

Effertz EZ Ranch's 13th Annual
Focus on Efficiency
PRODUCTION SALE

Breeder's Seminar & Production Sale
May 31-June 1, 2019
 Online and On the Ranch • Bismarck, ND

Offering 40 Lots: **Show Heifers, Pairs, Bred Females, Bulls, Semen and Embryos**



EZ Aibileen 33F

She's a drop-dead gorgeous show heifer by All Jacked Up and out of daughter of the great donor, EZ Jasmine 23U.



EZ Jasmine 23U

An incredible donor who is a maternal sister to EZ Cinderella. Selling her glorious January All Jacked Up daughter EZ Gloria 1G and three full sib embryos.



EZ Luscious 8806F

She's a fault-free Aberdeen Plus heifer, with Thomas Ranch registered Angus genetics on the bottom side.

This year's Focus on Efficiency is taking a new twist.

With an eye on marketing efficiency, the sale will be conducted online at SmartAuctions.co. You can bid on your home computer, your smart phone or you can be with us sale day and bid with the aid of our clerking staff right in our sale barn. This last option gives you the opportunity to see the sale cattle in person and adjust your bids as the auction goes on.

The sale will open on **SmartAuctions.co** on Friday, May 24, and closes racehorse style at 2 p.m. on June 1.

Videos of the sale cattle will be on **SmartAuctions.co** and **effertzezranch.com**.

The sale catalog will be online only – on our website effertzezranch.com.

If you do not have access to a computer, give us a call and we can print a copy for you and drop it in the mail.

Some traditions continue.

We hope you will join us on the ranch on May 31 and June 1 to view the sale cattle, enjoy meeting fellow cattlemen and learn from experts at our Breeder's Seminar.

Friday, May 31:

See the Aberdeen advantage in action – tour the ranch and our fullblood and Moderator herds and herd bulls. Join us for an Aberdeen beef dinner.

Saturday, June 1:

Craig Reiter, co-owner of SmartAuctions.co will be here to explain a new marketing option for Aberdeen Breeders – online auctions, a lower overhead way to market your genetics to the highest bidder.

A representative from IMI Global ("Where Food Comes From") will explain the new Aberdeen Premium Beef Source, Age and Breed Verification Plan for all commercial customers of registered Aberdeen bulls.

For more information see our sale catalog –
ONLY online at effertzezranch.com



Breeding age bulls, ready for heavy service, will eliminate calving difficulty and produce calves eligible for the new Aberdeen Premium Beef program. Retain their daughters to improve beef production efficiency and wean more pounds of beef per acre.



EZ Maddie 41F

Wow! This big, long, powerful, red-gene carrier Gus daughter has as much performance as you'll find in a fullblood heifer calf. She is stout.



EZ All That Jazz 29E

An elegant All Jacked Up daughter from a great cow family, due for a fullblood heifer calf by a Beau Lad grandson. She's linebred to the Australian champion, Jackaroo.



Bonanza's Beauty 1Y

One of the biggest bodied, longest bodied donor cows we have ever flushed. We are offering embryos by Beau Lad with unlimited potential out of this sister to the great Boxcar.



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RETURN SERVICE REQUESTED

For 23 years, we have developed our herd of American Aberdeen cattle to calve unassisted, breed back quickly and wean calves over 50% of their body weight, on a forage-based production system, while producing extremely high-quality, tender beef – hallmarks of efficient beef production.

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New Sale Format!
 Online Sale & Videos:
smartauctions.co
 Catalog & Videos Online:
effertzezranch.com