

Turn-Out Bull Sale



**Monday,
May 2, 2011**

Faith Livestock, Faith, SD
2:30 pm MDT

Offering 43 Bulls

26 Charolais Bulls

17 Salers x Angus Composite Bulls

Semen tested and ready to go to work!

EFFERTZ

KEY RANCH





Keys Ten-Acious 166S, REF. SIRE A

A KEYS TEN-ACIOUS 166S

BIRTH DATE: 3/10/06 H/P/S: POLLED COLOR: WHITE REG. #: M724532
 BW: 88 ADJ. WW: 801 IGENITY TENDERNES: 10 LEPTIN: TT FR: 7.1

CE	BW	WW	YW	Milk	CE	MTNL
-0.8	1.8	45	78	-7	0.1	15

KEYS MCHENRY 24M
 KEYS MCTENDER 279P
 KEYS ABE 70C

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 MR KEY ABRAHAM 23
 MISS KEY HURDLER 119Z

KEYS HANDYMAN PLD 255H
 MISS KEY MAYBELL 73N
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET
 MS KEY STYLISH STAR 149E
 EC BRONSON 204 POLLED
 LTC MISS NORWOOD 895X

Tenacious is a powerful performance bull that is very attractive with tremendous length and a perfect 10 for tenderness. His calves come easy, are impressively long sided yet deep and full bodied. They are great feeding cattle which is further supported by the fact that he is a TT for the leptin gene. Two Ten-Acious sons, Keys Specialist 18U and Keys Tenacious 130U, have sons in the sale.



LVB LUCK OF THE DRAW, SIRE OF REF. SIRE B

B KEYS LUCK OF THE DRAW 119U

BIRTH DATE: 2/26/08 H/P/S: POLLED COLOR: WHITE REG. #: EM766373
 BW: 100 ADJ. WW: 881 IGENITY TENDERNES: 7 LEPTIN: TT

CE	BW	WW	YW	Milk	CE	MTNL
2	1	29	55	8	1.2	22

M6 GRID MAKER 104 PET
 LVB LUCK OF THE DRAW L306
 LVB MISS LUCKYCHARM L132

WCR SIR TRADITION 066
 VCR MISS MAC IV 317
 EC STAND ME GRAND216GPLD
 MISS KEY MAGIC 17J

KEYS HANDYMAN PLD 255H
 MISS KEY MAYBELL 73N
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET
 MS KEY STYLISH STAR 149E
 EC BRONSON 204 POLLED
 LTC MISS NORWOOD 895X

Luck of the Draw 119U or "Roulette" as we like to call him, is a top-performing maternal half brother to the tremendously popular Tenacious. His mother, Miss Maybelle 73N, is one of our top cows and definitely stamps her calves with excellent disposition, fleshing ability with exceptional performance. "Roulette" is longer than a well rope, deep-bodied, has lots of capacity, excellent testicular development and an easy-going disposition. Adj. YW: 1,489; REA: 18.68; Profit Index: 127.



KEYS CHARLES BRONSON 2U, REF. SIRE C

C KEYS CHARLES BRONSON 2U

BIRTH DATE: 1/28/08 H/P/S: POLLED COLOR: WHITE REG. #: M767357
 BW: 90 ADJ. WW: 701 IGENITY TENDERNES: 6 LEPTIN: CT

CE	BW	WW	YW	Milk	CE	MTNL
2	1	29	55	8	1.2	22

SIR EC STINGER 48
 EC BRONSON 204 POLLED
 MISS EC 204

JDS NITRO
 WCR MISS MAC 3020
 THOMAS MR 3202 T5516
 LBH MISS EDUCATOR 8407

CF FRONTLINE 124I ET
 MISS KEY LACE 42L
 MISS KEY DISTANCE 32E

MANDALONG LOVER
 DCC CARRIE 22Y
 KEYS DISTANCE 22
 MISS KEY ZEKE 118C

Keys Charles Bronson 2U is an own son of the perennial trait leader EC Bronson 204. This long bodied, heavy muscled bull has terrific scrotal development, ribeye area and EPDs. His first sons sell in Faith on May 2 and include some bona fide herd sire prospects. Adj. REA: 14.85"



PRO-CHAR CLYDE 79T, REF. SIRE D

D PRO-CHAR CLYDE 79T

BIRTH DATE: 3/1/07 H/P/S: POLLED COLOR: RED REG. #: QM200258
 LEPTIN: TT

CE	BW	WW	YW	Milk	CE	MTNL
-3.1	1.8	26	36	-8	0.1	5

WMG SHERIFF ACE 27H
 WRANGLER HEADLINER 28N
 MOORMAID FOCUS 810H

STZ GOOD TIMES 13D
 WMG LADY ACE 21E
 MISTY CREEK FOCUS 5F
 MOORMAID

STERLING HOSS' HONOR 1H
 STER STAR'S HONOR 4L
 HHT MS POLL STAR 1A

STERLING SCOUT'S HONOR 2A
 CK MISS STAR 30A
 POLL STAR
 HHT MS BARONESS 6Y

Clyde is a moderate-framed, long-bodied, polled, double-red, purebred Charolais bull. He is really thick yet incredibly sound, very good footed and clean jointed with an excellent disposition. His sons were very popular in our February bull sale. When used on black or red cows, red factor Charolais bulls produce calves with marketable color and the performance and thickness you've come to expect with Charolais.

Turn-Out Bull Sale

Monday, May 2, 2011

Faith Livestock • Faith, SD • 2:30 pm MDT



Selling 43 Bulls • 26 Charolais Bulls • 17 Salers x Angus Composites

Sale Day Phones:

Faith Livestock.....605-967-2200
Roger Effertz (cell)..... 701-720-1156
Neil Effertz (cell)..... 701-471-0153

Special Representatives:

David Hobbs, Charolais Journal..... 913-515-1215
Donnie Leddy, Cattle Business Weekly..... 605-695-0113

Registration Papers:

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

Pedigrees:

For those buyers interested in viewing a complete pedigree on the sale bulls contact us and we will mail, fax or email pedigrees on any bulls requested. Or go online at www.charolaisusa.com or www.salersusa.org to enter a registration number and view the pedigree. Full pedigrees on all bulls will be available at the sale.

Insurance:

Will be available at the settlement desk.

Herd Health:

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

Trucking:

We will assist you in making trucking arrangements to minimize your cost. Bulls can be hauled to Mandan or Velva at no cost.

Guarantee:

Effertz Key Ranch bulls sell fully guaranteed. All bulls have passed a semen test at Faith before they sell.

Absentee Bidders:

If you are unable to attend the sale, please contact Neil (701-471-0153), Roger (701-720-1156), David Hobbs (913-515-1215) or Donnie Leddy (605-695-0113) to discuss the bulls and arrange to place a bid.

Area Motel:

Prairie Vista Inn 605-967-2343



Pat and Roger at the 2011 Midland Bull Test where Effertz Key Ranch was awarded the High ADG Bull, High WDA Bull, High ADG Sire Group, High WDA Sire Group, High Efficiency Bull and World Champion Pen of Bulls.



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Neil (701) 223-5202 • Bryan Dean (701) 624-5104



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Charolais Bulls



168X - Here is a long sided, low birthweight Tenacious son that will put length and performance in your calves. He's a TT.



171X - A long bodied, good topped, McHenry grandson with a low BW EPD.



180X is another Roulette son that is among the top gainers.



182X - Check out this full bodied Charles Bronson 2U son with great milk EPD's. His dam is by Mark It, the bull we showed in Denver. He is the easy fleshing kind.

LOT	BORN	H/P	Reg. #	SIRE	DAM - DAM'S SIRE
118X	3/24/2010	P	M792763	UNO 231U	174U - PIRATE
168X	4/12/2010	P	M793174	TEN-ACIOUS	184P - TARGET MAV
171X	4/13/2010	P	M792798	ROULETTE	255R - MCHENRY
172X	4/13/2010	P	M795072	CHARLES BRONSON 2U	182P - MCHENRY
173X	4/13/2010	P	M792800	ROULETTE	179M - HANDYMAN
180X	4/16/2010	P	M792802	ROULETTE	178S - NEW CHOICE
181X	4/16/2010	P	M797303	SPECIALIST	277T - PIRATE
182X	4/17/2010	P	M795073	CHARLES BRONSON 2U	309S - MARK IT
186X	4/18/2010	P	M792806	ROULETTE	82M - DUKE 99K
189X	4/18/2010	P	M795074	CHARLES BRONSON 2U	D680 - MAVERICK
191X	4/19/2010	P	M795075	CHARLES BRONSON 2U	111P - MCHENRY
193X	4/20/2010	P	QM200322	CLYDE	129S - CIGAR
195X	4/21/2010	P	M795076	TENACIOUS 130U	180R - MARK IT
196X	4/21/2010	P	M795077	CHARLES BRONSON 2U	1P - WESTERN DOM
200X	4/22/2010	P	M795078	CHARLES BRONSON 2U	127S - MCTENDER
210X	4/26/2010	P	M795079	TEN-ACIOUS	97R - TURBO
215X	4/28/2010	P	M797732	TENACIOUS 130U	164S - MCHENRY
217X	4/28/2010	P	M797733	CHARLES BRONSON 2U	169R - TURBO
218X	4/28/2010	P	M797734	TENACIOUS 130U	80N - FRONTLINE
219X	4/28/2010	P	M797735	CHARLES BRONSON 2U	191S - DUKE 158P
221X	4/29/2010	P	M795081	TENACIOUS 130U	304N - PEUGEOT
229X	5/3/2010	P	QM200339	CLYDE	B609 - EQUALIZER
231X	5/5/2010	H	M795082	TENACIOUS 130U	13P - TARGET MAV
234X	5/7/2010	P	M795083	CHARLES BRONSON 2U	163R - MCHENRY
235X	5/7/2010	P	M795084	CHARLES BRONSON 2U	174R - TURBO
TWO-YEAR OLD CHAROLAIS BULL					
K521	3/6/09	P	M780001	SAMACUS 6131	G194 - DOMINATOR



193X - If red is your color, here is your bull! He's a top performer with the heaviest weaning weight. A real meat wagon!

Charolais Bulls



BW	WW	EPDS			BW	Adj WW	Adj YW	ADG	WDA	Leptin	LOT
		YW	M	TM							
0.3	20	31	4	14	82	711	1293	3.64	3.38	TT	118X
0.6	29	51	-6	9	86	683	1229	3.41	3.41	TT	168X
-0.5	25	42	2	14	86	709	1328	3.87	3.70	CT	171X
2.1	25	49	12	24	90	715	1344	3.93	3.74		172X
0.8	25	50	8	20	89	686	1278	3.70	3.56	TT	173X
0.6	26	48	4	17	87	752	1381	3.93	3.82	CT	180X
0.3	25	47	4	16	82	724	1302	3.61	3.53	CT	181X
1.4	12	27	13	19	90	704	1227	3.27	3.37	CT	182X
-0.3	22	42	10	22	84	708	1249	3.38	3.47	TT	186X
1.1	12	33	17	23	83	726	1345	3.87	3.75	TT	189X
0.8	22	46	8	19	85	695	1319	3.90	3.69		191X
3.4	31	48	-1	15	94	796	1449	4.08	4.01	CT	193X
2.1	33	60	0	17	90	784	1450	4.16	4.05	CT	195X
2.3	18	34	11	19	92	725	1336	3.82	3.73	CT	196X
1.4	13	32	11	18	84	613	1127	3.21	3.13		200X
2.1	34	58	3	20	94	748	1321	3.58	3.68	TT	210X
1.9	47	75	-4	20	85	780	1404	3.90	3.88	TT	215X
3.1	24	46	12	24	96	658	1240	3.64	3.48	TT	217X
2.5	30	50	4	19	90	732	1343	3.82	3.76	TT	218X
1.0	14	34	14	21	85	657	1230	3.58	3.42		219X
2.3	24	37	0	12	94	710	1278	3.55	3.58	CT	221X
0.6	23	35	1	13	85	711	1266	3.47	3.52	CT	229X
3.7	29	43	-5	10	96	727	1209	3.01	3.34	TT	231X
1.3	15	33	13	20	90	748	1233	3.03	3.41	TT	234X
2.4	18	38	13	22	90	695	1245	3.44	3.50	CT	235X
0.1	23	36	2	14	76	708	1203	4.32	13.83	CT	K521



195X - This high performance Tenacious son puts it all together. He is very smooth and deep yet very well muscled. Highest YW in the sale.



196X is another good looking, well muscled Charles Bronson 2U son with great milk EPD's.



218X - This tremendously long Tenacious son is a TT for Leptin and will add stretch and deep to your calf crop.



235X is a classy young Charles Bronson 2U son out of the Turbo cow. He's plus 13 for milk.



221X - Here's a heavy built Tenacious son with good hair. He's thick and deep!

Salers - Angus Composite Bulls



28X is a powerful, heavy topped Sooner son with great performance and excellent scrotal development



Top Level is a flashy black polled purebred Salers bull that was the 2008 People's Choice Grand Champion Futurity Bull. One son sells.



The 2009 National Champion Maine Anjou Get of Sire was sired by Sooner. Three Sooner sons sell.

LOT	BREED %	BORN	H/P	COLOR	REG #	SIRE	DAM - DAM'S SIRE
11X	75 SA 25 AR	2/18/2010	P	Red	P670221	TOTAL	200U - ROBUST
23X	75 SA 25 AN	2/26/2010	P	Black	P669001	DIAMOND	125U - PROVOST
28X	50 MA 50 SA	3/1/2010	P	Black	TP669002	SOONER	202N - NEW DESIGN
39X	50 MA 50 SA	3/6/2010	P	Black	TP669005	SOONER	202N - NEW DESIGN
44X	50 MA 50 SA	3/7/2010	P	Black	TP669006	SOONER	202N - NEW DESIGN
80X	81 SA 19 AN	3/24/2010	P	Black	P669022	DIAMOND	190U - MASTERPLAN
127X	63 SA 37 AN	4/9/2010	P	Black	P670222	MASTER PLAN	194S - PROVOST
159X	63 SA 37 AN	4/14/2010	P	Black	P670226	MASTER PLAN	10S - NEW DESIGN
206X	75 SA 25 AR	4/23/2010	P	Red	P670775	FIRECRACKER	226T - ROBUST
222X	PUREBRED	4/26/2010	P	Red	P671321	FIRECRACKER	151S - PRINCE 407P
229X	75 SA 25 AN	4/27/2010	P	Red	P671322	FIRECRACKER	184S - ROBUST
240X	75 SA 25 AN	4/29/2010	P	Black	P671323	TIMELESS 52U	115M - NEW DESIGN
241X	75 SA 25 AN	4/29/2010	P	Black	P670236	DIAMOND	34P - NEW DESIGN
242X	PUREBRED	4/29/2010	P	Red	P669039	TOP LEVEL	90T - MATRIX
254X	75 SA 25 AR	5/2/2010	P	Red	P671324	FIRECRACKER	153R - BEEFMAN
259X	75 SA 25 AN	5/5/2010	P	Black	P671498	MASTER PLAN	64P - STEALTH

2-YEAR-OLD SALERS X ANGUS COMPOSITE BULL

2W	84SA13RA3AN	1/25/09	P	Red	P660920	FIRECRACKER	65T/Prince 407P
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RCM PR FIRECRACKERREF. SIRE E

RCM PR FIRECRACKER

BIRTH DATE: 6/10/04 H/P/S: POLLED COLOR: RED REG. #: P608491
 BW: ADJ. WW: %SA/AN: FR:

BW	WW	YW	MILK	MWW
+3.4	+29	+58	+19	+34

AP POLLED GENESIS ZX64F
TFI POLLED AFTERSHOCK
 AP POLLED PEGGIE UA142C

JFW PACKER 40F
DJF POLLED LEAH 127L
 DJF POLLED GLORY 717G

BLACK TURNPIKE
 AP POLLED GINGER UX173D
 DECATHLON
 AP POLLED MABEL U142A

NRC VICKSBURG 64C3
 JFW CONDCORDIA 252C
 HCO POLLED BLACKSTONE
 DJF POLLED LADY DI 417D

We call him "Spud" because he came from Idaho. We are really pleased with his calves. They are really quiet-natured with big butts, deep flanks and a moderate frame.

Salers - Angus Composite Bulls



EPDS										
BW	WW	YW	M	TM	BW	ADJ. WW	ADJ. YW	ADG	WDA	LOT
3.0	49	93	16	41	88	696	1,227	3.32	3.24	11X
-0.3	29	61	17	31	82	580	1,153	3.58	3.06	23X
1.0	41	92	19	40	84	730	1,295	3.53	3.53	28X
1.0	41	92	19	40	80	668	1,375	4.42	3.80	39X
1.0	41	92	19	40	90	694	1,342	4.05	3.71	44X
0.9	18	48	19	28	84	556	1,148	3.70	3.07	80X
1.7	34	73	15	32	77	610	1,141	3.32	3.21	127X
2.1	46	90	15	38	78	693	1,280	3.67	3.61	159X
3.0	38	78	17	36	86	645	1,163	3.24	3.23	206X
4.6	41	80	19	40	88	658	1,380	4.51	3.90	222X
3.7	51	93	17	42	85	704	1,227	3.27	3.41	229X
5.1	71	127	18	53	90	757	1,405	4.05	4.02	240X
2.5	54	104	21	48	88	714	1,352	3.99	3.88	241X
1.1	55	93	25	53	82	751	1,282	3.32	3.48	242X
2.7	41	82	18	38	85	642	1,160	3.24	3.30	254X
1.5	29	70	17	32	75	660	1,196	3.35	3.39	259X
4.6	60	113	22	52	90	798	1391	3.71	3.6	2W



39X is a low birthweight, great gainer with a real attractive look. This ET Sooner son is stout!



240X - This 3/4 blood black polled Salers is leading the pack for WW and YW, out of a terrific New Design cow!



Ward 793 Masterplan 43L is a sound, functional, problem-free bull. He is as good travelling and good footed bull as you'll find. Three sons sell like the one pictured above.

F JCG DIAMOND

BIRTH DATE: 8/19/06 H/P/S: POLLED COLOR: BLACK REG. #: P638220
BW: 76 ADJ. WW: 561 %SA/AN: PUREBRED

BW	WW	YW	SC	MILK	MWW
-0.2	+26	+48	+0.1	+26	+39

CMC MR JAMACA M44K
JSR JAMACA 431
MSR MS PACIFIC 2188

[PRK JAMAICA 9702J
[CMC MISS STAR K44G
[JSR SENSATION 911
[JSR MS WIZARD 9385

TFI POLLED AFTERSHOCK
JCG CARMA
JCG AMANDA

[AP POLLED GENESIS XZ85
[AP POLLED PEGGIE UA142C
[TARE COOL DUDE
[JCG MISS EBONY 101J

Our Diamond calves are moderate framed, easy fleshing with plenty of style and eye appeal. He has yet to sire a red calf.



JCG DIAMOND, REF. SIRE F



Auction Effertz, Ltd.

Your Market Masters

NEIL & JAN EFFERTZ

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RETURN SERVICE REQUESTED



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Faith Livestock, Faith, SD

2:30 pm CST

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26 Charolais Bulls

17 Salers x Angus Composite Bulls

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