

# POWER. PERFORMANCE. CALVING EASE.



**OW Maximizer 3041 Pld**, our impressive herdsire with tremendous calving ease. His calves are truly on the mark - they come easy, have excellent growth and a terrific look. Great numbers and a TT for Leptin. Watch for his sons March 11.



**Keys Excel 50E** - Our Excel sons are powerfully well built with high performance. They come easy with a short gestation and modest birthweight. He scanned a 20" ribeye and has outstanding EPDs: BW -2, WW 46, YW 75, Milk 21. His sons sell March 11 in Rugby.



**Keys Excel 41G** - This powerhouse Excel son has a 75# BW, 900# Act. WW, tremendous REA and great disposition. We own him in partnership with Abbey and Matt Ruland and are using him AI.

**Keys Bonfire 97B** has an exceptional ribeye (16.47", ratio 115) and an IMF of 6.35, ratio 161. His sons have some of the best ultrasound scans we've ever seen. He is very attractive with a tremendous mother. Co-owned with Rowell Cattle Co. and Ward Ranches.

**Key's Ballyhoo 77D** is a rancher's delight, a powerful, rugged, moderate birthweight herd sire whose high-performance sons are deep and easy fleshing, TT for Leptin.



Plan to attend ...

43rd Annual  
Effertz Key Ranch Bull Sale

Thursday,  
March 11, 2021

Rugby Livestock, Rugby, ND

125 Charolais & Salers Optimizer Bulls



Gerald Effertz & Family  
P.O. Box 640 • Velva, ND 58790-0640  
www.effertzkeyranch.com • ekrinc@srt.com  
Kevin (701) 338-2980 • Roger (701) 728-6459  
Neil (701) 223-5202