PUREBRED

GIT JESSE JAMES 22J SW FREDERIC 102F
 KEYS JESSE JAMES 57L MISS KEY SILHOUET 5J
 *FFS MS JESSE 249J MISS KEY SHILHOUET 124E

LEPTIN:CT PMCH:AA IGF2:CC CRH:CG

Shapely bull, who's big and square topped. Sale day weight projection of 1301lbs.



87 KEYS JESSE JAMES 25N 771173

2/4/25 • Polled • Red • BW:80 • ADJ WW:690

BW	WW	YW	Milk	CED	CW	REA
1.4	58	82	14	10	12	0.6

PUREBRED

GIT JESSE JAMES 22J KEYS CRUISER 105C
 KEYS JESSE JAMES 57L MISS KEY EMBER 58G
 *FFS MS JESSE 249J MISS KEY EMBER 63B

LEPTIN:CT PMCH:AA IGF2:CT CRH:CG

Smooth made and stout. An overall package. His mother is high volume cow, who does a nice a nice job raising her calves. Sale day weight projection of 1202lbs.

88 KEYS JESSE JAMES 32N 771174

2/5/25 • Polled • Red • BW:81 • ADJ WW:618

BW	WW	YW	Milk	CED	CW	REA
1.7	60	90	16	9	23	0.41

5/8 SA

GIT JESSE JAMES 22J RLC TAPPEN 254F
 KEYS JESSE JAMES 57L MISS KEY GRACE 116J
 FFS MS JESSE 249J MISS KEY GRACE 151Z

LEPTIN:TT PMCH:AA IGF2:CT CRH:GG

YW of 1180lbs, sale day weight projection of 1289lbs.



89 KEYS JESSE JAMES 40N 771175

2/7/25 • Polled • Red • BW:92 • ADJ WW:766

BW	WW	YW	Milk	CED	CW	REA
1.5	56	70	20	10	5	0.52

PUREBRED

GIT JESSE JAMES 22J NJF FEISTS MASTERPEICE 7
 KEYS JESSE JAMES 57L MISS KEY CLAIRE 89D
 FFS MS JESSE 249J MISS KEY CLAIRE 169Y

LEPTIN:CT PMCH:AA IGF2:CT CRH:CC

Love the way he comes out of his hip, really level and square made. His dam is no miss type of cow, the mother of our National Champion Salers Bull in 2022. She produced another good one here. Retaining 1/4 interest.



91 KEYS JESSE JAMES 58N 771179

2/12/25 • Polled • Red • BW:86 • ADJ WW:668

BW	WW	YW	Milk	CED	CW	REA
0.7	51	65	15	11	5	0.45

PUREBRED

GIT JESSE JAMES 22J KEYS MONUMENT 234A

KEYS JESSE JAMES 57L MISS KEY JAMACA 151E

FFS MS JESSE 249J MISS KEY JAMACA 9Z

LEPTIN:TT PMCH:AT IGF2:CT CRH:CG

One of the biggest YW in the Salers, at 1220lbs. Sale day weight projection of 1358lbs.



93



94

90 KEYS JESSE JAMES 45N 771176

2/9/25 • Polled • Red • BW:84 • ADJ WW:675

BW	WW	YW	Milk	CED	CW	REA
1.8	51	68	19	9	10	0.55

PUREBRED

GIT JESSE JAMES 22J KEYS MONUMENT 234A

KEYS JESSE JAMES 57L MISS KEY LORRI 62E

*FFS MS JESSE 249J MISS KEY LORRI 138B

LEPTIN:TT PMCH:AA IGF2:CT CRH:CC

Strong maternal backing here. He weighed up at 1170lbs at YW, sale day weight projection of 1298lbs.

92 KEYS JESSE JAMES 72N 771181

2/15/25 • Polled • Red • BW:80 • ADJ WW:649

BW	WW	YW	Milk	CED	CW	REA
2.2	60	85	16	8	14	0.55

7/8 SA

GIT JESSE JAMES 22J KEYS MONUMENT 50C

KEYS JESSE JAMES 57L MISS KEY NOREEN 92E

FFS MS JESSE 249J MISS KEY NOREEN 109A

LEPTIN:TT PMCH:AA IGF2:CC CRH:CC

Long sided with good neck extension. One of the biggest YW's at 1222lbs, sale day weight projection of 1357lbs.

93 KEYS JESSE JAMES 80N 771182

2/18/25 • Polled • Red • BW:93 • ADJ WW:656

BW	WW	YW	Milk	CED	CW	REA
1.5	53	72	13	10	6	0.6

7/8 SA

GIT JESSE JAMES 22J SW FREDERIC 102F

KEYS JESSE JAMES 57L MISS KEY KALISTA 96J

FFS MS JESSE 249J MISS KEY KALISTA 6E

LEPTIN:CT PMCH:AT IGF2:CT CRH:CG

Clean made bull who profiles really nice.

94 KEYS FREDERIC 68N 771112

2/14/25 • Polled • Red • BW:88 • ADJ WW:603

BW	WW	YW	Milk	CED	CW	REA
0.8	50	72	17	12	10	0.74

7/8 SA

SW FREDERIC 102F KEYS EXCEL 41G

KEYS FREDERIC 131K MISS KEY EMBER 21J

MISS KEY LORRI 62E MISS KEY EMBER 88G ET

LEPTIN:TT PMCH:AA IGF2:CT CRH:CC

Huge hipped bull, who's incredibly thick!



Donor Female - Miss Key Patience Y30



96



97



98

95 **KEYS FREDERIC 78N** 771113

2/16/25 • Polled • Red • BW:95 • ADJ WW:722

BW	WW	YW	Milk	CED	CW	REA
2.4	62	86	17	9	20	0.63

7/8 SA

SW FREDERIC 102F KEYS DIRECT FIRE 18Y
KEYS FREDERIC 131K **MISS KEY LORRI 95F**
 MISS KEY LORRI 62E MISS KEY LORRI 138B

LEPTIN:CT PMCH:AA IGF2:CT CRH:CC

Well balanced and smooth made. YW of 1132lbs, sale day weight projection of 1258lbs.

96 **KEYS FREDERIC 97N** 771115

2/22/25 • Polled • Red • BW:83 • ADJ WW:608

BW	WW	YW	Milk	CED	CW	REA
0.3	52	65	13	13	11	0.55

PUREBRED

SW FREDERIC 102F KEYS CRUISER 29F
KEYS FREDERIC 131K **MISS KEY SANDY 64H**
 MISS KEY LORRI 62E MISS KEY SANDY 209D

LEPTIN:TT PMCH:AA IGF2:TT CRH:CG

97 **KEYS FREDERIC 114N** 771118

2/28/25 • Polled • Red • BW:80 • ADJ WW:619

BW	WW	YW	Milk	CED	CW	REA
0	49	70	17	13	12	0.7

3/4 SA

SW FREDERIC 102F KEYS EXCEL 41G
KEYS FREDERIC 131K **MISS KEY LYDIE 66J**
 MISS KEY LORRI 62E MISS KEY LYDIE 30X

LEPTIN:TT PMCH:AA IGF2:CT CRH:CC

Deep ribbed. Big hiped and well balanced.

98 **KEYS FREDERIC 136N** 771123

3/9/25 • Polled • Red • BW:85 • ADJ WW:685

BW	WW	YW	Milk	CED	CW	REA
1.6	59	76	16	10	17	0.66

PUREBRED

SW FREDERIC 102F KEYS CRUISER 29F
KEYS FREDERIC 131K **MISS KEY DESIGN 94H**
 MISS KEY LORRI 62E MISS KEY DESIGN 171X

LEPTIN:CT PMCH:AA IGF2:CT CRH:CC

Really square made bull with a big square top.



99 KEYS FREDERIC 141N 771124

3/12/25 • Polled • Red • BW:88 • ADJ WW:734

BW	WW	YW	Milk	CED	CW	REA
1.3	55	73	21	11	14	0.65

7/8 SA

SW FREDERIC 102F DJF 311X

KEYS FREDERIC 131K

MISS KEY DESIGN 83B

MISS KEY LORRI 62E

MISS KEY DESIGN 171X

LEPTIN:TT PMCH:AA IGF2:TT CRH:CC

Stylish on the profile, love how he gets out and moves.

99



100 KEYS LOYAL 37N 771183

2/7/25 • Polled • Black • BW:77 • ADJ WW:698

BW	WW	YW	Milk	CED	CW	REA
0	64	94	23	12	26	0.55

5/8 SA • Homozygous Black

FFS JEFFERSON 343J

5L DIRECT FIRE 1641-6443

RAO LOYAL 86L

MISS KEY TOPS 20K

RAO FREDIA 10F

MISS KEY TOPS 77W

LEPTIN:TT PMCH:AT IGF2:CT CRH:CC

Smooth shouldered bull that travels well.

100

101 KEYS LOYAL 59N 771184

2/12/25 • Polled • Red • BW:75 • ADJ WW:702

BW	WW	YW	Milk	CED	CW	REA
-0.5	68	96	15	14	21	0.83

3/4 SA

FFS JEFFERSON 343J

BODINES ROCKSTAR D1

RAO LOYAL 86L

MISS KEY MELODY 134K

RAO FREDIA 10F

MISS KEY MELODY 89B

LEPTIN:TT PMCH:AT IGF2:CC CRH:CC

YW of 1239lbs, sale day weight projection of 1393lbs.



102 KEYS LOYAL 86N 771188

2/19/25 • Polled • Red • BW:88 • ADJ WW:652

BW	WW	YW	Milk	CED	CW	REA
1.6	61	83	16	9	17	0.66

PUREBRED

FFS JEFFERSON 343J

KEYS EASTON 42G

RAO LOYAL 86L

MISS KEY GRACE 18K

RAO FREDIA 10F

MISS KEY GRACE 76H

LEPTIN:TT PMCH:AT IGF2:CC CRH:CG

Just a nice made, honest type of bull. YW of 1072lbs, sale day weight projection of 1191lbs. Retaining 1/4 interest.

101



103 KEYS LOYAL 88N 771189

2/20/25 • Scurred • Black • BW:82 • ADJ WW:644

BW	WW	YW	Milk	CED	CW	REA
1.3	64	91	17	10	18	0.82

7/8 SA

FFS JEFFERSON 343J BODINES ROCKSTAR D1
RAO LOYAL 86L **MISS KEY KYLENE 92K**
 RAO FREDA 10F MISS KEY KYLENE 54F

LEPTIN:CT PMCH:AA IGF2:CC CRH:CC

Nice made bull, very stylish on the profile and you can't help but like him on the move.



104 KEYS LOYAL 116N 771191

3/2/25 • Polled • Black • BW:82 • ADJ WW:715

BW	WW	YW	Milk	CED	CW	REA
1.8	64	89	21	10	19	0.81

7/8 SA • Homozygous Black

FFS JEFFERSON 343J RAO HARVEY 32H
RAO LOYAL 86L **MISS KEY JOSILYN 48K**
 RAO FREDA 10F MISS KEY JOSILYN 12H

LEPTIN:TT PMCH:TT IGF2:TT CRH:CG

Really long sided & deep ribbed.



105 KEYS LANCE 53N 771194

2/13/25 • Polled • Red • BW:80 • ADJ WW:665

BW	WW	YW	Milk	CED	CW	REA
0.4	57	80	19	12	15	0.7

7/8 SA

RAO HARVEY 32H MAC JETLINER 151J
RAO LANCE 21L **MISS KEY EBONY 67L**
 RAO JELENA 56J MISS KEY EBONY 117F

LEPTIN:CC PMCH:AA IGF2:CC CRH:CG

Love how flexible he is on the move. YW of 1102lbs, sale day weight projection of 1226lbs.

106 KEYS LANCE 125N 771197

3/4/25 • Polled • Black • BW:85 • ADJ WW:598

BW	WW	YW	Milk	CED	CW	REA
1.5	53	75	15	9	11	0.63

3/4 SA

RAO HARVEY 32H KEYS ROCKSTAR 156F
RAO LANCE 21L **MISS KEY CHANDRA 51L**
 RAO JELENA 56J MISS KEY CHANDRA 26D

LEPTIN:CT PMCH:AA IGF2:CC CRH:CG



107 **KEYS LANCE 146N** 771200
3/15/25 • Polled • Red • BW:78 • ADJ WW:666

BW	WW	YW	Milk	CED	CW	REA
-0.8	50	65	19	14	10	0.61

PUREBRED

RAO HARVEY 32H GIT JESSE JAMES 22J
RAO LANCE 21L MISS KEY LORRI 7L
RAO JELENA 56J MISS KEY LORRI 48J

LEPTIN:CT PMCH:AA IGF2:CT CRH:CG

Moderate framed, but packs pounds. Love how complete he is.



108 **KEYS ECR 65N** 771133
2/14/25 • Polled • Red • BW:78 • ADJ WW:694

BW	WW	YW	Milk	CED	CW	REA
-0.6	64	92	24	12	33	0.56

5/8 SA

RAO HORACE 31H
ECR 380L OF 14L KEYS MISS BODINE 148K
ECR BLACK LADY 14J OF 610 BODINES MS C514

LEPTIN:TT PMCH:AT IGF2:CT CRH:CG



109 **KEYS ECR 76N** 771135
2/16/25 • Polled • Red • BW:88 • ADJ WW:653

BW	WW	YW	Milk	CED	CW	REA
0.9	60	87	17	9	16	0.6

3/4 SA

RAO HORACE 31H KEYS EXCEL 41G
ECR 380L OF 14L MISS KEY BRENDA 13K
ECR BLACK LADY 14J OF 610 MISS KEY BRENDA 52D

LEPTIN:CT PMCH:AT IGF2:CT CRH:GG

Thick made bull, big ribbed and profiles really nice.

110 **KEYS ECR 77N** 771136

2/17/25 • Polled • Red • BW:92 • ADJ WW:778

BW	WW	YW	Milk	CED	CW	REA
1.9	76	115	19	6	30	0.52

5/8 SA

RAO HORACE 31H OHRR 9502 MR ROBUST 18N
ECR 380L OF 14L MISS KEY REGAN 3K
ECR BLACK LADY 14J OF 610 MISS KEY REGAN 162H

LEPTIN:CT PMCH:TT IGF2:CT CRH:CG

111 **KEYS ECR 85N** 771138
2/19/25 • Polled • Red • BW:78 • ADJ WW:692

BW	WW	YW	Milk	CED	CW	REA
-0.4	65	94	15	11	32	0.47

5/8 SA

RAO HORACE 31H
ECR 380L OF 14L MISS KEY KALSTA 138K
ECR BLACK LADY 14J OF 610 MISS KEY KALISTA 6E

LEPTIN:CC PMCH:TT IGF2:TT CRH:CG

YW of 1180lbs, sale day weight projection of 1311lbs.

112 KEYS ECR 92N 771139

2/20/25 • Polled • Red • BW:94 • ADJ WW:618

BW	WW	YW	Milk	CED	CW	REA
2	62	90	12	6	16	0.62

5/8 SA

RAO HORACE 31H KEYS EXCEL 41G
 ECR 380L OF 14L MISS KEY SILHOUET 28K
 ECR BLACK LADY 14J OF 610 MISS KEY SILHOUET 96H

LEPTIN:CT PMCH:AT IGF2:CC CRH:CG

YW of 1158lbs, sale day weight projection of 1304lbs.



113 KEYS ECR 108N 771143

2/26/25 • Polled • Red • BW:64 • ADJ WW:710

BW	WW	YW	Milk	CED	CW	REA
-2.2	73	108	14	16	35	0.66

7/8 SA

RAO HORACE 31H KEYS CRUISE CONTROL 54H
 ECR 380L OF 14L MISS KEY SHEREE 74K
 ECR BLACK LADY 14J OF 610 *MISS KEY SHEREE 35G

LEPTIN:CT PMCH:AT IGF2:CC CRH:CG

Long sided and smooth through his front shoulder. Impressive growth from birth to weaning!

115 KEYS JESSE JAMES 6N 771148

1/28/25 • Scurred • Black • BW:80 • ADJ WW:641

BW	WW	YW	Milk	CED	CW	REA
-0.7	61	92	16	14	23	0.73

7/8 SA • Homozygous Black

SF GRADY 2G KEYS CLEMSON 113F ET
 GIT JESSE JAMES 22J MISS KEY EMBER 6H
 GIT GLACIER 38G MISS KEY EMBER 1E

LEPTIN:CT PMCH:AA IGF2:CT CRH:CC

Love the length of side here. Smooth made through his front one third, great neck extension.

117 KEYS JESSE JAMES 48N 771151

2/10/25 • Polled • Black • BW:75 • ADJ WW:628

BW	WW	YW	Milk	CED	CW	REA
-0.5	54	78	19	14	10	0.67

7/8 • Homozygous Black

SF GRADY 2G MAC JETLINER 151J
 GIT JESSE JAMES 22J MISS KEY VICKI 91L
 GIT GLACIER 38G MISS KEY VICKI 26H

LEPTIN: PMCH: IGF2: CRH:

One of the biggest YW's in the group at 1262lbs, sale day weight projection of 1380lbs.

118 KEYS HOWIE 84N 771051

2/18/25 • Polled • Black • BW:80 • ADJ WW:687

BW	WW	YW	Milk	CED	CW	REA
-1.3	57	74	12	17	5	0.88

7/8 SA

FFS EDMOND 398E KEYS EXCEL 50E
 FFS HOWIE 362H MISS KEY BODINE 39J
 KVC MS ADDIE 335A BODINE'S MISS Z375

LEPTIN:CT PMCH:AA IGF2:CC CRH:CC

Long sided, and nice neck extension.



119 KEYS HOWIE 126N 771058

3/6/25 • Polled • Black • BW:74 • ADJ WW:599

BW	WW	YW	Milk	CED	CW	REA
-2.5	45	57	14	18	2	0.67

PUREBRED

FFS EDMOND 398E NJF TOP LEVEL 41T
 FFS HOWIE 362H MISS KEY KYLENE 44J
 KVC MS ADDIE 335A MISS KEY KYLENE 10G

LEPTIN:CC PMCH:AA IGF2:CC CRH:CG

Moderate framed and smooth made.

121 KEYS HOWIE 160N 771070

4/3/25 • Polled • Black • BW:90 • ADJ WW:788

BW	WW	YW	Milk	CED	CW	REA
0.7	70	102	17	11	22	0.74

3/4 SA

FFS EDMOND 398E KEYS BONFIRE 97B
 FFS HOWIE 362H MISS KEY MONIQUE 7F
 KVC MS ADDIE 335A MISS KEY MONIQUE 49X

LEPTIN:TT PMCH:AA IGF2:CT CRH:CC

Stylish made Howie son.



120 KEYS HOWIE 139N 771061

3/11/25 • Polled • Black • BW:92 • ADJ WW:709

BW	WW	YW	Milk	CED	CW	REA
1.4	67	98	17	9	18	0.85

7/8 SA

FFS EDMOND 398E KEYS CAMERON 38C
 FFS HOWIE 362H MISS KEY MONIQUE 115J
 KVC MS ADDIE 335A MISS KEY MONIQUE 7F

LEPTIN:CT PMCH:AA IGF2:TT CRH:CC

YW of 1116lbs, sale day weight projection of 1238lbs.

122 KEYS EXCEL 12N 771155

1/31/25 • Scurred • Black • BW:78 • ADJ WW:601

BW	WW	YW	Milk	CED	CW	REA
0.2	58	94	11	12	14	0.86

5/8 SA • Homozygous Black

KEYS EXCEL 50E KEYS CLEMSON 113F ET
 KEYS EXCEL 65L MISS KEY NOELLE 109H
 MISS KEY NOREEN 130C MISS KEY NOELLE 87E

LEPTIN:TT PMCH:AT IGF2:CT CRH:GG

YW of 1130lbs, sale day weight projection of 1246lbs.

123 KEYS ROCKSTAR 19N 771103

2/2/25 • Polled • Black • BW:80 • ADJ WW:599

BW	WW	YW	Milk	CED	CW	REA
0.5	64	93	16	12	21	0.82

7/8 SA • Homozygous Black

BODINES ROCKSTAR D1 KVC FLASH 335F
 KEYS ROCKSTAR 115K FFS MS JILANN 709J
 MISS KEY PATIENCE 196D FFS MISS 755U

LEPTIN:CT PMCH:AA IGF2:TT CRH:CG

Smooth with great neck extension. Great shape in his rear 1/3.

124 KEYS ROCKSTAR 35N 771107

2/7/25 • Polled • Black • BW:80 • ADJ WW:671

BW	WW	YW	Milk	CED	CW	REA
0.3	74	107	14	11	21	0.77

7/8 SA

BODINES ROCKSTAR D1 NJF TOP LEVEL 41T
 KEYS ROCKSTAR 115K MISS KEY NOELLE 3J
 MISS KEY PATIENCE 196D MISS KEY NOELLE 26G

LEPTIN:TT PMCH:AT IGF2:TT CRH:CC

He's long sided and shapely, like his neck extnesion and skull shape. Impressive YW of 1252lbs, sale day weight projection of 1383lbs.



125

125 **KEYS ROCKSTAR 61N**

771109

2/13/25 • Scurred • Black • BW:96 • ADJ WW:744

BW	WW	YW	Milk	CED	CW	REA
3.3	87	132	13	6	28	0.99

5/8 SA • Homozygous Black

BODINES ROCKSTAR D1 KEYS EXCEL 50E

KEYS ROCKSTAR 115K **MISS KEY 116H**

MISS KEY PATIENCE 196D MISS KEY EBONY 223W

LEPTIN:CT PMCH:AA IGF2:TT CRH:CG

He's thick! Love his big hip. YW of 1384lbs, sale day weight projection of 1553lbs.



126

126 **KEYS MONUMENT 51N**

771205

2/12/25 • Polled • Red • BW:80 • ADJ WW:629

BW	WW	YW	Milk	CED	CW	REA
0.5	62	85	12	11	14	0.53

3/4 SA

NJF FEISTS MASTERPEICE 7 BODINES ROCKSTAR D1

KEYS MONUMENT 234A **MISS KEY DAZY 122J**

MISS KEY GARNET 13S MISS KEY DAZY 39D

LEPTIN:CT PMCH:AT IGF2:CG CRH:GG

Long sided, stands on a large circumference bone. Nice presence about him.



127

127 **KEYS FREDERIC 138N**

771030

3/10/25 • Polled • Red • BW:96 • ADJ WW:728

BW	WW	YW	Milk	CED	CW	REA
-0.3	61	90	21	13	18	0.51

7/8 SA

SW FREDERIC 102F NJF TOP LEVEL 41T

KEYS FREDERIC 131K **MISS KEY ANGELA 7J**

MISS KEY LORRI 62E MISS KEY ANGELA 59G

LEPTIN:CT PMCH:AA IGF2:CC CRH:CG

Love all the good things he puts together. Big hiped and can really travel.



Jacob & Hannah Effertz welcomed their daughter Veronica to the family in December!

128 **KEYS ROCKSTAR 89N**

771110

2/20/25 • Polled • Black • BW:92 • ADJ WW:660

BW	WW	YW	Milk	CED	CW	REA
3.5	83	132	12	5.5	31	0.95

3/4 SA

BODINES ROCKSTAR D1 KEYS CLEMSON 113F ET

KEYS ROCKSTAR 115K **MISS KEY CHANDRA 16H**

MISS KEY PATIENCE 196D MISS KEY CHANDRA 112E

LEPTIN:TT PMCH:AA IGF2:TT CRH:CC

YW of 1086lbs, sale day weight projection of 1201lbs.



129 **KEYS FREDERIC 135N** 771122

3/9/25 • Polled • Black • BW:86 • ADJ WW:621

BW	WW	YW	Milk	CED	CW	REA
-0.3	53	74	11	14	9	0.73

3/4 SA

SW FREDERIC 102F KEYS EXCEL 50E
KEYS FREDERIC 131K MISS KEY GRACE 39G
 MISS KEY LORRI 62E MISS KEY GRACE 118A

LEPTIN:N/A PMCH:N/A IGF2:N/A CRH:N/A

Love his presence! A very complete and shapely bull. YW of 1117lbs, sale day weight projection of 1235lbs.

129

Hereford Offering

Julia & Adam are excited to offer the first Hereford bull to go through the ring in the Effertz Key Ranch Annual Bull Sale! Though he's a lone wolf in the Hereford division, he is a strong potential herd sire. Julia's family operation, Hills Galore Stock Farms has been raising Herefords since the 1960's and Adam & Julia are proud to represent her family's legacy here at EKR!



130 **HILLS JD PROWLER 55N** 44719978

3/25/25 • Polled • BW:80 • ADJ WW: 620

BW	WW	YW	Milk	CE	CW	REA
4.2	59	93	23	-2.0	63	0.27

BMI(\$): 447 CHB(\$): 122

JDH 11B STUD 3134 63E JB 531 BRAXTON CAL 605U
JDH AH PROMINENT 21G HILLSGALORE 605 GLENA 11Z
 JDH AH MS 34X VICTOR HILLSGALORE 6K GLENIS 120T

He's huge topped, and huge hipped! There is an immense amount of growth potential here. His mother had a tremendous udder, and milked really well. Prowler's sire is known in the breed for his progeny's big weaning weights. YW of 1100lbs, sale day weight projection of 1222lbs.

130

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 weights. DeVuyst reports heavier weaning calves for TT and CT 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.

Leptin genotype	CC	CT	TT	Increasing genetic potential related to fat accumulation, milk production, cow longevity, weaning weight, carcass composition.
PMCH genotype	TT	AT	AA	Increasing genetic potential related to fat deposition, tenderness, marbling and backfat.
IGF2 genotype	TT	CT	CC	Increasing genetic potential related to lean growth and rib eye area.
CRH genotype	CC	CG	GG	Increasing genetic potential related to stress response, hot carcass weight, rib eye area and docility.

I have been visiting with Leigh Marquess of Quantum Genetix in Saskatoon, Saskatchewan, Canada. He is still currently working with Cactus feeders and five other large feedlots who use his feedlot DNA panel to add value to their feeder cattle. There is lots of evidence that Leptin positive cattle can be fed longer and more efficiently to increase carcass weight and marbling. Cattle that are tested with this panel are given a specific ID and fed according to their DNA in order increase their efficiency. These cattle have a higher yield grade and cutability score on the rail. So, we here at EKR, are going to continue this 20-year path to keep adding value to our customers calves.

Red Charolais Heifer Offering



131 MISS KEY DREAM 70N QF204171

2/17/2025 • Polled • Red

BW	WW	YW	Milk	CE	MCE	TSI
-1.5	54	107	18	14	11	237

BW:74 • ADJ WW:598

KEYS REDBONE 134G LVB CAMPARI 0027
 KEYS CINNABAR 103J MISS KEY DREAM 101L
 MISS KEY JENNA 190Z MISS KEY DREAM 41E

Really fancy Cinnabar heifer, out of a nice first calf heifer! We have really liked how the Campari females have worked with Cinnabar!



132 MISS KEY NORA 144N QF204175

3/14/2025 • Polled • Red

BW	WW	YW	Milk	CE	MCE	TSI
0.2	56	110	16	11	15	244

BW:74 • ADJ WW:584

MAIN STENBERG RANGER 3A JBSR RANGER 152
 JBSR RANGER 152 MISS KEY NORA 17L
 JBSR MAYBELIEN 52C MISS KEY NORA 109J

Long sided, clean fronted and really gets out and moves.



133 MISS KEY FAWNA 150N QF204176

3/15/2025 • Polled • Red

BW	WW	YW	Milk	CE	MCE	TSI
0.5	63	115	22	9	9	261

BW:80 • ADJ WW:612

HIGH BLUFF JACK DANIELS 124J LVB CAMPARI 0027
 HRJ LEXUS 365L MISS KEY FAWNA 143K
 HRJ MISS BRANDY 888F MISS KEY FAWNA 117E

Deep ribbed and fancy made!

134 MISS KEY SHERRI 178N QF204180

3/31/2025 • Polled • Red

BW	WW	YW	Milk	CE	MCE	TSI
1.6	54	101	20	4	5	254



134



135



136



137

BW:83 • ADJ WW:574

HIGH BLUFF JACK DANIELS 124J JFC FRANK 840F
 HRJ LEXUS 365L MISS KEY SHERRI 175K
 HRJ MISS BRANDY 888F MISS KEY SHERRI 69F

She's fancy! We like her neck extension, and she's thick!

135 MISS KEY COOKIE 193N QF204181

4/11/2025 • Polled • Red

BW	WW	YW	Milk	CE	MCE	TSI
1.5	59	104	19	5	7	254

BW:80 • ADJ WW:602

HIGH BLUFF JACK DANIELS 124J KEYS RED WOLF 54H
 HRJ LEXUS 365L MISS KEY COOKIE 85K
 HRJ MISS BRANDY 888F MISS KEY COOKIE 85E

A lot of muscle with this gal, long and clean through her front 1/3. Growth oriented female here.

136 MISS KEY KATIE 200N QF204182

4/16/2025 • Polled • Red

BW	WW	YW	Milk	CE	MCE	TSI
2.4	67	117	20	3	5	260

BW:82 • ADJ WW:603

HIGH BLUFF JACK DANIELS 124J JFC FRANK 840F
 HRJ LEXUS 365L MISS KEY KATIE 177K
 HRJ MISS BRANDY 888F MISS KEY KATIE 23A

Love the shape here. She commands attention with her style on the profile.

137 MISS KEY CHARDAZA 214N QF204184

5/3/2025 • Polled • Red

BW	WW	YW	Milk	CE	MCE	TSI
2.3	61	105	21	3	5	250

BW:80 • ADJ WW: 636lbs

HIGH BLUFF JACK DANIELS 124J JFC FRANK 840F
 HRJ LEXUS 365L MISS KEY CHARDAZA 180K
 HRJ MISS BRANDY 888F MISS KEY CHARZADA 140D

The youngest in the of the offering - but her mother packs a punch with her performance, so we expect her to do the same.

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.

Liabilities: All persons who attend the sale do so at their own risk and Effertz Key Ranch assumes no responsibility for any loss or injury to livestock due to theft, mysterious disappearance, sickness, improper handling or Act of God.

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.

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.

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.

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

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

Trucking: Delivery available to central points anywhere in the continental U.S. at a maximum cost to the buyer of \$500 per head.

Canadian Buyers: We work with our Canadian buyers on delivery arrangements to the border. Import permits into Canada are the responsibility of the buyer. We complete all necessary tests through our local vet. Please be sure to include on your Import permit our physical address, of which all our cattle reside. The physical address is as follows; 1560 66th St N, Granville, ND 58741. Please contact us after the sale to make arrangements as we try to coordinate as many of our Canadian buyers bulls to a load so they may cross at the same time.

Sending Payment: Check's must be mailed to our PO Box 99, Granville, ND 58741 address. If you prefer to wire payment, please contact Karen Effertz via email at ekrinc@srt.com.

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

Roger: 701-720-1156 Kevin: 701-720-1363 Bryan: 701-720-0802 Adam: 701-537-3882 Julia: 307-462-1072

www.effertzkeyranch.com & Find us on Facebook!

We celebrated Pat's 100th birthday April, 2025!





PO Box 99
Granville, ND 58741



48th Annual Bull Sale

Thursday,

March 12th, 2026

Rugby Livestock, Rugby, ND

1 p.m. CST

Offering 137 Lots

67 Charolais Bulls

63 Salers Optimizer Bulls

1 Hereford Bull

7 Red Char Heifers

Auctioneer:

Jared Shipman - 806-983-7226

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Mariah Miller: 712-294-4731

