

EFFERTZ KEY RANCH

"The Key To A Total Program"

47th ANNUAL
IKO
BULL SALE

75 Charolais & 72 Salers Bulls Sell

MARCH 13TH, 2025 RUGBY LIVESTOCK AUCTION 1 PM



Roger & Shelly Effertz Family



Kevin & Karen Effertz Family



Bryan & Stephanie Dean Family



Adam & Julia Dean Family

Welcome to our 47th Annual Bull Sale!

Here at Effertz Key Ranch, we have been breeding Charolais cattle since 1959 and Salers since 1983. Continuing to work on genetics that will make our customers' calves more profitable. We offer sound bulls that have been tested and measured to prove their quality and great potential within someone else's program. Our goal is to provide herd sires that are sure to add pounds to your calves by complimenting your cow herd base.

This year's offering includes 75 Charolais bulls, 10 of which are Red Factor Charolais. They typically will throw black hide when used on black cows. This year's Red Factor offering is reduced due to dispersing our Red mature cow herd two summers ago. This has given us great opportunity to expand into a younger cow base, and we look forward to an increased offering again next year. All Charolais bulls selling this year have shown added performance at the bunk, and there are some really nice female makers out there for those of you looking to retain heifers.

The Salers offering includes 72 bulls, both red and black hided that vary in percentages of Angus and Salers. We added about 20 bulls this year on the Salers side, and we are proud of this robust set of bulls. With the addition of a few new herd sires that we are pretty high on; we've increased the quality along with the quantity of bulls.

We have been diligent the last few years in our goal to manage birthweights and increase calf hood vigor. Even though we have lowered birthweights, we have maintained desired weaning weights. We have also been working on docility, and this year's set of bulls is one of the quietest yet. Most notably, last year's ratio of live calves increased. Largely we believe because of the exceptional mothering ability in our cows. All in all, we recognize the importance of these elements and the direct impact they make to our customers herds. We are working hard to provide easy calving bulls that come from a strong maternal background – from cows that have those favorable sized calves that will stand up immediately, and suck on their own. As seedstock producers, our best interest is to provide you with genetics that can enhance your ratio of live calves and gain as much as they can before hitting the ring in the fall. With increased female prices too, it may be on your mind to retain more replacement females, and we can say with confidence that the bulls raised here come from great mothers. Not only will you see added performance from our genetics; but we think you'll be satisfied by the increased milk and mothering ability.

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' ability to milk, grass & performance oriented genetics. We all know today's market is paying for extra pounds! 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 is something that has added value to our program and our customers' programs. We have seen first-hand the added value in our feeder cattle. This past fall, out of 128 head of EKR cattle that were slaughtered at Tyson, 49 were yield grade 1's and 57 were yield grade 2's. There is plenty to be said for these two breeds performance as far as red meat yield and we have to increase the amount of actual red meat in the plants– the packers don't need more fat.

Videos of the sale bulls are available on our website as well.

We strive to breed cattle that fit a powerful profile, are sound and have high 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.

We will be happy to help you with trucking arrangements after the sale. I am optimistic about this industry and it's future! We look forward to doing business with new and old friends on March 13th, 2025 at the Rugby Livestock Auction in Rugby ND.

Roger Effertz & The EKR Crew

47TH ANNUAL BULL SALE

THURSDAY MARCH 13TH, 2025

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

SELLING 147 LOTS

75 Charolais Bulls Pages 6-21
72 Salers Optimizer Bulls Pages 21-35

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 12th. *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.

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

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.

Insurance:

Will be available at the settlement desk.

Video:

Video of individual bulls are on our website now – 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, P13 and treated with Dectomax.

Trucking:

Delivery available to central points anywhere in the continental U.S. at a maximum cost of \$400 per head.

Guarantee:

Effertz Key Ranch bulls sell guaranteed. Yearling bulls are guaranteed to pass a semen test at turnout time.

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.

LiveAuctions.TV

Check out the new liveauctions.tv website! No app required, but you must re-register. If you need assistance call 682-816-4900 or Mariah Miller 712-294-4731.

CURRENT INDUSTRY

The Charolais Association recently published some new statistics that I find intriguing. The consensus is that the tables are turning in our favor: “Given an increase in finished weights at harvest industry-wide and the need to meet higher efficiencies, Charolais genetics represent a superior choice for beef producers and industry stakeholders seeking to maximize carcass value. This analysis demonstrates that Charolais cattle consistently outperform Angus in both boxed beef and retail cutout values, offering significant financial advantages at every stage of the beef supply chain. With Charolais, the beef industry can expect increased yield and profit driven by enhanced yields in high-value cuts like ribeye, strip loin, and tenderloin.” It should be noted, the boxed beef prices they are speaking of are from Dec. 20, 2024.

The association also notes that:

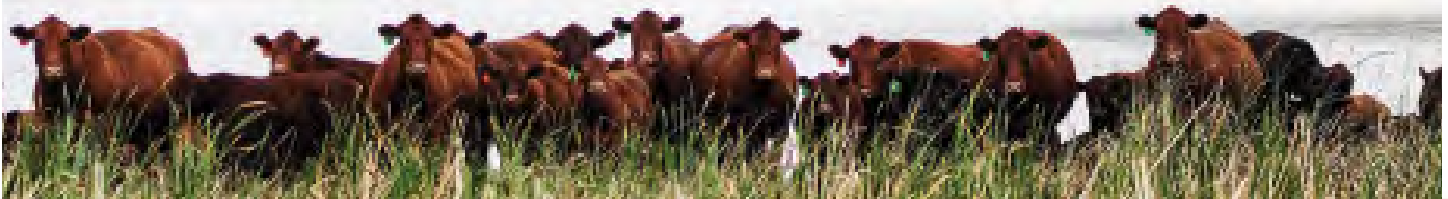
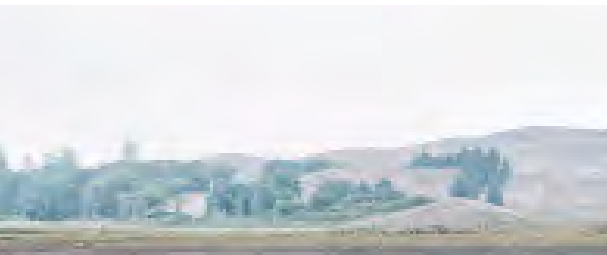
- 900-lb Charolais carcasses would have \$125 greater cutout value than Choice 900-lb Angus Carcasses
- Charolais/Angus cross cattle would have a \$60 greater cutout value than a 900-lb Choice straight bred Angus carcass.

More interestingly, the AICA broke it down into these highlights:

- “\$326 per-head increase in total, post-harvest value and profitability due to inclusion of Charolais genetics.
- Industry impact would be \$7.2b economic effect of retail value in the U.S. beef chain with the addition of just 10% more Charolais-sired fed cattle.
- Boxed beef value – 5% estimated increase in total boxed beef value due to the addition of Charolais-fed cattle due to yield advantages on Choice carcasses.”

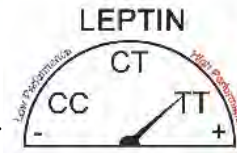
A very positive set of points. This reiterates what we as breeders have known for a long time. Charolais influenced cattle are finally being recognized for their feed conversion and increased performance compared to British breeds. The trickle down of what the association is saying, I believe is already making its way to the commercial cattleman as I have heard from many folks that there’s an increased demand for Char-influenced calves in the ring.

Since 1959, we have worked on the performance and production of our Charolais bulls, and we added our Salers to our herd in 1983. Since then, we are pleased in the progress of the versatility we created with the Salers Optimizers. We stand behind both these breeds for their added feed efficiency, performance and importantly we recognize that our strong cow base is bringing many more added benefits to our customers like; increased milk production, mothering ability and calf vigor. The industry is demanding we do more with less, and we recognize both the Charolais & the Salers breeds for being able to fill this void!



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.



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

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 more and more evidence that the Leptin carrying cattle can be fed longer and more efficiently in order to make a larger carcass weight and increase 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.



Congrats to Kevin & Karen Effertz' son Joe & daughter in law Ali that welcomed their daughter Stella into the family in March of 2024!



Congrats to Jacob & Hannah Effertz who welcomed Cecilia into the family last July!





IOA KEYS FRONTIER 125K QM202458

2/28/22 - Polled - White BW: 88 AdjWW:812

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.2	79	136	30	10	300	41	1.2
Leptin: TT							

KEYS FRONTIER 29F OW MAXIMIZER 3041 PLD
 KEYS FRONTIER 38H MISS KEY FAME 3D
 MISS KEY DEE 6D MISS KEY FAME 18B

The high selling bull from our 2023 sale, he was impressive as a calf and he's impressive as a big two year old. Moderate as far as frame but really big hiped. This bull is all about pounds. These are our first calves out of him and he has proven to add performance and a ton of muscle.



IOC CCC SJ CARTEL 2002 P ET EM977269

1/1/22/Polled/White BW: 80 AdjWW:849

BW	WW	YW	MILK	MCE	TSI	CW	REA
-2.4	74	130	29	9	287	34	1
Leptin: CT							

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

We purchased Cartel From Cody Cattle two years ago after seeing him in Denver. A really deep sided bull that can really move. His sons are soggy made and big hiped, and have notable growth epds! Cartel among his exciting phenotypic attributes he's passed to his calves, he has also introjected an easy going, docile demeanor to his calves.



IOB KEYS CHAIRMAN 117K M973617

2/26/22 - Polled - White BW: 87 AdjWW:747

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.5	76	138	19	10	292	36	1.1
Leptin: TT							

KEYS FOREMAN 9F KEYS PROGRESSIVE 170Z
 KEYS CHAIRMAN 2H MISS KEY LEANNE 131F
 MISS KEY GORGEOUS 22D MISS KEY LEANNE 220A

This Chairman son is long sided and big topped. He's incredibly thick! His calves don't dissappoint in that department. The feed conversion on his progeny has been exciting to see.



IOE LT TRIUMPH 1892 PLD ET EM969462

8/19/21/Polled/White BW: 92 AdjWW:750

BW	WW	YW	MILK	MCE	TSI	CW	REA
-3.3	58	94	11	10	259	20	0.83
Leptin: CT							

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

1892 is a fall Triumph 50B son that we bought as a long yearling. This bull is long sided, well balanced and clean made.



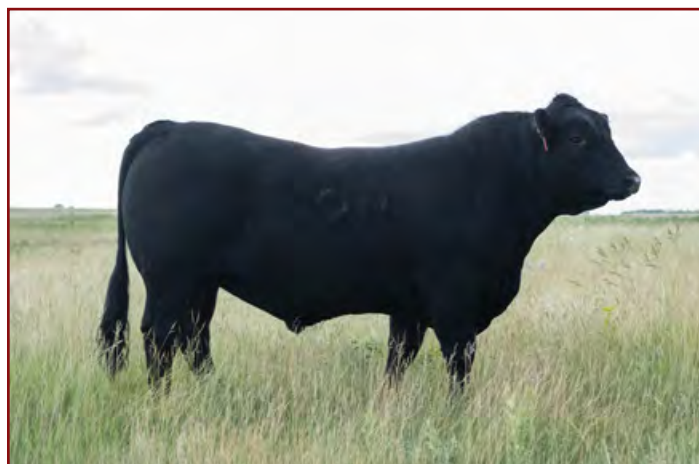
IOD KEYS CINNABAR 103J QM20195

2/26/21 - Polled - Red BW: 74 AdjWW:647

BW	WW	YW	MILK	MCE	TSI	CW	REA
-2.3	38	91	17	13	221	2	0.5
Leptin: TT							

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

We sold Cinnabar to Generation Two Charolais as a yearling bull but we are really glad we retained interest in him, his calves are thick and really shapely. Cinnabar himself is a really long sided and big topped, a nice profiling bull. He's done a nice job as heifer bull for both us and Gen Two.



IOG MAC JETLINER 151J 748752

2/21/21 - Polled - Black

BW	WW	YW	MILK	CED	CW	REA
-1.5	52	72	24	19.4	3.1	0.69
Leptin:TT		7/8 SA 1/8 AN				

- MAC ATOMIC FORCE 36A OPP SABER 847U
- MAC ESSENTIAL FORCE 533E MAC CARRIE 552C
- MAC VALLIE 277X WJM KERI 294K

We purchased Jetliner from Macdonald's in the spring of 2022 and we are excited to present his second calf crop this year. With an impressive milk EPD, he's the type of bull that you can admire for his soggy side and big top. His calves have been consistent, with good muscle pattern & balance.



Ambition's sire - Affinity 9104

IOF KEYS AMBITION 248J M957496

4/6/21 - Polled - White BW: 78 AdjWW:668

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.4	63	123	14	14	286	33	1
Leptin: CT							

- LT AFFINITY 6221 PLD KEYS PROGRESSIVE 170Z
- SCR AFFINITY 9104 MISS KEY LOTUS 106F
- SCR MISS BUCKAROO 7015 MISS KEY LOTUS 26Y

Ambition is one of the young April bulls we kept back a couple years ago to use on heifers, and he's done a nice job. His calves came easy, they have been vigorous and they perform well at the bunk.



IOH KEYS JUSTIFIED 15J 746806

2/12/21 - Polled - Red BW:88/ADJ WW:800

BW	WW	YW	MILK	CED	CW	REA
2.3	56	68	16	8.6	-7.8	0.72
Leptin:TT		Purebred				

- RC BUCK 150B NJW FEISTS MASTERPIECE 7
- SW FREDERIC 102F MISS KEY CLAIRE 89D
- SW MAGGIE 43Y MISS KEY CLAIRE 169Y

Keys Justified is one we are really proud of - he was the 2022 National Champion Salers Bull in Denver. He has sired a really uniform set of calves, with a ton of bone and a lot of muscle. They're very shapely calves who are athletic on the go.



I I FFS HOWIE 362H 747676

3/2/20 - Polled - Black

BW	WW	YW	MILK	CED	CW	REA
-2.2	44	56	16	15	-9	0.73
Leptin:CT			Purebred			

FFS NORTHMAN 370X ND
FFS EDMOND 398E
 FFS MS BETTE 398B

FFS REPUTATION 264R
KVC MS ADDIE 335A
 FFS SAVANNA 250S

We added Howie to our bull battery in 2022, from Figure 4 Cattle in Colorado. He's big boned, and really athletic on the move. His calves have a lot of performance and alike their sire, his bull calves are ones you have to like for the added pounds they bring to the table.



I J GIT JESSE JAMES 22J 756022

3/8/21 - Polled - Black

BW	WW	YW	MILK	CED	CW	REA
-2	42	56	18	13.7	0.4	0.55
Leptin:CT			Purebred			

MAC EVANSTON 257E
SF GRADY 2G
 SF CASSANDRA 502A

SF EMERY 33E
GIT GLACIER 38G
 GIT COUNTESS 4C

Jesse James was added to our herd sire list as our heifer bull, and we are impressed what he has done for us. His calf crop as a whole are big boned, thick and really big topped.

Miss Key Fame 30



Daughter of Keys Chairman 2H



Keys Frontier 125K's Dam





I-O 1 KEYS FRONTIER 73M QM203009

2/19/24 - Polled - White BW:85 ADJ WW:699

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.1	78	137	34	12	314	47	1.26

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

KEYS FRONTIER 38H

KEYS BENTLEY 134B

KEYS FRONTIER 125K

MISS KEY JERI 26E

MISS KEY FAME 3D

MISS KEY JERI 95A

This bull deservingly was deemed Lot 1. He's stylish with an impressive presence about him. He's so powerful and smooth made. With an actual WW of 722lbs, lends to him ranking in the top 7% for his WW EPD & top 2% for TSI! A balanced set of numbers lie with him, but a bull with the phenotype to prove it all! Keeping 1/4 semen interest.



I-O 2 KEYS FRONTIER 31M QM203004

2/11/24 - Polled - White BW:88 ADJ WW:672

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.5	73	120	24	9	279	31	1.04

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

KEYS FRONTIER 38H

WR ATTICUS 30E

KEYS FRONTIER 125K

MISS KEY MAYBELL 62H

MISS KEY FAME 3D

MISS KEY MAYBELL 208E

A really nice bull here, balanced on the profile and stout made. His mother is a really nice young cow that milks great.

I-O 3 KEYS FRONTIER 51M QM203007

2/16/24 - Polled - White BW:90 ADJ WW:632

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.6	63	130	21	11	276	30	0.96

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

KEYS FRONTIER 38H

KEYS BALLYHOO 77D

KEYS FRONTIER 125K

MISS KEY MAYBELLINE 130G

MISS KEY FAME 3D

MISS KEY MAYBELLINE 137B

I-O 4 KEYS FRONTIER 52M QM203197

2/26/24 - Polled - White BW:78 ADJ WW:663

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1	69	118	32	11	300	37	1.2

LEPTIN:- PMCH:- IGF2:- CRH:-

KEYS FRONTIER 38H

ANJOU PURE POWER 184Y

KEYS FRONTIER 125K

MISS KEY LEANNE 220A

MISS KEY FAME 3D

MISS KEY LEANNE 214S

He's a low birth bull with a big TSI number. I think it's worth noting that big milk number as well. He's big bodied with a big top! His balanced genetic profile is the icing on the cake with him.

I-O 5 KEYS FRONTIER 64M QM203008

2/18/24 - Polled - White BW:86 ADJ WW:585

BW	WW	YW	MILK	MCE	TSI	CW	REA
0	62	115	22	11	284	31	1.03

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

KEYS FRONTIER 38H

M6 GRID MAKER 104 PET

KEYS FRONTIER 125K

MISS KEY GIRL 74F

MISS KEY FAME 3D

MISS KEY GIRL 160Y

I-O 6 KEYS FRONTIER 92M QM203010

2/22/24 - Polled - White BW:85 ADJ WW:610

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.1	60	105	25	11	281	31	0.99

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

KEYS FRONTIER 38H

KAYR MAINSTREET 910A

KEYS FRONTIER 125K

MISS KEY SUPREME 8C

MISS KEY FAME 3D

MISS KEY SUPREME 191T

Clean fronted and attractive on the profile.

Stout made, really expressive. With an impressive weaning to yearling weight EPD spread.



Lot 7

IO7 KEYS FRONTIER 125M QM203002

2/27/24 - Polled - White BW:88 ADJ WW:758

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.3	79	135	24	12	302	42	1.24

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

KEYS FRONTIER 38H

KEYS TEN-ACIOUS 166S

KEYS FRONTIER 125K

MISS KEY LEANNE 88Y ET

MISS KEY FAME 3D

MISS KEY LEANNE 214S

This bull is powerful & stylish. But his performance seals the deal for us, his progeny are sure to have that added length and muscle. He's the right blend of genotype, pedigree and power.



Lot 8

IO8 KEYS FRONTIER 21M M1001448

2/8/24 - Polled - White BW:80 ADJ WW:638

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.5	65	122	21	14	280	29	0.9

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

KEYS FRONTIER 29F

KEYS BALLYHOO 77D

KEYS FRONTIER 38H

MISS KEY EVERMORE 23F

MISS KEY DEE 6D

MISS KEY EVERMORE 181C

Nice profiling bull, really expressive in that rear 1/3. Stands on a big correct foot. Fluid on the move and he's quiet, and note he has the biggest CE EPD.



Lot 9

IO9 KEYS FRONTIER 35M M1001455

2/11/24 - Polled - White BW:90 ADJ WW:617

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.4	67	121	21	11	277	31	0.93

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

KEYS FRONTIER 29F

KEYS BALLYHOO 77D

KEYS FRONTIER 38H

MISS KEY MAYBELLINE 13H

MISS KEY DEE 6D

MISS KEY MAYBELLINE 159C

Huge topped bull with a ton of spring of rib. This bull is at the top of Adam's list of bulls. Packs the pounds on a moderate frame.



Chairman 2H first calf heifer

IO10 KEYS CHAIRMAN 15M M1001750

2/6/24 - Polled - White BW:96 ADJ WW:683

BW	WW	YW	MILK	MCE	TSI	CW	REA
2	70	124	21	11	276	31	0.96

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

KEYS CHAIRMAN 2H

KEYS SPECIALIST 18U

KEYS CHAIRMAN 117K

MISS KEY DREAM 227E

MISS KEY LEANNE 131F

MISS KEY DREAM 110Z

Big rib shape and big topped bull that stands on a large good foot. One of the heaviest 205 Weights at 740lbs!



IO11 KEYS CHAIRMAN 50M M1001755

2/15/24 - Horned - White BW:93 ADJ WW:666

BW	WW	YW	MILK	MCE	TSI	CW	REA
1.7	69	132	25	10	285	36	1.08

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

KEYS CHAIRMAN 2H KAYR MAINSTREET 910A
 KEYS CHAIRMAN 117K MISS KEY LACE 162G
 MISS KEY LEANNE 131F MISS KEY LACE 132A



Lot 12

IO12 KEYS CHAIRMAN 60M M1001756

2/17/24 - Polled - White BW:90 ADJ WW:630

BW	WW	YW	MILK	MCE	TSI	CW	REA
0	68	131	14	12	284	31	1.11

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

KEYS CHAIRMAN 2H KEYS PROGRESSIVE 170Z
 KEYS CHAIRMAN 117K MISS KEY DENISE 128F
 MISS KEY LEANNE 131F MISS KEY DENISE 14W

Cattlemen; star this impressive 117K son in your catalog! He's the perfect blend of genetics with power and pedigree. He's super thick and expressive in his muscle pattern with an incredibly stylish look to him. Keeping 1/4 semen interest.

IO13 KEYS CHAIRMAN 65M M1001757

2/18/24 - Polled - White BW:86 ADJ WW:696

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.1	71	121	26	13	283	30	1.01

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

KEYS CHAIRMAN 2H KEYS COWBOY 15C
 KEYS CHAIRMAN 117K MISS KEY EVERMORE 75G
 MISS KEY LEANNE 131F MISS KEY EVERMORE 181C

With an actual WW of 705, G75 his dam does it again this year. Moderate birth on this bull with a balanced set of numbers that really compliment his phenotype.



Lot 15

IO14 KEYS CHAIRMAN 69M TWM1001758

2/19/24 - Polled - White BW:66 ADJ WW:661

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.1	73	125	23	12	282	33	1

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

KEYS CHAIRMAN 2H KAYR MAINSTREET 910A
 KEYS CHAIRMAN 117K MISS KEY TOREE 275D
 MISS KEY LEANNE 131F MISS KEY TOREE 93X

His dam does a nice job, nice udder with good teat placement and undoubtedly milks great. He's a perfect testament to her milking ability when you consider his birth to weaning spread.

IO15 KEYS CHAIRMAN 115M M1001696

2/24/24 - Polled - White BW:83 ADJ WW:685

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.8	70	116	22	9	269	24	0.91

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

KEYS CHAIRMAN 2H OW MAXIMIZER 3041 PLD
 KEYS CHAIRMAN 117K MISS KEY FAME 12H
 MISS KEY LEANNE 131F MISS KEY FAME 75F

Smooth shouldered stylish bull. We like him for how shapely he is in that rear third. His dam is a young, moderate framed cow with a really good udder on her.



IO16 KEYS CHAIRMAN 121M M1001698

2/26/24 - Scurred - White BW:84 ADJ WW:670

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.4	75	138	19	12	277	31	0.91

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

KEYS CHAIRMAN 2H KEYS BALLYHOO 77D
 KEYS CHAIRMAN 117K MISS KEY DENISE 125F
 MISS KEY LEANNE 131F MISS KEY DENISE 56C

His dam is a really good Ballyhoo cow, who does a heck of a job on her calves. He's a really expressive bull that has one of the biggest YW EPD profiles in the offering at a 138 - don't sleep on the performance here.

IO17 KEYS COUNTRY WIDE 17M M1001447

2/7/24 - Polled - White BW:102 ADJ WW:648

BW	WW	YW	MILK	MCE	TSI	CW	REA
3.1	68	111	25	9	279	31	1.1

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

KEYS FRONTIER 29F OW MAXIMIZER 3041 PLD
 KEYS COUNTRY WIDE 114J MISS KEY DEE 6D
 MISS KEY LEANNE 83A MISS KEY DEE 30B

An exciting bull as far as growth potential. Rugged built, stout and big boned. His mother is a foundation cow here, big bodied cow with a great udder. He's got a strong maternal backing here for sure.

IO18 KEYS COUNTRY WIDE 33M M1005217

2/11/24 - Polled - White BW:92 ADJ WW:631

BW	WW	YW	MILK	MCE	TSI	CW	REA
2.1	69	117	21	10	287	37	1.07

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

KEYS FRONTIER 29F KEYS MCHENRY 24M
 KEYS COUNTRY WIDE 114J MISS KEY HEATHER 204C ET
 MISS KEY LEANNE 83A MISS KEY HEATHER 207R

Impressive hiped, long sided and great neck extension.

IO19 KEYS CHAIRMAN 8M M1001442

2/2/24 - Polled - White BW:87 ADJ WW:626

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.7	58	113	15	11	262	21	0.79

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

KEYS FOREMAN 9F KEYS BALLYHOO 77D
 KEYS CHAIRMAN 2H MISS KEY DALENNA 65G
 MISS KEY GORGEOUS 22D MISS KEY DALENNA 72A

Expressive, clean and extended through his front end. Note his favorable BW epd and CE, take that coupled with his growth potential and I think you have a pound making bull. Out of a really good cow.

IO20 KEYS CHAIRMAN 71M M1001481

2/18/24 - Polled - White BW:87 ADJ WW:621

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1	60	116	27	10	260	20	0.72

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

KEYS FOREMAN 9F KEYS BALLYHOO 77D
 KEYS CHAIRMAN 2H MISS KEY DALENNA 192G
 MISS KEY GORGEOUS 22D MISS KEY DALENNA 58Y

IO21 KEYS CHAIRMAN 86M M1001640

2/21/24 - Polled - White BW:82 ADJ WW:646

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.9	65	121	18	7	261	22	0.88

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

KEYS FOREMAN 9F CEDARDALE ZEAL 125Z
 KEYS CHAIRMAN 2H MISS KEY DALENNA 88G
 MISS KEY GORGEOUS 22D MISS KEY DALENNA 173A ET

Big, square hip on this bull who is stylish on the profile and very fluid on the move.

IO22 KEYS CHAIRMAN 105M M1001643

2/23/24 - Polled - White BW:88 ADJ WW:670

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.5	61	106	29	9	267	22	0.88

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

KEYS FOREMAN 9F OW MAXIMIZER 3041 PLD
 KEYS CHAIRMAN 2H MISS KEY BRANDY 65D
 MISS KEY GORGEOUS 22D MISS KEY BRANDY 44T

His dam is moderate made cow that really milks.



Lot 23

IO 23 KEYS CHAIRMAN 112M M1001644

2/24/24 - Polled - White BW:86 ADJ WW:658

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.8	69	126	20	11	267	26	0.83

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

KEYS FOREMAN 9F

KAYR MAINSTREET 910A

KEYS CHAIRMAN 2H

MISS KEY DREAM 194F

MISS KEY GORGEOUS 22D

MISS KEY DREAM 43B

This Chairman son is easy to tie to just from a style stand point. Stout & expressive - a lot of performance to offer! Out of easy doing cow that continues to do a good job year after year.



IO 24 KEYS CHAIRMAN 127M M1001702

2/28/24 - Polled - White BW:87 ADJ WW:644

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.5	62	122	16	11	267	25	0.83

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

KEYS FOREMAN 9F

KEYS BALLYHOO 77D

KEYS CHAIRMAN 2H

MISS KEY JENNA 141J

MISS KEY GORGEOUS 22D

MISS KEY JENNA 215D

IO 25 KEYS CHAIRMAN 129M M1001700

2/28/24 - Polled - White BW:82 ADJ WW:708

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.3	70	128	17	12	264	24	0.81

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

KEYS FOREMAN 9F

KEYS BALLYHOO 77D

KEYS CHAIRMAN 2H

MISS KEY LEANNE 117G ET

MISS KEY GORGEOUS 22D

MISS KEY LEANNE 91B

Big growth bull here, he's thick and really stout from behind. A stylish bull for sure.



Lot 25

IO 26 KEYS CHAIRMAN 130M M1001703

2/28/24 - Polled - White BW:84 ADJ WW:622

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.9	64	115	21	11	272	23	0.96

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

KEYS FOREMAN 9F

KEYS COWBOY 15C

KEYS CHAIRMAN 2H

MISS KEY KODEE 173H

MISS KEY GORGEOUS 22D

MISS KEY KODEE 175B

IO 27 KEYS CHAIRMAN 167M M1001742

3/21/24 - Polled - White BW:90 ADJ WW:693

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.4	74	133	18	10	281	31	1.1

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

KEYS FOREMAN 9F

KEYS PROGRESSIVE 170Z

KEYS CHAIRMAN 2H

MISS KEY TOREE 129D

MISS KEY GORGEOUS 22D

MISS KEY TOREE 193U

I really like the neck extension on this bull, who's really wide from the ground up.



Lot 28

HO28 KEYS CARTEL 26M M1001452

2/10/24 - Polled - White BW:85 ADJ WW:657

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.1	63	108	28	11	268	25	0.97

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

WC MILESTONE 5223 P CEDARDALE ZERXES 116Z

CCC SJ CARTEL 2002 P ET MISS KEY BISKIT 60B

WC MAHER CLARICE 6401 P ET MISS KEY BISKIT 56Z

Cartel has done a nice job here on his first set of calves, all of which came into the corral this fall weighing big. Stylish, deep ribbed with easy going demeanor.



Lot 29

HO29 KEYS CARTEL 143M M1001707

3/4/24 - Polled - White BW:73 ADJ WW:721

BW	WW	YW	MILK	MCE	TSI	CW	REA
-4.5	74	132	33	14	288	32	1.01

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

WC MILESTONE 5223 P OW MAXIMIZER 3041 PLD

CCC SJ CARTEL 2002 P ET MISS KEY EVERMORE 3E

WC MAHER CLARICE 6401 P ET MISS KEY EVERMORE 181C

143M has a dominating presence, tons of volume and mass behind him! Out of a phenomenal cow that has been a great female maker. He has a balanced genetic profile - ranking within the top 10% & above for Milk, CE & BW; ranks in the top 20% & above for his carcass traits. We expect his progeny to come easy and pound down on the scale in the fall. Keeping 1/4 semen interest.



Lot 30

HO30 KEYS CARTEL 150M M1001351

3/9/24 - Horned - White BW:92 ADJ WW:727

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.3	75	129	23	11	276	31	0.9

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

WC MILESTONE 5223 P KEYS GET SMART 8E

CCC SJ CARTEL 2002 P ET MISS KEY BISKIT 49G

WC MAHER CLARICE 6401 P ET MISS KEY BISKIT 101Z

Big square hip on this calf, and carries that shape down his top. He moves out well, and it's easy to like how quiet he is.



Lot 31

HO31 KEYS CARTEL 165M M1001352

3/19/24 - Polled - White BW:84 ADJ WW:783

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.7	75	124	31	10	270	25	0.94

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

WC MILESTONE 5223 P OW MAXIMIZER 3041 PLD

CCC SJ CARTEL 2002 P ET MISS KEY MANDI 14H

WC MAHER CLARICE 6401 P ET MISS KEY MANDI 159F

Rugged built Cartel son, that you'll see nothing but meat and body with. His adjusted WW is impressive!



IO32 KEYS MONOPOLY MAN 174M M1001355

3/27/24 - Polled - White BW:87 ADJ WW:740

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.8	70	119	35	12	285	32	1.09

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

WC MILESTONE 5223 P KAYR MAINSTREET 910A

CCC SJ CARTEL 2002 P ET MISS KEY LACE 46H

WC MAHER CLARICE 6401 P ET MISS KEY LACE 30A

A really neat made bull here that has a big milk number! He's fancy on the profile, and packs on a ton of muscle into a moderate frame.



IO33 KEYS CARTEL 185M M1001746

3/31/24 - Polled - White BW:87 ADJ WW:736

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.4	78	130	30	9	278	29	1.02

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

WC MILESTONE 5223 P OW MAXIMIZER 3041 PLD

CCC SJ CARTEL 2002 P ET MISS KEY LEANNE 8H

WC MAHER CLARICE 6401 P ET MISS KEY LEANNE 131F

IO34 KEYS CINNABAR 56M QM202995

2/17/24 - Polled - Red BW:87 ADJ WW:684

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.5	48	94	17	10	232	9	0.59

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

KEYS REDBONE 134G

KEYS RED WOLF 54H

KEYS CINNABAR 103J

MISS KEY COOKIE 85K

MISS KEY JENNA 190Z

MISS KEY COOKIE 85E

Really long and extended from shoulder to hip, this bull is very quiet and easy to work with. He's got a powerful maternal backing in his pedigree.



IO35 KEYS CINNABAR 79M QM202997

2/20/24 - Polled - Red BW:90 ADJ WW:724

BW	WW	YW	MILK	MCE	TSI	CW	REA
1.1	53	109	20	10	235	12	0.64

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

KEYS REDBONE 134G

KEYS RED WOLF 54H

KEYS CINNABAR 103J

MISS KEY GOLD 19K

MISS KEY JENNA 190Z

MISS KEY GOLD 126F

Dark red bull that is long sided and big topped.

IO36 KEYS CINNABAR 120M QM203001

2/26/24 - Polled - Red BW:90 ADJ WW:628

BW	WW	YW	MILK	MCE	TSI	CW	REA
1.7	54	106	17	8	244	19	0.67

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

KEYS REDBONE 134G

JFC FRANK 840F

KEYS CINNABAR 103J

MISS KEY KATIE 177K

MISS KEY JENNA 190Z

MISS KEY KATIE 23A

Long sided bull here. Cinnabar has done a nice job for us here and for Generation Two Charolais in Missouri! A versatile herd sire that has been easy calving and adds a pile of length and muscle to his calves.



Lot 37

HO37 KEYS NIGHT VISION 161M QM203019

3/16/24 - Scurred - Red BW:84 ADJ WW:768

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.1	58	101	21	11	258	21	0.87

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

HTA GAME CHANGER 9141G

PRO-CHAR CLYDE 79T

HTA NIGHT VISION 1102J

MISS KEY COOKIE 146Z

HTA PROSPERITY 873F

MISS KEY COOKIE 38U

Big boned and rugged made, the type of bull that you'll really like as a big mature bull.



HO38 KEYS RANGER 53M QM202993

2/16/24 - Polled - Red BW:85 ADJ WW:740

BW	WW	YW	MILK	MCE	TSI	CW	REA
1	63	117	22	12	242	13	0.69

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

MAIN STENBERG RANGER 3A

KEYS RED REX 140E

JBSR RANGER 152

MISS KEY JENNA 86K

JBSR MAYBELIEN 52C

MISS KEY JENNA 61H

Long sided, big hip. Smooth on the go. He's out of a nice made young cow with a really good udder on her.



Lot 39

HO39 KEYS RANGER 55M ET EQM203064

2/16/24 - Polled - Red BW:87 ADJ WW:610

BW	WW	YW	MILK	MCE	TSI	CW	REA
3.2	72	130	20	10	267	31	0.86

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

MAIN STENBERG RANGER 3A

RED MAN 1021

JBSR RANGER 152

MISS KEY KATIE 23A

JBSR MAYBELIEN 52C

MISS KEY KATIE 2X

Really quiet bull. Lots of length in these Ranger bulls, that will be easy calving.



Lot 41

HO40 KEYS RANGER 78M QM202996

2/19/24 - Polled - Red BW:80 ADJ WW:736

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.4	63	114	18	13	253	16	0.74

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

MAIN STENBERG RANGER 3A

LVB CAMPARI 0027

JBSR RANGER 152

MISS KEY FAME 108K

JBSR MAYBELIEN 52C

MISS KEY FAME 18B



HO41 KEYS RANGER 126M QM203003

2/28/24 - Polled - Red BW:93 ADJ WW:748

BW	WW	YW	MILK	MCE	TSI	CW	REA
1.8	67	117	19	10	249	19	0.74

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

MAIN STENBERG RANGER 3A

JFC FRANK 840F

JBSR RANGER 152

MISS KEY CHARDAZA 180K

JBSR MAYBELIEN 52C

MISS KEY CHARZADA 140D

HO42 KEYS RANGER 141M QM203005

3/2/24 - Polled - Red BW:93 ADJ WW:725

BW	WW	YW	MILK	MCE	TSI	CW	REA
1.7	62	113	20	9	253	20	0.8

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

MAIN STENBERG RANGER 3A

LVB CAMPARI 0027

JBSR RANGER 152

MISS KEY WINTER 94K

JBSR MAYBELIEN 52C

MISS KEY WINTER 126A

HO43 KEYS BILLYBAROO 16M M1001446

2/6/24 - Polled - White BW:92 ADJ WW:661

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.1	63	107	21	13	273	28	0.91

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

KEYS BALLYHOO 77D

KEYS COWBOY 15C

KEYS BILLYBAROO 240H

MISS KEY EQUALIZER 171G

MISS KEY GIRL 117A

BC MISS EQUALIZER 60S

Big bodied with a ton of muscle to him. These Billy's are powerful and made right. Their growth & feed conversion is impressive & we expect to see these bulls offer their calf crops the same growth.

HO44 KEYS BILLYBAROO 27M M1001751

2/9/24 - Polled - White BW:88 ADJ WW:647

BW	WW	YW	MILK	MCE	TSI	CW	REA
1.3	53	101	14	14	267	24	0.83

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

KEYS BALLYHOO 77D

KEYS SPECIALIST 18U

KEYS BILLYBAROO 240H

MISS KEY BRANDY 90B

MISS KEY GIRL 117A

MISS KEY BRANDY 88W

Thick topped and soft sided bull that is stylish made. His dam is consistent with her calves, nice tight udder on her and leads in a nice calf every fall.



HO45 KEYS BILLYBAROO 48M M1001753

2/15/24 - Polled - White BW:91 ADJ WW:717

BW	WW	YW	MILK	MCE	TSI	CW	REA
1.3	67	123	12	15	264	26	0.74

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

KEYS BALLYHOO 77D

KEYS SPECIALIST 18U

KEYS BILLYBAROO 240H

MISS KEY HEATHER 66Y

MISS KEY GIRL 117A

MISS KEY HEATHER 207R

Moderate with a lot of muscle to him! Quiet bull who you'll love to work with. Huge topped. I'm confident after seeing his growth spread that his progeny are going to have more pounds to offer.



Lot 46

46 KEYS BALLYHOO 100M QM203000

2/22/24 - Polled - White BW:91 ADJ WW:692

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.5	66	126	15	13	261	23	0.81

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

KEYS PROGRESSIVE 170Z

KEYS FRONTIER 29F

KEYS BALLYHOO 77D

MISS KEY FAME 85H

MISS KEY GORGEOUS 90Z

MISS KEY FAME 3D

The lone Ballyhoo bull in the sale who is big topped and pedigree backed to add maternal merit, you'll want to his keep his females. Ballyhoo sired phenomenal females that despite what his EPD's say; milk great. This bull here will continue to prove his sire's true merrits.

47 KEYS TRIUMPH 3M M1001485

1/24/24 - Polled - White BW:90 ADJ WW:616

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.6	58	99	12	11	257	19	0.81

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

SCX TRIUMPH 50B

KEYS BALLYHOO 77D

LT TRIUMPH 1892 PLD ET

MISS KEY FAME 1F

LT SHEILA 337 PLD

MISS KEY FAME 24B

A moderate framed bull with a lot to him. He's sure to add performance to his progeny that will pound on the scales. His dam is just a solid, powerful cow.



Lot 49

48 KEYS TRIUMPH 22M M1001450

2/9/24 - Polled - White BW:88 ADJ WW:650

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.8	61	107	18	9	263	23	0.91

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

SCX TRIUMPH 50B

KEYS WISHBONE 46B

LT TRIUMPH 1892 PLD ET

MISS KEY GORGEOUS 88J

LT SHEILA 337 PLD

MISS KEY GORGEOUS 22D

Long sided and extended in that front one third.

49 KEYS TRIUMPH 40M M1001458

2/13/24 - Polled - White BW:81 ADJ WW:636

BW	WW	YW	MILK	MCE	TSI	CW	REA
-2.3	51	91	13	11	263	21	0.8

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

SCX TRIUMPH 50B

KEYS BALLYHOO 77D

LT TRIUMPH 1892 PLD ET

MISS KEY DEE 86J

LT SHEILA 337 PLD

MISS KEY DEE 6D

A moderate made 1892 son, that stylish on the profile! He's nice made but packs a punch with a big hip and stout, square top! His dam is a nice Ballyhoo daughter with a good udder on her.

50 KEYS TRIUMPH 58M M1001464

2/17/24 - Polled - White BW:73 ADJ WW:664

BW	WW	YW	MILK	MCE	TSI	CW	REA
-2.9	64	119	16	12	269	26	0.81

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

SCX TRIUMPH 50B

SCR AFFINITY 9104

LT TRIUMPH 1892 PLD ET

MISS KEY DENISE 119J

LT SHEILA 337 PLD

MISS KEY DENISE 125F



Congrats to Drew Effertz & Madisyn on their engagement!



IO51 KEYS TRIUMPH 68M M1001482

2/19/24 - Polled - White BW:88 ADJ WW:640

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.5	59	97	15	11	258	21	0.8

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

SCX TRIUMPH 50B KEYS BALLYHOO 112G

LT TRIUMPH 1892 PLD ET *MISS KEY SUPREME 4J*

LT SHEILA 337 PLD MISS KEY SUPREME 9A

A really nice profiling bull. Heavy muscled and expressive.

IO52 KEYS TRIUMPH 95M M1001642

2/22/24 - Polled - White BW:89 ADJ WW:704

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.9	68	115	20	11	259	20	0.83

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

SCX TRIUMPH 50B KEYS COWBOY 15C

LT TRIUMPH 1892 PLD ET *MISS KEY ROCKET 66E*

LT SHEILA 337 PLD MISS KEY ROCKET 13B

This guy really pushed down the scales at his 205 weight with an actual of 719lbs.

IO53 KEYS TRIUMPH 107M M1002340

2/24/24 - Polled - White BW:82 ADJ WW:652

BW	WW	YW	MILK	MCE	TSI	CW	REA
-3.4	58	99	23	10	261	29	0.81

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

SCX TRIUMPH 50B OW MAXIMIZER 3041 PLD

LT TRIUMPH 1892 PLD ET *MISS KEY DAWN 78D*

LT SHEILA 337 PLD MISS KEY DAWN 93B



IO54 KEYS TRIUMPH 116M M1001697

2/25/24 - Polled - White BW:93 ADJ WW:700

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.2	68	115	15	11	262	25	0.77

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

SCX TRIUMPH 50B KAYR MAINSTREET 910A

LT TRIUMPH 1892 PLD ET *MISS KEY HI GAL 85C*

LT SHEILA 337 PLD MISS KEY HI GAL 35Z

An easy bull to look at, clean made and stout from behind.

IO55 KEYS TRIUMPH 131M M1001701

2/28/24 - Polled - White BW:86 ADJ WW:667

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.5	68	122	14	9	265	26	0.89

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

SCX TRIUMPH 50B SCR AFFINITY 9104

LT TRIUMPH 1892 PLD ET *MISS KEY DENISE 9J*

LT SHEILA 337 PLD MISS KEY DENISE 49F

IO56 KEYS TRIUMPH 136M M1001705

2/29/24 - Polled - White BW:80 ADJ WW:650

BW	WW	YW	MILK	MCE	TSI	CW	REA
-2	61	103	13	11	266	25	0.89

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

SCX TRIUMPH 50B KAYR MAINSTREET 910A

LT TRIUMPH 1892 PLD ET *MISS KEY MEG 7C ET*

LT SHEILA 337 PLD MISS KEY MEG 2T

You won't miss this guy, he's stylish made. Smooth made and clean fronted, but really stout from behind. An easy doing kind of bull.



Lot 57

57 KEYS TRIUMPH 154M M1001709

3/11/24 - Polled - White BW:77 ADJ WW:702

BW	WW	YW	MILK	MCE	TSI	CW	REA
-2.5	58	106	12	12	263	22	0.83

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

SCX TRIUMPH 50B

KEYS BALLYHOO 77D

LT TRIUMPH 1892 PLD ET

MISS KEY CHARZADA 249J

LT SHEILA 337 PLD

MISS KEY CHARZADA 108A

There's lot of muscle here.He's made real square and very wide from the ground up. This bull stands on a large circumference of bone, and is easy moving on the go.



Lot 58

58 KEYS TRIUMPH 155M M1001710

3/12/24 - Polled - White BW:80 ADJ WW:618

BW	WW	YW	MILK	MCE	TSI	CW	REA
-2	57	102	16	11	260	23	0.77

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

SCX TRIUMPH 50B

KAYR MAINSTREET 910A

LT TRIUMPH 1892 PLD ET

MISS KEY GORGEOUS 123J

LT SHEILA 337 PLD

MISS KEY GORGEOUS 90Z



JULIA Dean

59 KEYS TRIUMPH 159M M1001737

3/16/24 - Polled - White BW:84 ADJ WW:693

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.4	65	105	14	11	263	23	0.82

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

SCX TRIUMPH 50B

KEYS MAINSTREET 216E

LT TRIUMPH 1892 PLD ET

MISS KEY MEG 177J

LT SHEILA 337 PLD

MISS KEY MEG 170X



Lot 60

60 KEYS TRIUMPH 170M M1001743

3/24/24 - Polled - White BW:77 ADJ WW:683

BW	WW	YW	MILK	MCE	TSI	CW	REA
-2.7	62	102	22	10	261	21	0.79

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

SCX TRIUMPH 50B

KEYS MAXIMIZER 137D

LT TRIUMPH 1892 PLD ET

MISS KEY MEG 140J

LT SHEILA 337 PLD

MISS KEY MEG 68G

Thick and deep sided, a nice made moderate bull. Another young 1892 son that would be another viable heifer bull option.

IO61 KEYS TRIUMPH 178M M1001744

3/29/24 - Polled - White BW:79 ADJ WW:693

BW	WW	YW	MILK	MCE	TSI	CW	REA
-2.9	58	99	14	12	258	19	0.69

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

SCX TRIUMPH 50B LT SILVER YIELD 3196 P
 LT TRIUMPH 1892 PLD ET MISS KEY SUPREME 54J
 LT SHEILA 337 PLD MISS KEY SUPREME 8Z

Young, smooth made bull who would be a good heifer bull candidate.



IO62 KEYS MESCALITO 132M M1002339

2/29/24 - Polled - White BW:98 ADJ WW:620

BW	WW	YW	MILK	MCE	TSI	CW	REA
2.6	62	112	19	9	265	22	0.75

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

WC MILESTONE 5223 P WR ATTICUS 30E
 CCC MESCALITO 9038 P MISS KEY DEE 26H
 WC CCC SWEETHEART 6166 P ET MISS KEY DEE 38E

Big hip on this guy! He's moderate made, and packs on the pounds.

IO63 KEYS MESCALITO 142M M1001773

3/4/24 - Polled - White BW:96 ADJ WW:789

BW	WW	YW	MILK	MCE	TSI	CW	REA
1.7	77	128	26	9	267	23	0.75

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

WC MILESTONE 5223 P OW MAXIMIZER 3041 PLD
 CCC MESCALITO 9038 P MISS KEY FAME 34H
 WC CCC SWEETHEART 6166 P ET MISS KEY FAME 1F

Really masculine made with a ton of spring of rib. He's correct & wide from the ground up. A performance oriented bull that tipped the scales at an actual of 755lbs on his 205 weight!

IO64 KEYS MESCALITO 147M M1001774

3/7/24 - Polled - White BW:86 ADJ WW:697

BW	WW	YW	MILK	MCE	TSI	CW	REA
1	71	124	25	11	283	33	0.78

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

WC MILESTONE 5223 P KAYR MAINSTREET 910A
 CCC MESCALITO 9038 P MISS KEY BRANDY 210G
 WC CCC SWEETHEART 6166 P ET MISS KEY BRANDY 259D

Clean made, really nice balanced bull with a big hip. You like him for his masculine, mature presence.

IO65 KEYS COPY WHITE 138M M1002801

3/1/24 - Polled - White BW:92 ADJ WW:589

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.3	57	104	14	10	260	21	0.95

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

MJ NSTIAGO 1432 KEYS PROGRESSIVE 170Z
 DPC COPY WHITE 087C ET MISS KEY KAREL 55C
 MISS KEY VIRGINIA 87C MISS KEY KAREL 125X

Thick made Copy White son, who's out of a good producing cow. C55 rarely misses the mark with her sons.





HO66 KEYS MAINSTREET 83M M1001641

2/21/24 - Polled - White BW:98 ADJ WW:674

BW	WW	YW	MILK	MCE	TSI	CW	REA
3	68	119	15	12	N/A	N/A	N/A

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

KAYR MAINSTREET 910A

KEYS BALLYHOO 77D

KEYS MAINSTREET 200E

MISS KEY LEANNE 110G ET

MISS KEY GOLD 93Z

MISS KEY LEANNE 91B

This is a beef bull through and through. Love his length but he's got the depth of rib to keep that nice balanced look to him. Keeping 1/4 semen interest.



HO67 KEYS MAINSTREET 91M M1001486

2/21/24 - Polled - White BW:106 ADJ WW:803

BW	WW	YW	MILK	MCE	TSI	CW	REA
4.5	82	135	16	9	N/A	N/A	N/A

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

KAYR MAINSTREET 910A

KEYS TEN-ACIOUS 166S

KEYS MAINSTREET 200E

MISS KEY VIRGINIA 41A

MISS KEY GOLD 93Z

MISS KEY VIRGINIA 149T

Big bodied, long sided bull! Length is pounds and that's what you'll be getting here with guy. The Mainstreet sons have hair and they're stout!

HO68 KEYS AMBITION 25M M1001449

2/9/24 - Polled - White BW:76 ADJ WW:677

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.5	61	115	15	13	N/A	N/A	N/A

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

SCR AFFINITY 9104

LT SILVER YIELD 3196 P

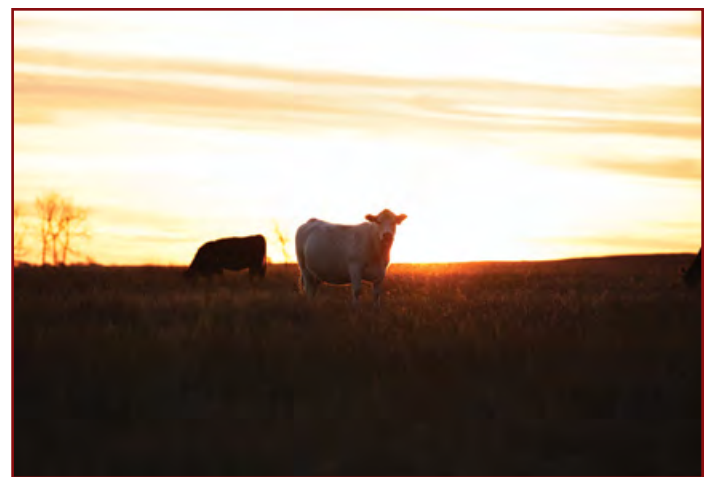
KEYS AMBITION 248J

MISS KEY LEANNE 202K ET

MISS KEY LOTUS 106F

MISS KEY LEANNE 88Y ET

25M leads the pack of sons sired by our heifer bull Ambition. This calf should breed a lot like his sire, easy with a good growth spread.



HO69 KEYS AMBITION 34M M1001454

2/11/24 - Polled - White BW:87 ADJ WW:744

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.7	68	122	19	11	N/A	N/A	N/A

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

SCR AFFINITY 9104

KEYS CHAIRMAN 2H

KEYS AMBITION 248J

MISS KEY BISKIT 79K

MISS KEY LOTUS 106F

MISS KEY BISKIT 60B

Long, clean fronted. Big ribbed & big topped but be sure to take note of his impressive weaning weight. His mother is a really nice cow that milks heavy.

HO70 KEYS AMBITION 38M M1001457

2/12/24 - Polled - White BW:75 ADJ WW:695

BW	WW	YW	MILK	MCE	TSI	CW	REA
-1.2	67	131	14	13	N/A	N/A	N/A

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

SCR AFFINITY 9104

SCR SIR LEDGER 9411P

KEYS AMBITION 248J

MISS KEY LEANNE 34K

MISS KEY LOTUS 106F

MISS KEY LEANNE 110G ET



Lot 71

HO71 KEYS AMBITION 49M M1001461

2/15/24 - Polled - White BW:84 ADJ WW:728

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.9	67	138	15	11	N/A	N/A	N/A

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

SCR AFFINITY 9104

SCR SIR LEDGER 9411P

KEYS AMBITION 248J

MISS KEY MAYBELLINE 3K

MISS KEY LOTUS 106F

MISS KEY MAYBELLINE 130G

He ties for the biggest YW EPD in the group, we expect this bull to add considerable performance to his progeny.



Lot 72

HO72 KEYS AMBITION 110M M1001645

2/24/24 - Polled - White BW:67 ADJ WW:712

BW	WW	YW	MILK	MCE	TSI	CW	REA
-2.1	65	124	18	14	N/A	N/A	N/A

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

SCR AFFINITY 9104

SCR SIR LEDGER 9411P

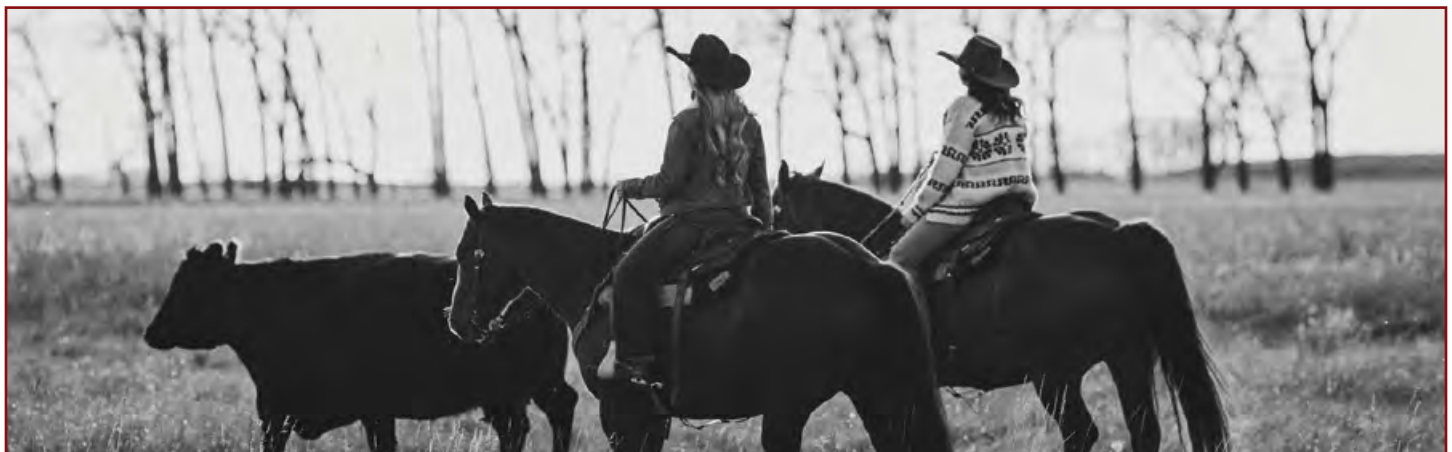
KEYS AMBITION 248J

MISS KEY BRANDY 115K

MISS KEY LOTUS 106F

MISS KEY BRANDY 210G

A heifer bull deluxe. Big topped and we would expect to see his calves have that favorable birth to weaning spread.



I073 KEYS AMBITION 123M M1001699

2/27/24 - Polled - White BW:88 ADJ WW:745

BW	WW	YW	MILK	MCE	TSI	CW	REA
0.4	64	121	25	12	N/A	N/A	N/A

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

SCR AFFINITY 9104 KEYS POWERMAX 57G

KEYS AMBITION 248J MISS KEY LEANNE 195K

MISS KEY LOTUS 106F MISS KEY LEANNE 220A

Deep made bull who's super thick. Got a big stout square hip on him.



Lot 74

I074 KEYS AMBITION 135M M1001704

2/29/24 - Polled - White BW:70 ADJ WW:745

BW	WW	YW	MILK	MCE	TSI	CW	REA
-2.4	66	118	20	14	N/A	N/A	N/A

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

SCR AFFINITY 9104 KEYS POWERMAX 57G

KEYS AMBITION 248J MISS KEY BRANDY 36K

MISS KEY LOTUS 106F MISS KEY BRANDY 90B

I075 KEYS AMBITION 139M M1001706

3/1/24 - Polled - White BW:84 ADJ WW:777

BW	WW	YW	MILK	MCE	TSI	CW	REA
-0.5	69	125	20	9	N/A	N/A	N/A

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

SCR AFFINITY 9104 KEYS ATTICUS 222G

KEYS AMBITION 248J MISS KEY LEANNE 110K

MISS KEY LOTUS 106F MISS KEY LEANNE 8H

A bull that you can appreciate for his shape. Another moderate framed calf who's got a nice slope to his shoulder.

Salers Offering



Lot 76

I076 KEYS JETLINER 13M 764851

2/5/24 - Polled - Red BW:83 - ADJ WW:658

BW	WW	YW	MILK	CED	CW	REA
0.6	58	80	23	14	2.5	0.76

LEPTIN:TT PMCH:AA IGF2:CC CRH:CC 7/8 SA 1/8 AN

MAC ESSENTIAL FORCE 533E KEYS LONGSHOT 1X
 MAC JETLINER 151J MISS KEY NAOMI 33B
 MAC CARRIE 552C MISS KEY NAOMI 88Z

This red Jetliner is stylish and clean made on top of being heavy muscled and flexible on the move. His mother is a foundation cow around here, she's big bodied with exceptional milk.



Lot 77

I077 KEYS JETLINER 70M 764854

2/20/24 - Polled - Black BW:85 - ADJ WW:799

BW	WW	YW	MILK	CED	CW	REA
0.5	68	101	23	15	19.2	0.65

LEPTIN:TT PMCH:AA IGF2:CT CRH:CC 3/4 SA 1/4 AN

MAC ESSENTIAL FORCE 533E KEYS TOP LEVEL 92F
 MAC JETLINER 151J MISS KEY ALEXA 58H
 MAC CARRIE 552C MISS KEY ALEXA 13F

A big growth spread bull here! Lots of performance with him.



Congrats to Aaron Dean & Brook on their engagement!

KEYS 78 KEYS JETLINER 91M 764856

2/26/24 - Polled - Black BW:80 - ADJ WW:694

BW	WW	YW	MILK	CED	CW	REA
-0.2	61	91	19	15	13.5	0.74

LEPTIN:CT PMCH:AA IGF2:CT CRH:CC 3/4 SA 1/4 AN

MAC ESSENTIAL FORCE 533E KEYS CLEMSON 113F ET
MAC JETLINER 151J **MISS KEY ALEXA 45H**
 MAC CARRIE 552C MISS KEY ALEXA 169E

KEYS 79 KEYS JETLINER 110M 764859

3/1/24 - Polled - Black BW:77 - ADJ WW:702

BW	WW	YW	MILK	CED	CW	REA
-0.9	59	83	18	17	6.5	0.68

LEPTIN:CT PMCH:AA IGF2:CC CRH:CG 7/8 SA 1/8 AR

MAC ESSENTIAL FORCE 533E KEYS DIRECT FIRE 18Y
MAC JETLINER 151J **MISS KEY CLAIRE 44E**
 MAC CARRIE 552C MISS KEY CLAIRE 184A

Purebred breeders take note, this herd sire prospect is a well balanced bull. Built like a brick house, with a deep middle, big hip & impressive topped, with a balanced genetic profile. Keeping 1/4 semen interest.



Lot 79

KEYS 80 KEYS JETLINER 120M 764863

3/5/24 - Polled - Black BW:87 - ADJ WW:628

BW	WW	YW	MILK	CED	CW	REA
0.1	51	79	17	15	7.1	0.5

LEPTIN:TT PMCH:AT IGF2:CC CRH:CG 3/4 SA 1/8 AN 1/8 AR

MAC ESSENTIAL FORCE 533E KEYS DIRECT FIRE 18Y
MAC JETLINER 151J **MISS KEY NOELLE 87E**
 MAC CARRIE 552C MISS KEY NOELLE 202A

Deep, soggy and rugged built bull with plenty of muscle.



KEYS 81 KEYS JETLINER 184M 764699

3/5/24 - Polled - Black BW:85 - ADJ WW:720

BW	WW	YW	MILK	CED	CW	REA
-0.3	66	99	22	13	23	0.54

LEPTIN:- PMCH:- IGF2:- CRH:- 3/4 SA 1/4 AN

MAC ESSENTIAL FORCE 533E J W K NEW DESIGN 0028
MAC JETLINER 151J **MISS KEY KYLENE 54F**
 MAC CARRIE 552C MISS KEY KYLENE 62Z

Moderate birth, but lots of growth potential here. He's a big time herd bull prospect with performance to burn. His mother is a big bodied, easy doing cow.



Lot 81



KEY 82 KEYS JETLINER 129M 764866

3/7/24 - Polled - Black BW:82 - ADJ WW:774

BW	WW	YW	MILK	CED	CW	REA
-0.9	58	78	20	16	4.1	0.78

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

MAC ESSENTIAL FORCE 533E

NJF TOP LEVEL 41T

MAC JETLINER 151J

MISS KEY NOREEN 173W

MAC CARRIE 552C

MISS KEY NOREEN 26N

Lot 82



KEY 83 KEYS JETLINER 136M 764869

3/11/24 - Polled - Black BW:72 - ADJ WW:660

BW	WW	YW	MILK	CED	CW	REA
-2.1	51	73	24	17	2.3	0.72

LEPTIN:TT PMCH:AA IGF2:CT CRH:GG 7/8 SA 1/8 AN

MAC ESSENTIAL FORCE 533E

MAC CAPRICORN 125C

MAC JETLINER 151J

MISS KEY NAOMI 134E

MAC CARRIE 552C

MISS KEY NAOMI 208C

Out of a nice cow, that milks great and is an exceptional mother. He's big and shapely over top. Note his favorable Milk EPD.

Lot 83



KEY 84 KEYS JETLINER 139M 764870

3/13/24 - Polled - Black BW:84 - ADJ WW:736

BW	WW	YW	MILK	CED	CW	REA
-0.7	57	88	23	16	12	0.53

LEPTIN:CT PMCH:AA IGF2:CC CRH:CG 3/4 SA 1/4 AN

MAC ESSENTIAL FORCE 533E

BR BAND WARRIOR 012

MAC JETLINER 151J

MISS KEY NOREEN 80Z

MAC CARRIE 552C

MISS KEY NOREEN 173W

Stout, square topped bull that is extended from shoulder to hip. Herd bull prospect that's nothing but meat and body. He's athletic on the go! Keeping 1/4 semen interest.

Lot 84

KEY 85 KEYS JETLINER 157M 764874

3/26/24 - Polled - Black BW:88 - ADJ WW:655

BW	WW	YW	MILK	CED	CW	REA
0.6	57	86	16	14	11	0.55

LEPTIN:CT PMCH:AT IGF2:CC CRH:CC 3/4 SA 1/4 AN

MAC ESSENTIAL FORCE 533E

KEYS DIRECT FIRE 18Y

MAC JETLINER 151J

MISS KEY DAZY 39D

MAC CARRIE 552C

MISS KEY DAZY 162U

We are really high on this bulls mother, big broody red cow who's got a nice udder on her.

KEY 86 KEYS JETLINER 160M 764875

3/27/24 - Polled - Black BW:90 - ADJ WW:727

BW	WW	YW	MILK	CED	CW	REA
0.8	56	79	24	14	3.1	0.74

LEPTIN:- PMCH:- IGF2:- CRH:- 7/8 SA 1/8 AN

MAC ESSENTIAL FORCE 533E

MAC CAMERON 318X

MAC JETLINER 151J

MISS KEY NAOMI 88Z

MAC CARRIE 552C

MISS KEY NAOMI 202U

Tied for the biggest Milk EPD in the offering, and backed by a maternal powerhouse. One of the oldest cows in the herd did a great job on this calf, we expect this bull to continue on her legacy of adding performance. You're going to want to keep his heifer calves around.

87 KEYS JETLINER 161M 764876

3/27/24 - Polled - Black BW:88 - ADJ WW:672

BW	WW	YW	MILK	CED	CW	REA
-0.2	49	74	19	15	-4.6	0.79

LEPTIN:CT PMCH:AA IGF2:CT CRH:CC 3/4 SA 1/4 AN

MAC ESSENTIAL FORCE 533E KEYS MATRIX 99T
MAC JETLINER 151J **MISS KEY PATIENCE 30Y**
 MAC CARRIE 552C MISS KEY PATIENCE 179U

This cow is a power house herself, and brings that straight to her calves. Though this bull is among the youngest in the offering, you can't fault his performance along side everyone else in the group.



88 KEYS JETLINER 167M UP764706

4/4/24 - Polled - Black BW:89 - ADJ WW:700

BW	WW	YW	MILK	CED	CW	REA
-0.1	63	94	21	12	19	0.54

LEPTIN:TT PMCH:AT IGF2:CT CRH:CC 1/2 XX 3/8 SA 1/8 AN

MAC ESSENTIAL FORCE 533E KEYS CLEMSON 113F ET
MAC JETLINER 151J **MISS KEY JOSILYN 12H**
 MAC CARRIE 552C MISS KEY JOSILYN 52E

Square topped & wide from the ground up. The youngest bull in the sale who has a big Milk number.

89 KEYS JUSTIFIED 4M 764799

1/30/24 - Polled - Red BW:80 - ADJ WW:617

BW	WW	YW	MILK	CED	CW	REA
0.7	56	72	13	10	-1.5	0.71

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

SW FREDERIC 102F GIT EASTON 3E
KEYS JUSTIFIED 15J **MISS KEY PATIENCE 113G**
 MISS KEY CLAIRE 89D MISS KEY CLAIRE 44E

Stylish clean made bull. Lots of muscle expression and I like his neck extension.

90 KEYS JUSTIFIED 5M 764800

1/31/24 - Polled - Red BW:90 - ADJ WW:763

BW	WW	YW	MILK	CED	CW	REA
2.6	74	101	18	9	13	0.74

LEPTIN:TT PMCH:AT IGF2:TT CRH:CC 7/8 SA 1/8 AN

SW FREDERIC 102F NJF FEISTS MASTERPEICE 7
KEYS JUSTIFIED 15J **MISS KEY GARNET 102D**
 MISS KEY CLAIRE 89D MISS KEY GARNET 71A

Huge weaning weight here. Out of a deep broody cow that's always done a nice job on raising her calves. This Justified son is going to increase those payload weights. Keeping 1/4 semen interest.

91 KEYS JUSTIFIED 6M 764801

1/31/24 - Polled - Red BW:95 - ADJ WW:722

BW	WW	YW	MILK	CED	CW	REA
2.5	66	89	16	9	6.5	0.69

LEPTIN:TT PMCH:AT IGF2:TT CRH:CC 7/8 SA 1/8 AN

SW FREDERIC 102F KEYS DIRECT FIRE 18Y
KEYS JUSTIFIED 15J **MISS KEY LORRI 95F**
 MISS KEY CLAIRE 89D MISS KEY LORRI 138B

Bigger framed bull, but lots to offer in terms of length and muscle. Well balanced, and fluid on the go. Long and extended through his front third.





Congrats to Thomas Peterson & Tarin on their engagement!



Lot 93



Lot 94



HO 92 KEYS JUSTIFIED 25M 764805

2/8/24 - Polled - Red BW:96 - ADJ WW:734

BW	WW	YW	MILK	CED	CW	REA
2.9	69	91	17	9	7.4	0.68

LEPTIN:CT PMCH:AT IGF2:CT CRH:CC 7/8 SA 1/8 AR

SW FREDERIC 102F KEYS MONUMENT 234A
 KEYS JUSTIFIED 15J MISS KEY CLAIRE 198D
 MISS KEY CLAIRE 89D MISS KEY CLAIRE 132Z

Stout made bull that has a lot of rib shape, and a lot of hip.

HO 93 KEYS JUSTIFIED 26M 764806

2/9/24 - Polled - Red BW:98 - ADJ WW:749

BW	WW	YW	MILK	CED	CW	REA
3.3	60	73	23	7	-1.9	0.7

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

SW FREDERIC 102F DJF 311X
 KEYS JUSTIFIED 15J MISS KEY LORRI 138B
 MISS KEY CLAIRE 89D MISS KEY LORRI 211X

Deep bodied, with a big top. He's stout from the ground up, but puts all that muscle together in a stylish, balanced package.

HO 94 KEYS JUSTIFIED 27M 764807

2/9/24 - Polled - Red BW:88 - ADJ WW:589

BW	WW	YW	MILK	CED	CW	REA
1	58	89	13	10	13	0.57

LEPTIN:TT PMCH:AT IGF2:CT CRH:CC 3/4 SA 1/8 AN 1/8 AR

SW FREDERIC 102F KEYS DIRECT FIRE 18Y
 KEYS JUSTIFIED 15J MISS KEY GARNET 71A
 MISS KEY CLAIRE 89D MISS KEY GARNET 19P

Rugged to the bone! He's a deep, soggy sided bull with a big hip and top on him.

HO 95 KEYS JUSTIFIED 37M 764808

2/11/24 - Polled - Red BW:90 - ADJ WW:638

BW	WW	YW	MILK	CED	CW	REA
1.8	54	69	15	9	-2.2	0.57

LEPTIN:CT PMCH:AA IGF2:CT CRH:CG 7/8 SA 1/8 AN

SW FREDERIC 102F KEYS MONUMENT 234A
 KEYS JUSTIFIED 15J MISS KEY SANDY 39C
 MISS KEY CLAIRE 89D MISS KEY SANDY 117S

A nice made Justified son out of proven Monument daughter. Monument cows have a lot of milk, but this cow is a foundation female for good reason.



HO 96 KEYS JUSTIFIED 40M 764809

2/12/24 - Polled - Red BW:78 - ADJ WW:583

BW	WW	YW	MILK	CED	CW	REA
0	51	65	16	12	-3.4	0.62

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

Purebred

SW FREDERIC 102F

KEYS MONUMENT 234A

KEYS JUSTIFIED 15J

MISS KEY LORRI 22D

MISS KEY CLAIRE 89D

MISS KEY LORRI 82Y

This bull is backed by the maternal package. She's got a pile of volume and style, she does a nice job raising one.



HO 97 KEYS JUSTIFIED 44M 764811

2/14/24 - Polled - Black BW:90 - ADJ WW:711

BW	WW	YW	MILK	CED	CW	REA
1.4	58	75	17	10	-4.7	0.75

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

7/8 SA 1/8 AN

SW FREDERIC 102F

KEYS EXCEL 50E

KEYS JUSTIFIED 15J

MISS KEY BRENDA 48G

MISS KEY CLAIRE 89D

MISS KEY BRENDA 52D

HO 98 KEYS JUSTIFIED 59M 764812

2/17/24 - Polled - Black BW:90 - ADJ WW:685

BW	WW	YW	MILK	CED	CW	REA
1.2	64	94	10	11	8.5	0.69

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

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

SW FREDERIC 102F

KEYS DIRECT FIRE 18Y

KEYS JUSTIFIED 15J

MISS KEY PATIENCE 66D

MISS KEY CLAIRE 89D

MISS KEY PATIENCE 179U

Out of a nice older cow that does a nice job on her calves. He's rugged made, with a Nice head. Has a good set to that back leg.



HO 99 KEYS JUSTIFIED 82M 764813

2/24/24 - Polled - Red BW:96 - ADJ WW:667

BW	WW	YW	MILK	CED	CW	REA
2.7	54	71	19	8	-5.3	0.67

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

Purebred

SW FREDERIC 102F

PCSL BRAVO

KEYS JUSTIFIED 15J

MISS KEY KYLENE 54D

MISS KEY CLAIRE 89D

MISS KEY KYLENE 122X

Big hipped and very shapely. Smooth and stylish on the profile.





100 KEYS JUSTIFIED 116M 764814

3/2/24 - Polled - Red BW:93 - ADJ WW:781

BW	WW	YW	MILK	CED	CW	REA
2.1	69	93	17	10	10	0.7

LEPTIN:TT PMCH:AA IGF2:TT CRH:CC 7/8 SA 1/8 AN

SW FREDERIC 102F KEYS MONUMENT 234A

KEYS JUSTIFIED 15J MISS KEY EMBER 61E

MISS KEY CLAIRE 89D MISS KEY EMBER 3B

Deep sided, well balanced. Thick made bull that's hard to miss for his style. He has one of the biggest Milk EPD's in the offering.

101 KEYS JUSTIFIED 127M 764815

3/7/24 - Scurred - Red BW:80 - ADJ WW:737

BW	WW	YW	MILK	CED	CW	REA
1	59	72	19	11	-0.4	0.61

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

SW FREDERIC 102F KEYS MONUMENT 234A

KEYS JUSTIFIED 15J MISS KEY BANNER 27F

MISS KEY CLAIRE 89D MISS KEY BANNER 92T

Rugged, long sided calf with a big hip and he's big boned.

102 KEYS ROCKSTAR 19M 764816

2/7/24 - Polled - Black BW:62 - ADJ WW:687

BW	WW	YW	MILK	CED	CW	REA
0.8	70	101	14	10	11	0.69

LEPTIN:TT PMCH:AA IGF2:TT CRH:CC 7/8 SA 1/8 AN

BODINES ROCKSTAR D1 KEYS DUNDEE 60F

KEYS ROCKSTAR 115K MISS KEY BODINE 117H

MISS KEY PATIENCE 196D BODINE'S MISS 2375

We are excited about this group of 115K son's, a uniform set of calves that have a lot of growth potential. This set have an average of 82lbs at birth, they should be easy calving but haventhat added performance we are all looking for.

103 KEYS ROCKSTAR 30M 764819

2/10/24 - Polled - Black BW:90 - ADJ WW:685

BW	WW	YW	MILK	CED	CW	REA
1.6	73	115	14	9	22	0.66

LEPTIN:TT PMCH:AA IGF2:CT CRH:CC 5/8 SA 1/4 AN 1/8 AR

BODINES ROCKSTAR D1 KEYS DUNDEE 160D

KEYS ROCKSTAR 115K MISS KEY VICKI 1G

MISS KEY PATIENCE 196D MISS KEY VICKI 12D

Long big bodied bull. Massive topped. Big boned with a nice set to his back leg.



104 KEYS ROCKSTAR 45M 764821

2/14/24 - Polled - Black BW:84 - ADJ WW:662

BW	WW	YW	MILK	CED	CW	REA
0.4	67	102	9	11	7.1	0.82

LEPTIN:TT PMCH:AT IGF2:CT CRH:CG 5/8 SA 1/4 AN 1/8 AR

BODINES ROCKSTAR D1 KEYS EXCEL 50E

KEYS ROCKSTAR 115K MISS KEY ARIAT 14G

MISS KEY PATIENCE 196D MISS KEY ARIAT 18A

Long and soggy sided, he's really flexible on the move.



IO 105 KEYS ROCKSTAR 93M 764825

2/26/24 - Polled - Black BW:65 - ADJ WW:642

BW	WW	YW	MILK	CED	CW	REA
-2.2	59	94	9	14	5.6	0.75
LEPTIN:TT PMCH:AA IGF2:CT CRH:GG						5/8 SA 3/8 AN

BODINES ROCKSTAR D1 KEYS EXCEL 50E
KEYS ROCKSTAR 115K **MISS KEY PATIENCE 38G ET**
 MISS KEY PATIENCE 196D MISS KEY PATIENCE 179U

There's some serious performance here. Deep bodied and a big square hip on him.

IO 106 KEYS ROCKSTAR 94M 764826

2/26/24 - Polled - Black BW:92 - ADJ WW:736

BW	WW	YW	MILK	CED	CW	REA
1.9	79	125	11	9	22	0.87
LEPTIN:TT PMCH:AA IGF2:TT CRH:CC						7/8 SA 1/8 AN

BODINES ROCKSTAR D1 KEYS CLEMSON 113F ET
KEYS ROCKSTAR 115K **MISS KEY LORRI 89H**
 MISS KEY PATIENCE 196D MISS KEY LORRI 85E

Note his EPD spread from Weaning to Yearling, he measures the biggest spread here on paper and I'd expect him to add a lot of pounds to his progeny.

IO 107 KEYS ROCKSTAR 106M 764827

2/29/24 - Polled - Black BW:95 - ADJ WW:711

BW	WW	YW	MILK	CED	CW	REA
2.5	73	116	12	7	26	0.67
LEPTIN:CT PMCH:AA IGF2:CT CRH:CG						1/2 SA 1/2 AN

BODINES ROCKSTAR D1 SUMMITCREST TRUE GRIT 7R06
KEYS ROCKSTAR 115K **MISS KEY CHANDRA 26D**
 MISS KEY PATIENCE 196D MISS KEY CHANDRA 58Z

He's out of one of our foundation females here. Nice, correct udder, she's a powerful made cow.

IO 108 KEYS ROCKSTAR 111M 764828

3/1/24 - Polled - Black BW:90 - ADJ WW:719

BW	WW	YW	MILK	CED	CW	REA
3.2	86	130	10	7	25	0.85
LEPTIN:CT PMCH:AA IGF2:CT CRH:CC						5/8 SA 1/4 AN 1/8 AR

BODINES ROCKSTAR D1 KEYS CAMERON 107D
KEYS ROCKSTAR 115K **MISS KEY EBONY 117F**
 MISS KEY PATIENCE 196D MISS KEY EBONY 223W

111M is on of the biggest growth bulls when you study his spread between WW and YW EPD's.



IO 109 KEYS ROCKSTAR 22M 764829

2/7/24 - Polled - Black BW:96 - ADJ WW:669

BW	WW	YW	MILK	CED	CW	REA
3.5	73	101	8	6	6.9	0.89
LEPTIN:TT PMCH:TT IGF2:CC CRH:CG						Purebred

BODINES ROCKSTAR D1 KEYS CAMERON 107D
KEYS ROCKSTAR 156F **MISS KEY SAPPHIRE 174F**
 MISS KEY SPARKLE 80C MISS KEY SAPPHIRE 156S

Long sided bull with great muscle expression. Moves out well, he's going to cover a lot of ground.

KEYS ROCKSTAR 29M 764830

2/10/24 - Polled - Black BW:88 - ADJ WW:710

BW	WW	YW	MILK	CED	CW	REA
1.8	70	98	11	9	6.4	0.8

LEPTIN:TT PMCH:TT IGF2:CT CRH:CG 7/8 SA 1/8 AN

BODINES ROCKSTAR D1 GIT EASTON 3E
KEYS ROCKSTAR 156F **MISS KEY NOELLE 26G**
 MISS KEY SPARKLE 80C MISS KEY NOELLE 87E

Big topped, big boned. Long fronted with a big square hip on him. He's the maternal sibling to one of our highest selling bulls last year.



KEYS ROCKSTAR 114M 764700

3/1/24 - Polled - Black BW:88 - ADJ WW:658

BW	WW	YW	MILK	CED	CW	REA
-0.2	64	97	22	13	21	0.55

LEPTIN:TT PMCH:AA IGF2:CC CRH:CG 1/2 XX 3/8 SA 1/8 AN

BODINES ROCKSTAR D1 KEYS EXCEL 50E
KEYS ROCKSTAR 156F **MISS KEY NAOMI 69G**
 MISS KEY SPARKLE 80C MISS KEY NAOMI 88Z

Rugged made, rangy type of bull that can get out and cover some ground.

KEYS ROCKSTAR 123M 764701

3/5/24 - Polled - Black BW:98 - ADJ WW:760

BW	WW	YW	MILK	CED	CW	REA
-0.4	63	95	22	13	19	0.51

LEPTIN:TT PMCH:AA IGF2:CC CRH:CG 1/2 XX 3/8 SA 1/8 AR

BODINES ROCKSTAR D1 KEYS CAMERON 219Z
KEYS ROCKSTAR 156F **MISS KEY ANN 144D**
 MISS KEY SPARKLE 80C MISS KEY ANN 99A

KEYS ROCKSTAR 56M 764832

2/17/24 - Polled - Black BW:87 - ADJ WW:713

BW	WW	YW	MILK	CED	CW	REA
2.1	68	98	8	10	6	0.71

LEPTIN:TT PMCH:TT IGF2:CC CRH:CG 7/8 SA 1/8 AR

BODINES ROCKSTAR D1 KEYS DIRECT FIRE 18Y
KEYS ROCKSTAR 156F **MISS KEY PATIENCE 17D**
 MISS KEY SPARKLE 80C MISS KEY PATIENCE 100Y

Thick bull who's stout from behind, another nice son to add to this cows roster. We are always impressed with the job she does.

KEYS ROCKSTAR 105M 764835

2/29/24 - Polled - Black BW:82 - ADJ WW:739

BW	WW	YW	MILK	CED	CW	REA
2.1	73	100	13	10	8.5	0.74

LEPTIN:TT PMCH:AT IGF2:CC CRH:CG 7/8 SA 1/8 AN

BODINES ROCKSTAR D1 KEYS MONUMENT 50C
KEYS ROCKSTAR 156F **MISS KEY NOREEN 92E**
 MISS KEY SPARKLE 80C MISS KEY NOREEN 109A

Really like the looks of this bull from the side, really expressive in that rear one third.

KEYS ROCKSTAR 122M 764836

3/5/24 - Polled - Red BW:95 - ADJ WW:747

BW	WW	YW	MILK	CED	CW	REA
2.3	69	87	11	9	-0.2	0.67

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

BODINES ROCKSTAR D1 KEYS MONUMENT 234A
KEYS ROCKSTAR 156F **MISS KEY JAMACA 151E**
 MISS KEY SPARKLE 80C MISS KEY JAMACA 9Z

This red 156F son is long sided and soft sided. His dam is a cow we think a lot of, she's deep and broody.

KEYS ROCKSTAR 148M 764838

3/17/24 - Polled - Black BW:90 - ADJ WW:614

BW	WW	YW	MILK	CED	CW	REA
1.5	61	81	8	9	-2.2	0.67

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

BODINES ROCKSTAR D1 KEYS CRUISER 105C
KEYS ROCKSTAR 156F **MISS KEY CLAIRE 50G**
 MISS KEY SPARKLE 80C MISS KEY CLAIRE 61Y

117 KEYS ROCKSTAR 166M UP764842

4/3/24 - Polled - Red BW:89 - ADJ WW:689

BW	WW	YW	MILK	CED	CW	REA
1.7	60	80	14	10	-0.4	0.66

LEPTIN:- PMCH:- IGF2:- CRH:- 7/8 SA 1/8 AR

BODINES ROCKSTAR D1 KEYS MONUMENT 234A
KEYS ROCKSTAR 156F MISS KEY CLAIRE 201E
 MISS KEY SPARKLE 80C MISS KEY CLAIRE 119A

Impressive performance on this April born calf!

118 KEYS EXCEL 10M 764776

2/3/24 - Polled - Red BW:70 - ADJ WW:643

BW	WW	YW	MILK	CED	CW	REA
-1.4	56	70	17	16	3.2	0.64

LEPTIN:CT PMCH:AA IGF2:TT CRH:CC 7/8 SA 1/8 AN

KEYS EXCEL 50E KEYS MONUMENT 234A
KEYS EXCEL 75J MISS KEY JAMACA 20D
 MISS KEY BRENDA 52D MISS KEY JAMACA 26X

Nice made bull that's well balanced. The kind of bull that has a lot of volume and shape, with a big square hip on him.



Lot 119

119 KEYS EXCEL 35M 764777

2/11/24 - Polled - Red BW:85 - ADJ WW:694

BW	WW	YW	MILK	CED	CW	REA
0.2	60	78	18	13	4.2	0.75

LEPTIN:CT PMCH:AT IGF2:TT CRH:CC 7/8 SA 1/8 AN

KEYS EXCEL 50E NJF FEISTS MASTERPEICE 7
KEYS EXCEL 75J MISS KEY SANDY 209D
 MISS KEY BRENDA 52D MISS KEY SANDY 1175

Nice 75J son. Nice head that ties nice into his neck and shoulder. Deep sided and big boned. Heavy muscled bull.

120 KEYS HOWIE 49M 764719

2/15/24 - Horned - Red BW:72 - ADJ WW:679

BW	WW	YW	MILK	CED	CW	REA
-2	51	69	16	15	-2.3	0.69

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

FFS EDMOND 398E NJF TOP LEVEL 41T
FFS HOWIE 362H MISS KEY NOELLE 3J
 KVC MS ADDIE 335A MISS KEY NOELLE 26G

121 KEYS HOWIE 52M UP764720

2/15/24 - Polled - Red BW:70 - ADJ WW:608

BW	WW	YW	MILK	CED	CW	REA
-2.2	44	62	11	15	-6.9	0.8

LEPTIN:- PMCH:- IGF2:- CRH:- 3/4 SA 1/4 AN

FFS EDMOND 398E KEYS EXCEL 50E
FFS HOWIE 362H MISS KEY PATIENCE 65J
 KVC MS ADDIE 335A MISS KEY PATIENCE 93E



Dam of Lot 90

122 KEYS HOWIE 53M 764721

2/16/24 - Polled - Black BW:83 - ADJ WW:684

BW	WW	YW	MILK	CED	CW	REA
0.7	59	77	19	11	-2.8	0.78

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

FFS EDMOND 398E DLL FOREST 5105F
FFS HOWIE 362H FFS MS JESSE 249J
 KVC MS ADDIE 335A FFS MISS 249Y

53M's dam was purchased from Figure 4 Cattle and she raised last year's high selling bull in the sale. He's got a maternal backing here that's pretty unique and powerful.



123 KEYS HOWIE 54M 764722

2/16/24 - Polled - Red BW:81 - ADJ WW:672

BW	WW	YW	MILK	CED	CW	REA
0	54	79	16	13	2.6	0.76

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

FFS EDMOND 398E

SW FREDERIC 102F

FFS HOWIE 362H

MISS KEY GARNET 142J

KVC MS ADDIE 335A

MISS KEY GARNET 102D

Nice red Howie son that's stylishmade, big and stout from behind.



124 KEYS HOWIE 55M 764723

2/16/24 - Polled - Black BW:79 - ADJ WW:625

BW	WW	YW	MILK	CED	CW	REA
-1.7	48	65	12	15	-8.7	0.78

LEPTIN:CT PMCH:AA IGF2:CC CRH:CC 7/8 SA 1/8 AN

FFS EDMOND 398E

KEYS EXCEL 50E

FFS HOWIE 362H

MISS KEY BODINE 39J

KVC MS ADDIE 335A

BODINE'S MISS Z375

Out of a big bodied young cow with a nice udder on her. Stylish on the profile and ties nice into his front end.

125 KEYS HOWIE 79M 764729

2/22/24 - Polled - Black BW:81 - ADJ WW:648

BW	WW	YW	MILK	CED	CW	REA
-0.1	54	78	15	12	2.4	0.72

LEPTIN:TT PMCH:AA IGF2:CT CRH:CC 3/4 SA 1/4 AN

FFS EDMOND 398E

KEYS ROCKSTAR 156F

FFS HOWIE 362H

MISS KEY VICKI 41J

KVC MS ADDIE 335A

MISS KEY VICKI 12D

126 KEYS HOWIE 80M 764730

2/23/24 - Polled - Black BW:80 - ADJ WW:543

BW	WW	YW	MILK	CED	CW	REA
-0.9	50	74	13	12	1.5	0.63

LEPTIN:CT PMCH:AA IGF2:TT CRH:CC 7/8 SA 1/8 AN

FFS EDMOND 398E

KEYS CAMERON 38C

FFS HOWIE 362H

MISS KEY MONIQUE 115J

KVC MS ADDIE 335A

MISS KEY MONIQUE 7F

Long fronted and long sided, clean smooth shoulder. He moves out well. You have to really like the volume this bull has.

127 KEYS HOWIE 84M 764732

2/23/24 - Polled - Black BW:78 - ADJ WW:653

BW	WW	YW	MILK	CED	CW	REA
-1.2	44	58	18	13	-2.1	0.74

LEPTIN:- PMCH:- IGF2:- CRH:- Purebred

FFS EDMOND 398E

KVC FLASH 335F

FFS HOWIE 362H

FFS MS JILANN 709J

KVC MS ADDIE 335A

FFS MISS 755U

128 KEYS HOWIE 87M 764733

2/24/24 - Polled - Black BW:86 - ADJ WW:645

BW	WW	YW	MILK	CED	CW	REA
0.5	56	80	11	10	1.3	0.76

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

FFS EDMOND 398E

KEYS CAMERON 38C

FFS HOWIE 362H

MISS KEY SAPPHIRE 93J

KVC MS ADDIE 335A

MISS KEY SAPPHIRE 174F

Resembles his sire a lot. He's long from shoulder to hip, you'll see nothing but body here on this guy's video.

129 KEYS HOWIE 100M 764734

2/28/24 - Polled - Black BW:83 - ADJ WW:676

BW	WW	YW	MILK	CED	CW	REA
-0.7	54	71	19	11	-0.7	0.75

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

FFS EDMOND 398E DLL FOREST 5105F
FFS HOWIE 362H **FFS MS JINNY 360J**
 KVC MS ADDIE 335A D 94 MOLLY 721T

130 KEYS HOWIE 107M 764737

2/29/24 - Polled - Black BW:78 - ADJ WW:649

BW	WW	YW	MILK	CED	CW	REA
-0.6	56	81	13	13	3.4	0.71

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

FFS EDMOND 398E KEYS CAMERON 38C
FFS HOWIE 362H **MISS KEY DESIGN 64J**
 KVC MS ADDIE 335A MISS KEY DESIGN 21F

Rugged built and a well balanced presence. Shapely back third, and he can really cover some ground.



Lot 128

131 KEYS HOWIE 118M 764739

3/2/24 - Polled - Black BW:82 - ADJ WW:645

BW	WW	YW	MILK	CED	CW	REA
-0.1	49	65	14	13	-6	0.68

LEPTIN:CT PMCH:AA IGF2:TT CRH:CC 7/8 SA 1/8 AN

FFS EDMOND 398E SW FREDERIC 102F
FFS HOWIE 362H **MISS KEY KALISTA 96J**
 KVC MS ADDIE 335A MISS KEY KALISTA 6E



Lot 130

132 KEY HOWIE 138M 764740

3/12/24 - Polled - Black BW:80 - ADJ WW:662

BW	WW	YW	MILK	CED	CW	REA
-1	48	64	18	13	-8	0.79

LEPTIN:CC PMCH:AA IGF2:CC CRH:CC 7/8 SA 1/8 AN

FFS EDMOND 398E KEYS EXCEL 50E
FFS HOWIE 362H **MISS KEY 122H**
 KVC MS ADDIE 335A MISS KEY LORRI 138B

Moderate made Howie son, who's really shapely in that rear third. With a nice slope to that shoulder, he's soft sided. Just a nice profiling bull.



Lot 133

133 KEYS FREDERIC 28M 764786

2/9/24 - Polled - Red BW:80 - ADJ WW:730

BW	WW	YW	MILK	CED	CW	REA
1.5	60	77	19	11	4.7	0.71

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

SW FREDERIC 102F KEYS CRUISER 19G
KEYS FREDERIC 131K **MISS KEY DESIGN 38K**
 MISS KEY LORRI 62E MISS KEY DESIGN 171X

One of the bigger spread bulls, he stands on a big foot and really gets out and moves.

134 KEYS FREDERIC 47M 764788

2/14/24 - Polled - Red BW:77 - ADJ WW:688

BW	WW	YW	MILK	CED	CW	REA
-0.1	52	73	19	13	2.4	0.73

LEPTIN:TT PMCH:AA IGF2:CT CRH:CG 7/8 SA 1/8 AN

SW FREDERIC 102F KEYS EXCEL 41G
 KEYS FREDERIC 131K MISS KEY EMBER 21J
 MISS KEY LORRI 62E MISS KEY EMBER 88G ET
 Big topped bull with a lot of bone. He's really expressive, there's a lot of muscle here.



135 KEYS FREDERIC 67M 764789

2/19/24 - Polled - Red BW:100 - ADJ WW:649

BW	WW	YW	MILK	CED	CW	REA
3.5	54	74	15	6	6.9	0.48

LEPTIN:CT PMCH:AA IGF2:CT CRH:CG 3/4 SA 1/4 AR

SW FREDERIC 102F RLC TAPPEN 254F
 KEYS FREDERIC 131K MISS KEY MEDLEY 89J
 MISS KEY LORRI 62E MISS KEY MEDAL 222W
 Soggy made bull who's long and extended from his shoulder forward.

136 KEYS FREDERIC 92M 764790

2/26/24 - Polled - Red BW:86 - ADJ WW:615

BW	WW	YW	MILK	CED	CW	REA
1	47	60	17	11	-7.5	0.67

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

SW FREDERIC 102F SW FREDERIC 102F
 KEYS FREDERIC 131K MISS KEY SILHOUET 5J
 MISS KEY LORRI 62E MISS KEY SHILHOUET 124E

137 KEYS FREDERIC 113M 764792

3/1/24 - Polled - Red BW:86 - ADJ WW:649

BW	WW	YW	MILK	CED	CW	REA
0.8	51	68	15	11	-1.7	0.58

LEPTIN:CT PMCH:AA IGF2:CC CRH:CG 7/8 SA 1/8 AR

SW FREDERIC 102F NJF TOP LEVEL 41T
 KEYS FREDERIC 131K MISS KEY ANGELA 7J
 MISS KEY LORRI 62E MISS KEY ANGELA 59G
 Resembles his sire a lot. Lots of muscle expression in that hip.

138 KEYS FREDERIC 132M 764793

3/10/24 - Polled - Red BW:88 - ADJ WW:635

BW	WW	YW	MILK	CED	CW	REA
2.3	57	83	12	9	15	0.46

LEPTIN:TT PMCH:AA IGF2:CT CRH:CG 5/8 SA 3/8 AR

SW FREDERIC 102F RLC TAPPEN 254F
 KEYS FREDERIC 131K MISS KEY ANGELA 108J
 MISS KEY LORRI 62E MISS KEY ANGELA 25D

139 KEYS JESSE JAMES 7M 764745

2/1/24 - Polled - Red BW:68 - ADJ WW:639

BW	WW	YW	MILK	CED	CW	REA
-1.7	58	84	13	13	15	0.62

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

SF GRADY 2G KEYS CRUISE CONTROL 54H
 GIT JESSE JAMES 22J MISS KEY SHEREE 74K
 GIT GLACIER 38G MISS KEY SHEREE 35G
 Stout made, low birth weight bull who's out of a nice, deep ribbed first calf heifer.

140 KEYS JESSE JAMES 16M 764746

2/6/24 - Polled - Black BW:78 - ADJ WW:772

BW	WW	YW	MILK	CED	CW	REA
-1.2	57	85	21	13	10	0.76

LEPTIN:TT PMCH:AA IGF2:TT CRH:CC 3/4 SA 1/4 AN

SF GRADY 2G KEYS EXCEL 41G
GIT JESSE JAMES 22J *MISS KEY NOREEN 64K*
 GIT GLACIER 38G MISS KEY NOREEN 130C
 Super thick bull, there's a pile of muscle in him. He's expressive in every sense, and he stands on a large circumference of bone.



Lot 141

141 KEYS JESSE JAMES 17M 764747

2/6/24 - Polled - Red BW:67 - ADJ WW:626

BW	WW	YW	MILK	CED	CW	REA
-1.6	46	63	14	14	3	0.62

LEPTIN:CC PMCH:AA IGF2:CT CRH:CC 7/8 SA 1/8 AN

SF GRADY 2G SW FREDERIC 102F
GIT JESSE JAMES 22J *MISS KEY ALEXA 120K*
 GIT GLACIER 38G MISS KEY ALEXA 169E
 Red Jesse James son out of a nice heifer. Big topped bull that has a lot rib shape, who's really flexible on the move. A viable heifer bull option here.



Lot 142

142 KEYS JESSE JAMES 34M 764749

2/11/24 - Polled - Black BW:90 - ADJ WW:701

BW	WW	YW	MILK	CED	CW	REA
1.3	64	93	13	10	16	0.6

LEPTIN:CT PMCH:AA IGF2:CT CRH:CC 7/8 SA 1/8 AN

SF GRADY 2G KEYS CRUISER 29F
GIT JESSE JAMES 22J *MISS KEY EVIE 29K*
 GIT GLACIER 38G MISS KEY EVIE 21B
 Lots of growth potential here, big top and spring of rib.

143 KEYS JESSE JAMES 39M 764751

2/12/24 - Polled - Black BW:74 - ADJ WW:624

BW	WW	YW	MILK	CED	CW	REA
-1.3	47	64	14	12	2	0.51

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

SF GRADY 2G KEYS EASTON 42G
GIT JESSE JAMES 22J *MISS KEY GRACE 18K*
 GIT GLACIER 38G MISS KEY GRACE 76H

144 KEYS JESSE JAMES 83M 764757

2/24/24 - Polled - Black BW:70 - ADJ WW:707

BW	WW	YW	MILK	CED	CW	REA
-1.3	51	69	16	12	0.5	0.67

LEPTIN:TT PMCH:AT IGF2:CT CRH:CC 7/8 SA 1/8 AN

SF GRADY 2G KEYS EASTON 42G
GIT JESSE JAMES 22J *MISS KEY PATIENCE 7K*
 GIT GLACIER 38G MISS KEY PATIENCE 84H
 Square made, super big topped. Very stout from behind.

145 KEYS JESSE JAMES 101M 764761

2/28/24 - Polled - Black BW:70 - ADJ WW:657

BW	WW	YW	MILK	CED	CW	REA
-0.7	51	76	19	12	15	0.44

LEPTIN:CT PMCH:AA IGF2:CT CRH:CC 5/8 SA 3/8 AR

SF GRADY 2G 5L DIRECT FIRE 1641-6443
GIT JESSE JAMES 22J *MISS KEY KRISTIN 24K*
 GIT GLACIER 38G MISS KEY KRISTIN 8B
 Lots of muscle here, he's super expressive. Low birth and out of a proven heifer bull, makes him a good option to breed heifers to.



Lot 146

146 KEYS JESSE JAMES 102M 764762

2/28/24 - Polled - Black BW:76 - ADJ WW:716

BW	WW	YW	MILK	CED	CW	REA
-1.3	57	83	15	13	14	0.57

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

SF GRADY 2G KEYS CRUISE CONTROL 54H
 GIT JESSE JAMES 22J MISS KEY EMBER 77K
 GIT GLACIER 38G MISS KEY EMBER 58G



Lot 147

147 KEYS JESSE JAMES 128M 764766

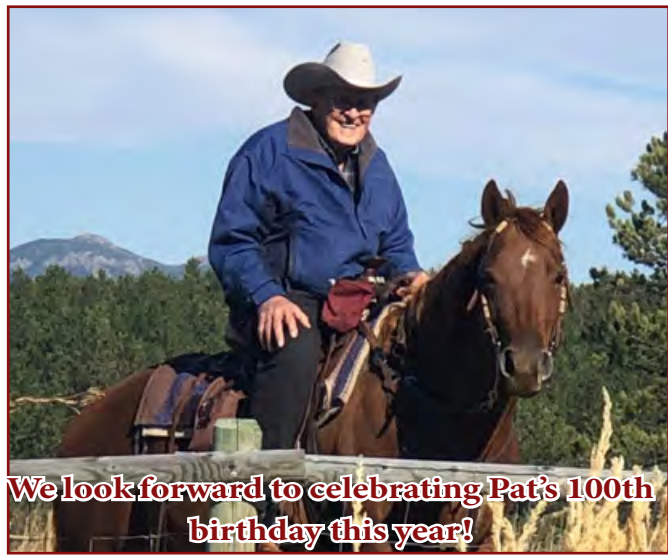
3/7/24 - Polled - Black BW:77 - ADJ WW:704

BW	WW	YW	MILK	CED	CW	REA
-0.7	51	68	19	12	0.9	0.65

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

SF GRADY 2G RAO HARVEY 32H
 GIT JESSE JAMES 22J MISS KEY MELODY 4K
 GIT GLACIER 38G MISS KEY MELODY 44H TW

Nice moderate Jesse James son. Big top on this bull that ties smooth into his neck and head.



We look forward to celebrating Pat's 100th birthday this year!



A big thank you to Jaden Payne & Cory Yanish for clipping and torching! And a big thank you to Marcus Mack & Joe Donnelly for your help getting the bull's pictured!



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 of \$400 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: Checks 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

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PO Box 99
Granville, ND 58741



47th Annual Bull Sale
Thursday,
March 13th, 2025
Rugby Livestock, Rugby, ND
1 p.m. CST

Offering 147 Lots
75 Charolais Bulls
72 Salers Optimizer Bulls

Auctioneer:
Jared Shipman - 806-983-7226

LiveAuctions.TV

Mariah Miller: 712-294-4731

