

EFFERTZ KEY RANCH

Catalog and Videos online at:
www.effertzkeyranch.com

Effertz Key Ranch
37th Annual Bull Sale
Friday, April 17, 2015

1 p.m. CDT

Kist Livestock, Mandan, ND

Auctioneer: Roger Jacobs

Offering 134 Bulls

74 Charolais Bulls

60 Salers Optimizer Bulls

DVAuction Broadcasting
Real-time Auctions



HIGH-IMPACT GENETICS ...



Welcome to our 37th Annual Bull Sale.

Let me start out by congratulating guys like Paul Ogden, a good customer from Stanley that uses both our Charolais and Salers bulls, for having the foresight to sell his calves this year the first week of November. He topped the market with 128 head. These are good times in the cow/calf business.

Here at Effertz Key Ranch, we think we offer genetics that give you the best chance to take advantage of this market. The Salers X Angus female has proven herself to be a great cow for the important traits of fertility, longevity and mothering ability. There is still nothing that can hit the ground in cold weather and get going like a Salers cross calf.

I don't think there is any better terminal cross than the Charolais bull.

Next, I think we can get more out of our cow herds. Yes, I am back on heterosis. It clearly brings benefits in reproduction, calf survival, longevity, milk production and overall growth. It also allows you to increase the value of your calf crop by being able to split your focus between carcass and feedlot traits and cowherd traits such as longevity and fertility.

We continue to DNA test for the Leptin gene because of its positive effects on maternal values, weaning weight, feed efficiency, marbling, and general feedlot management. Our PMCH DNA testing seems to have combined with our Leptin selection to give us the best carcass numbers that we have ever had on this year's bulls. You can read more about why we are testing for these genes on page 28.

As to the offering, there will be 74 Charolais and 60 Salers Optimizer bulls. The Charolais offering includes a nice set of red factor bulls that will put some color in your cattle. In our composite bulls, we offer various percentages of Angus and Salers genetics to provide an opportunity to select for more British or Continental influence. These bulls will offer strong maternal traits, excellent calving ease, and

tremendous vigor at birth. A majority of these bulls have a moderate 5 to 6 frame score. Note their excellent IMF scores.

We do not creep feed our calves and we are pleased with their rate of gain.

We know you are busy this time of year. Please take time to come by and take a look at the bulls at the Velva ranch or study the videos (at www.effertzkeyranch.com) before the sale. For those of you that can't make it to Kist Livestock on sale day, please call us to discuss the bull options that will fit your cows, even if you plan to bid online with DV Auction. If you are having a problem with bidding online or are unable to be online during the sale, call us on our cell phones:

Roger: 701-720-1156 • Kevin: 701-720-1363 • Neil: 701-471-0153

We are happy to help you with trucking arrangements after the sale.

We appreciate your business. If we can be of any assistance, please contact us.

Roger Effertz

EFFERTZ
KEY RANCH



Key's Jenga,
sire of lots
110 - 114

TERMS & CONDITIONS

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

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

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

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

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

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

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

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

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

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



Auction Effertz, Ltd.

Your Market Masters

NEIL & JAN EFFERTZ

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