

LOWLINES

Discover Lowlines WEEKEND

GREAT FRIENDS | GREAT CATTLE | GREAT FUN!



Friday and Saturday,
May 10-11, 2013

Bismarck, ND

Effertz EZ Ranch Discover Lowline Weekend

OFFERING 70 LOTS OF LOWLINE CATTLE



Friends,

It has been a wild ride for most of this year but like many wild rides, not short on excitement. The excitement about the drought and high feed prices have, in turn, created a lot of excitement and interest in smaller framed, lower maintenance cost, highly efficient Lowline cattle. Couple that with the rapidly growing demand for high-quality, home-raised, all-natural beef and you have a "double whammy" of opportunities to prosper in the Lowline business.



We are seeing incredible growth in the number of new inquiries at our ranch and within our breed registry. That is why I say that although the cattle are smaller, "we are the fastest growing breed in America."



We welcome you to our 7th Annual Discover Lowlines Weekend Breeder Seminar and Sale. It has been a real challenge due to crazy weather and short feed supplies to get all the pieces of the puzzle put together for this year's event. I think you will enjoy Matt Boss' presentation about his developing fodder system of supplementing his Lowline beef herd. I know you will enjoy "The Effertz Girls" presentation about preparing Lowline beef, especially when you get to taste it! And I know we all can learn a lot about how to photograph and market our seedstock from Tracey Koester of Cow Camp Promotions.



Most importantly, I know it has been excruciating for me to let go of some of the really nice young cows and heifers in this sale. I can only say that if I had these quality cattle to get started with in 1996, some 17 years ago, the Lowline breed would have gotten bigger and more impressive even faster. It is only after years of experimentation and rigorous selection that we end up with some of this fine seedstock. I really hate to see them go but I really enjoy seeing the fantastic successes that our customers have enjoyed over the past few years, especially this last year. As I said to start ... wow, it has been a wild ride!

Please call or email if we can help you in any way.

Neil and Jan Effertz and Family



Neil & Jan Effertz & Family
17350 Hwy 1804 N. • Bismarck, ND 58503
701-223-5202 • 701-471-0153 Cell
www.loala.com • effertz@bektel.com



EZ Ranch Discover Lowlines Production Sale



Saturday, May 11, 2013 • 1 p.m.

On the ranch, Bismarck, ND

Sale day phone: 701-223-5202 • 701-471-0153

GUEST CONSIGNOR:

Grassline Cattle Co., Grant and Jaana McDonald, Cokato, MN 320-221-3446

BREEDING PRIVILEGES:

For each EZ female lot purchased, the buyer will be entitled to two straws of semen from an Effertz EZ Ranch herd bull for use on that female. The certificate to register one calf out of the female purchased at the sale will be provided to the buyer at no additional cost. For more details, refer to Page 20.

DIRECTIONS TO THE RANCH:

Effertz EZ Ranch is about 16 miles north of Bismarck, ND on Highway 1804. From Bismarck, take Highway 83 north for 4 miles to the junction of Highway 1804. Stay on Highway 1804 for 12 miles as you go west then north along the Missouri River. The ranch is on the west side of the road between mile markers 95 and 96.

AREA MOTELS:

Rooms are being held at these convenient area motels:

Kelly Inn

1800 N 12th St. • Bismarck ND
701-223-8001

Americinn Lodge and Suites

3235 State St. • Bismarck ND
701-250-1000

Rooms are scarce in Bismarck. Please make your reservations by April 30.

SPECIAL REPRESENTATIVES:

KRIS PETERSEN, CATTLE BUSINESS WEEKLY
701-339-0305 CELL

DEAN PIKE, AMERICAN LOWLINE REGISTRY
303-810-7605 CELL

If you are unable to attend the sale and would like to discuss the sale cattle, we urge you to call Dean Pike. He is an experienced cattleman and field representative and a valuable resource for Lowline breeders. He will discuss the sale cattle with you and help you with your selections. You are also welcome to call Kris Petersen or Neil.

HERD HEALTH:

Weaned open heifers and cows have all been calfhooed vaccinated for bangs. The open heifers have had our preweaning vaccination program of Virashield 6 plus Somnus and Ultrabac 7. Post calving, the cows have had Bovashield Gold FP5-VL5. All cattle have been poured with a generic ivermectin for insects. All calves have been vaccinated with moraxilla bovis for pinkeye.

VIDEO AND ONLINE UPDATES:

Because of a poorly timed spring snow storm, we had to send the catalog to press without all the photos we had hoped to include. As the snow melts, we will be taking photos and video of the sale cattle. Please check our website www.loala.com for updates.

**CAN'T ATTEND THE SALE?
WATCH AND BID ONLINE!**



Real-time bidding is available via the internet for this sale. Live audio and live video will allow buyers to bid on animals just as if they were present at the sale. Buyer accounts must be created two days prior to the sale. Please visit www.LiveAuctions.tv to create a free account, request a buyer number and familiarize yourself with the bidding procedure. If you have difficulty during the sale, call the sale day phone 701-223-5202 or 701-471-0153.

Web Address <http://www.LiveAuctions.tv>

TRUCKING:

We will assist buyers in coordinating transportation.

INSURANCE:

Livestock insurance will be available at the settlement desk for those buyers wanting to insure their purchases. We ask any buyers who leave their purchases at the ranch more than a day or two to insure them.

7th Annual Discover Lowlines Schedule of Events

FRIDAY, MAY 10

2:00 P.M. BREEDERS' SEMINAR

As we attend seminars and meet with leaders in the grass-fed beef industry, we have heard over and over that some of the best females to use in a grass-fed operation are percentage Lowline cows and our own experience confirms that. We hope you can join us for an afternoon of interesting topics of particular interest to Lowline breeders, addressed by engaging experts in their field. It's a great time to network with fellow breeders and then enjoy a Lowline beef supper. Please join us!



Tracey Koester, Cow Camp Promotions, will engage producers in understanding and implementing good-quality livestock photos to best represent their cattle. A good picture can pique potential buyers' interest and bring them to the sale – but a poor photo can deter them all together. She will also touch on other aspects of livestock promotion in order to market your livestock to their full potential.

Matt Boss, Boss Farms, Bishopville, S.C. With a half hour per day of labor, Boss Farms is raising 600# of fodder per day. Learn how 1# of barley seed yields 7 - 8# of fodder in 7 days.



Back by popular demand!

"The Effertz Girls" know that one of the best things about raising Lowlines is eating Lowline beef. Join Kate, Sarah and Abbey for cooking demonstrations and tasting grass-fed Lowline beef. They will also have recipes and will discuss marketing tips for selling your grass-fed Lowline locker beef.



6:00 P.M. LOWLINE BEEF SUPPER & SOCIAL

SATURDAY, MAY 11

10:00 A.M. PRE-SALE HOSPITALITY

Have a cup of coffee, look at the sale cattle and visit with fellow cattlemen.

11:30 A.M. LOWLINE BEEF LUNCH

1:00 P.M. 7TH ANNUAL DISCOVER LOWLINES SALE

Following the sale be sure to stay for ranch tours and supper. It's time to relax!



LOWLINE Reference Sires



A Bonanza's Boxcar 3Y

BD: 2/4/11

MCR Opinonated

Ardrossan Neron
MCR Blue Flag 53R

Kobblevale Chudleigh Y049

Bonanza LLC Starr

Binowee Starr S027

Fullblood Bull

Reg: FM15218

BLACK

Broken Arrow Nero
Ardrossan Delvene

EZ Railway 05N
EZ Tinkerbell 27L
Kobblevale Montague W019
Binnowee Crystal Q068

Binnowee Caesar M455
Trangie L115



Bonanza's Boxcar 3Y



Boxcar Willie, son

Last year, Boxcar was National Calf Champion and National Reserve Grand Champion Bull where he was a favorite of judge Jary Douglas who called him "the most complete bull we've seen". He has matured into a beef machine. He is full bodied, big topped, deep quartered and incredibly structurally sound. Boxcar was put to heavy use last year natural service, breeding over 40 heifers. His first calves, just now hitting the ground, have excited us into believing that this might be our best ever calf crop. Co-owned with Grassline Cattle Co.

B Bonanza's Prince 2Y

BD: 1/31/11

MCR Opinonated

Ardrossan Neron
MCR Blue Flag

Commander II M045

ALM Susie 050K

Iten's Jamie 13G

Fullblood Bull

Reg: FM15219

BLACK

Broken Arrow Nero
Ardrossan Delvene

EZ Railway 05N
EZ Tinkerbell 27L
Commander K162
Perfection F183

Navigator N323
Geraldine III P094



Bonanza's Prince 2Y

Prince is a long bodied, heavy topped, clean fronted, athletic son of the National Champion Muddy Creek Opinonated with excellent scrotal circumference and a superior ribeye measurement. He blew us away in Denver at 12 months of age when he weighed 695#, had a ribeye measurement of 13.05 for an astounding 1.88 ribeye area per hundred weight, having never eaten a bite of grain until a week before the show. He was the Grand Champion Bull this year at the American Royal.

C EZ Titan 7T

BD: 4/8/07 BW: 39

EZ Lisbon 29L

EZ Olivia 15G

EZ Magnum 72J

EZ Lady Luck 51N

Lucky 7

Fullblood Bull

Reg: FM6146

Black

Beau Aaron
Glen Innes M343

Messmate P012
Mugga Esther E361
Midshipman M206
Mugga Marnie L290

Admiral J222
BR Amicable J152



EZ Titan 7T



A Titan son

Titan is our proven son of Lisbon out of the Reserve National Champion Female, Lady Luck 51N. He was exceptional as a calf and his calves continue to have that same great look - they're really flashy. His calves are long sided, clean fronted and heavy topped, especially attractive calves when used on shorty blocky cows. He has awesome marbling and tenderness DNA numbers.

D Lazy G Johnnie Walker

BD: 3/21/09

Murrumbong LGL Bluey

Goan Wandoo II
Goan Black Opal

Bell Brae Boris

SC Brook 118M 102H

ALM Bess 102H

Fullblood Bull

Reg: FM9417

Black/Red Gene Carrier

Glen Innes N249
Goan Wattle III

Trangie M377
Trangie L109
Kaptain Midnight
Trangie K004

Admiral J222
Tara J534

E EZ Western 40W

BD: 9/12/09 BW: 46

EZ Lisbon 29L

EZ Olivia 15G

ALM Dakota Pride 60J

EZ Twinkle 16T

Mugga Lee 9L

Fullblood Bull

Reg: FM13198

Black

Beau Aaron
Glen Innes M343

Messmate P012
Mugga Esther E361
Nevada N060
Trangie L004

Union Pacific U280
ALM Mid Mugga 05J

Western is a stout made, big topped Lisbon son out of the Reserve Grand Champion Fullblood Female at the 2006 NILE show in Billings. The Lisbon X Dakota Pride cross really works and combines our two strongest carcass bloodlines. His calves look great.

Johnnie Walker's calves are stylish and correct. He works especially well producing very high quality, attractive calves out of bigger framed, exotic cross females. His calves have worlds of style and flair and many will be carrying the red gene. Co-owned with 4 Skor Ranch.



LOWLINE Percentage Bulls



67 EZ Stanley 3334

3/4 Bull

BD: 5/2/11 BW: 50# Tattoo: EZ333Y Black Reg: MM19116

Bar J Sparks 4P16

Bar J Ponderosa 0K13
Bar J Tina 8H3-OK48

Bar J Sultan 6S96

Bar J Nadine 9J32 3N57

Tequila T245
Bar J Nadine 9J32

Bar J Red Baron S63

Bar J Redbone 01P
Bar J Patty 9071

EZ Lucy 113W

EZ Cleo 107L

Clout 27H
EZ Miss Majesty 34J Char

Stanley is a long bodied, well built 3/4 blood who is carrying the red gene from his red Moderator dam. His sire Sultan has consistently produced some of our top selling heifers and some of our best young cows. His dam EZ Lucy 113W is one of our very best red cows.

68 EZ Tuttle 3464

5/8 Bull

BD: 6/1/11 BW: 60# Tattoo: EZ346Y black Reg: XM19118

EZ Lisbon 29L

Beau Lad
EZ Olivia 15G

EZ Titan 7T

EZ Lady Luck 51N

EZ Magnum 72J
Lucky 7

Winchester W2 Square Meater

EZ Winnie 103S

EZ Henrietta 215M

EZ John Henry 03G
Angus

Tuttle is an attractive young 5/8 Moderator bull who is sired by our top carcass trait (DNA tested) herd bull EZ Titan 7T, out of a sister to the dam of Heloise, the National Champion Female. Very well bred.

69 EZ Walker 31Z

Fullblood Steer

BD: 9/1/12 BW: 43# Tattoo: EZ31Z Black Reg: Pending

Murrumbong LGL Bluey

Goan Wandoo II
Goan Black Opal

Lazy G Johnnie Walker

SC Brook 118M 102H

Bell Brae Boris
ALM Bess 102H

Broken Arrow Panmure

Kaptain Midnight
Trangie K004

Perfection W334

Perfection IV Q112

Commander II M045
Perfection II H002

Here's a fullblood steer with a real classy look. He should make a fine show steer for some beginning Lowline junior exhibitor and should ultimately produce some incredible quality freezer beef!

70 EZ Konrad 172Z

Halfblood Steer

BD: 11/5/12 BW: 66# Tattoo: EZ172Z Black Reg: 19102

Murrumbong LGL Bluey

Goan Wandoo II
Goan Black Opal

Marco 9W

Bar J Miracle 7G9 2M42

Bar J Ponderosa 0K13
Bar J Miracle 7G9

Red Angus

X16 Red Angus X Char

Char X Red Angus

Man, what a fancy young show steer prospect here! He's just a fall baby but this halfblood calf has what it takes to win if he is fed properly. He will work for 1 1/2 years for some junior's project.

Meet our new percentage herd bulls!



MRG Mojo 17Y

2013 National Champion Bull

Judge Clint Rusk said, "If you want to describe what a perfect bull should look like, take a picture of this bull. I wouldn't change much about him." Mojo is a very complete, eye-appealing, halfblood bull by the Ali son, Bojo, and out of a great fullblood Lowline cow.



Doll House Gunslinger 223Z

2013 National Calf Champion Bull

Gunslinger was also 2012 Supreme Champion Lowline at the NAILE in Louisville as a calf. His double-halfblood pedigree is loaded with strong maternal cow families. His free-moving, structural soundness and natural thickness and muscling make him a powerful, maternally strong, halfblood bull.



EZ Ranch Breeding Privileges



Each female lot in the sale sells with breeding privileges to our Effertz EZ Ranch herd bull battery. Effertz EZ Ranch will provide two straws of semen and one AI certificate for one calf out of the cow purchased in the sale. The shipping costs for the semen will be the buyer's responsibility. Buyers are welcome to bring their semen tanks to the sale and pick up semen then.

Because of extremely limited supply, semen on Beau Lad, Lexus and Utah will not be available for breeding privileges, and Jackaroo semen is not available for breeding privileges.

Pictured here are many of our herdsires. Complete pedigrees are available on our website www.loala.com or call us for more information.

Semen is available on many of these bulls for \$25/straw. Special pricing applies to Captain Jack and Boxcar. Legend semen is not available for sale. If you need to purchase semen and want to save shipping expenses, call ahead so we are sure we have what you need here in our tank and you can pick it up sale day.



Lisbon 29L



Clout 27H



Gunslinger



EZ Captain Jack 1X



Houdini 22N

- Boxcar 3Y FM15218
- Captain Jack 1X FM10440
- Clout 27H..... FM9
- Dakota Pride 60J FM647
- Durbin 69L FM1930
- Gus S10 (Red Gene)..... FM4352
- Houdini 22N FM3126
- Legend (Red Fullblood)..... FM12740
- Lisbon 29L FM1756
- Magnum 72J FM1909
- Marco 9W (Red Gene) FM9163
- Pistol 23P..... FM2829
- Prince 2Y..... FM15219
- Quartermaster Q117 FM1
- "Rudy" Lazy G Red by Design
(red fullblood) FM7126
- Sherman 24J..... FM840
- Sultan 6S96 FM7211
- Titan 7T FM6146
- Ultra Beau U321 FM36
- Update 16U..... FM7549

Imported Bulls:

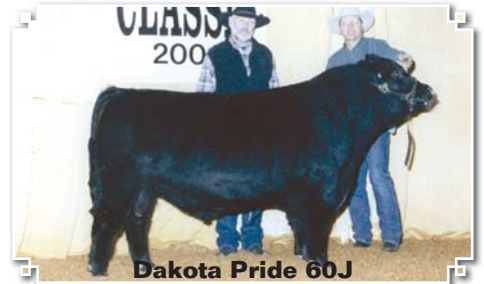
- Admiral J222 AUM2
- Bosun's Mate N066 AUM74
- Captain III N063..... AUM104
- Commander II M045..... AUM32
- Commander Bligh N076 AUM75
- Midshipman M206..... AUM43
- Nevada N060 AUM685

Percentage Bulls:

- Gunslinger.....XM16372
- Pride 304P XM5447
- Red Baron S63..... XM4852
- Sawyer 321S XM8521



EZ Update 16U



Dakota Pride 60J



Alta Legend B1L132X



Quartermaster Q117



SC Gus S10 102H



Magnum 72J



LOWLINE

Terms and Conditions



Terms: Terms of the sale are cash or check payable immediately upon conclusion of the sale and before animals will be 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 seller's risk prior to their sale and become property of the buyer as soon as declared sold by the auctioneer. Arrangements will be made to have insurance available when making settlement. Cattle left at Effertz EZ Ranch after the sale must be insured by the purchaser.

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 Papers: Our vet will be on hand to write interstate health certificates.

Registration and Transfer: All animals sell with registration papers from the American Lowline Registry and will be transferred after the sale at the seller's expense.

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 in the catalog.

Breeding Guarantee: Bred females in the sale have been pregnancy examined by a veterinarian and found to be safe in calf. Bred females and females with calves at side are considered to be breeders and no further guarantee applies. The open heifers selling are guaranteed to be breeders. If a female appears to be a non-breeder within 6 months of the sale (or within 6 months of when

she reaches breeding age) she may be returned to the seller at the buyer's expense. The seller will then reserve the right to prove the animal a breeder within a six month period, using any fullblood registered Lowline bull of his choice through AI or natural service. If successful, seller will return animal to buyer, again at buyer's expense. Should the animal fail to prove a breeder, the seller at his option may either return the purchase price to the buyer or replace the animal with another of equal value in full settlement and satisfaction of all claims. In no event shall the seller be responsible for more than the purchase price.

In case the animal in question should develop to be a problem breeder due to negligence or improper management by the buyer or if the female has been subjected to any hormonal or surgical reproduction techniques, the seller's guarantee does not apply. No guarantee is given that bred females will deliver a live calf. No guarantee is given that a female will produce eggs suitable for transplant.

All bulls are semen tested. No guarantee is given that a bull will produce semen that will freeze.

Liabilities: All persons who attend the sale do so at their own risk and Effertz EZ Ranch assumes no liability for any accidents that may occur. Neither does Effertz EZ Ranch assume any liability for loss or injury to livestock due to theft, mysterious disappearance, sickness, improper handling or Act of God.

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

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





Neil and Jan Effertz and Family

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FIRST CLASS
US POSTAGE

PAID
BISMARCK, ND
PERMIT #256

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