

21st Annual Bull Sale



Pleasant Down
CHAROLAIS

Saturday, March 18, 2023- 2 PM, at the farm, Oak Lake, MB

WELCOME TO OUR 21ST ANNUAL BULL SALE



On behalf of Pleasant Dawn Farms, Ashley and I with our entire family would like to invite you to our 21st Annual Bull Sale.

It has been such a privilege and blessing to meet so many astute cattlemen and women over the years. I always learn so much from listening to our customers and fellow cattlemen.

The one constant in all the years of raising cattle is they must be profitable! With rising input costs, the only free thing is hybrid vigor and Charolais will give you that. Charolais have been topping the auction mart sales for the last few years because of feed conversion and the lean meat yield advantage.

We had excellent rains this spring and had good grass so I decided not to creep feed and use 205 day weight instead of weaning weight. I find weaning dates and when the calf was born change the perception of the weight.

Profitability is always #1 and it starts with calving ease, then performance, with maternal and structural soundness. Our bulls are backed by generations of seed stock that will give you these profitable traits.

The bottom line is beef performance and pounds pay but Quality pounds pay better! Quality in Quantity is a motto that my Grandfather started and Quality in Quantity is a must for us. Our cattle achieve more pounds with added length and muscle.

Check out our EPDs and you will find many are below average for birth weight and above average for performance and maternal traits. I like EPDs as a tool because I have some poor pasture that has cactus and blow sand and no matter the sire all the calves on this pasture are 30 to 50 lb lighter compared to some other pastures and EPDs take this into consideration on groups. So you can't just look at weights but also look at the EPD as a great tool for the benefit of greater genetic potential.

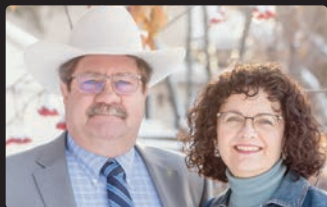
This 21st Annual Bull Sale has some exciting and profitable seed stock available. Feel free to phone or message me anytime about the bulls.

Sincerely,
Trent Hatch

**THANK YOU TO OUR SPONSORS
AND SPECIAL THANKS TO FUSION CREDIT UNION
FOR SPONSORING THE COFFEE AND DOUGHNUTS**



WELCOME TO THE 21ST ANNUAL PLEASANT DAWN BULL SALE.



This all polled offering is once again solid from top to bottom. Many of the bulls have also been tested to be homozygous polled if you are looking for that. There were some that were 100K DNA tested to give a Genomically Enhanced EPD and thus a higher accuracy to the EPD. They are marked in the catalogue with a GEPA.

There is something for everyone here, from bulls that would work on British bred commercial heifers to bulls that have all the performance you could want. White, tan, or red, the quality is in all the colours.

The number of bulls that have sold into purebred operations over the years is also a testament to the quality of the offering. Many of the bulls in the sale are from home raised bulls they have drawn semen on before selling them. This has allowed them to build stronger pedigrees, incorporating their top cow families to increase the consistency of calving ease, maternal strengths, performance and in many cases outcross pedigrees to much of the industry. Also, when picturing these bulls, I found the disposition of the bulls to be excellent.

The sale is a video sale, held in their heated shop with the bulls displayed just outside. So, come early as the bulls won't be coming through the ring. You are welcome to come to the farm and view the operation and the bulls anytime prior to the sale.

The sale will be broadcast live on DLMS.ca, so if you can't make it to the sale you can watch and bid online. Be sure to register early if you are using this service.

If Candace or I can be of any assistance before the sale, or on sale day, please don't hesitate to give us a call. We would be happy to find you bulls that are right for your program.

Sincerely,
Helge & Candace By
By Livestock



Pleasant Dawn Charolais

21st Annual Bull Sale

Saturday, March 18, 2023- 2 PM,

at the Farm, Oak Lake, MB

Featuring ♦ 64 Yearling Bulls ♦ All Are Polled

SALE DAY PHONES

Trent Hatch cell ~~~~~204-721-3078
 Tully Hatch cell ~~~~~204-748-7595
 Helge By cell ~~~~~306-536-4261
 Danny Skeels, Auctioneer ~~~~~403-843-4756
 Gene Parks, Ring service ~~~~~204-729-7118
 Andrew Reeleder, Ring Service ~~~~~403-848-1260

SEMEN TESTING

All bulls will be semen tested within 30 days of the sale. Scrotal circumferences will be posted at www.pleasantdawn.com and bylivestock.com.

DELIVERY

If you are able to bring your trailer on sale day, we will take \$200 off the purchase price of your bull. For delivery immediately after the sale, and for bulls returning to Pleasant Dawn for future delivery, we can deliver your bulls at a cost of \$75 for 200 km. We will work with you on other destinations.

NO PLACE TO PUT YOUR BULL...

We can look after your bull at Pleasant Dawn Charolais at no charge until June 1. We take pride in our animals and do our best to insure their health and safety, but please understand they become your risk at sale time. Bulls kept at Pleasant Dawn are yours as of sale day.

INSURANCE

Insurance will be available sale day from Keystone Livestock Services, Lois McRae, 204-728-3058 or cell 204-573-5192

ACCOMMODATIONS

The Souris Hotel ~~~~~204-483-3373
 Jay's Inn - Virden ~~~~~204-748-2223
 Countryside Inn - Virden ~~~~~204-748-1244

CREDIT CARD PURCHASES

Purchases may be made on Visa or Mastercard.
 A 4% surcharge will be applied..

UNABLE TO ATTEND THE SALE?

You need not be disappointed. We will select a bull for your program and guarantee you'll like him. Just give us a call.



ONLINE SALE

DLMS will broadcast the sale online for your viewing and bidding convenience. Please register early to utilize this service at www.dlms.ca.

CANADIAN CHAROLAIS ASSOCIATION DECEMBER 2022 BREED AVERAGE EPD

CE 6 BW .5 WW 45.3 YW 87.3 M 21 TM 43.7

ALL BUYERS WILL BE ENTERED IN A DRAW FOR A PRIZE!

VIDEO SALE

Videos of the bulls are available online at www.pleasantdawn.com. This is a video sale. Be sure to come early to view all the bulls thoroughly in the pens as they will not be coming through the sale ring.

TERMS & CONDITIONS

The sale will be conducted under the standard Terms and Conditions. Copies will be available upon request when receiving your buyer number.

PLEASANT DAWN CHAROLAIS IS PLEASED TO OFFER THESE SEMEN PACKAGES:



10 straws of
Silverstream Padra P7
to the MJCA for
CCYA 2023 in Brandon



10 straws of
Pleasant Dawn Chisum 216A
to Manitoba Teen Challenge
at Brandon Center.



5 straws of
CCC WC Resource 417 P

JOIN US FOR SMOKED BRISKET LUNCH BEFORE THE SALE.

Pleasant Dawn Charolais

Box 132, Oak Lake, MB R0M 1P0

Trent & Ashley Hatch

204-855-3078 • cell 204-721-3078

www.pleasantdawn.com

Sale Manager



Helge By 306-536-4261
 Candace By 306-536-3374
 124 Shannon Rd, Regina, SK S4S 5B1
charolaisbanner@gmail.com
www.bylivestock.com
 f By Livestock

EPD
% RANK

CE
9.2
25

BW
0.2
45

WW
55
15

YW
102
15

M
22
45

TM
49
15

PLEASANT DAWN TRANSPORT 202K

PMC835544 • ASH 202K • 24 JAN 2022 • HOMO PLD

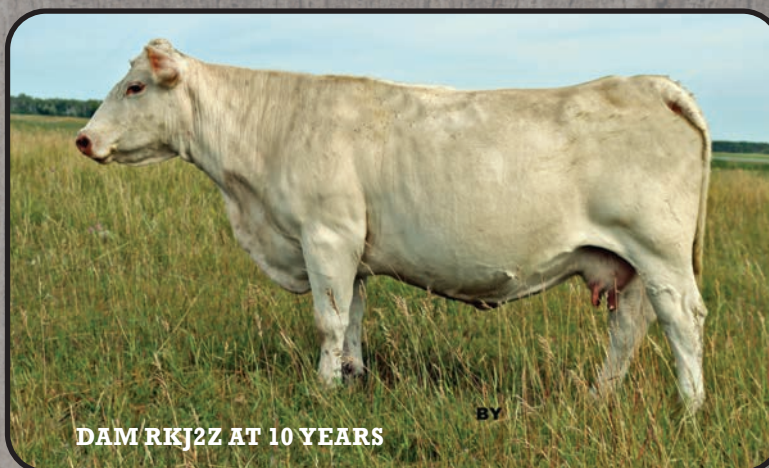
1



BW 97
205 DW 798
365 DW 1595

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
PLEASANT DAWN SIDNEY20W
PLEASANT DAWN MARSHA 2Z
PLEASANT DAWN SOURIS 72W

Transport has been admired by many astute cattlemen from many different breeds and countries. He is an elite sire with supreme depth of rib, ultra smooth shoulders, with extra width of base and length of spine. He carries his muscling all through his body with a clean front to a huge quarter and extra wide top that just pushes the scales down! He had no creep feed and still weighed in at 821 lbs for a 205 day wt of 798 lbs ranking #2 in his group. This also comes from having an outstanding 11-year old cow with a great udder and feet. His maternal grandmother was sired by the great Pleasant Dawn Magnum 56T, who worked in the Odden herd in South Dakota until he was 12 and he also sired the immortal Pleasant Dawn MVP, the sire of Duty Free. His sire, Turnbull's Full Moon, also sired the 2019 high seller to Highway 21. Calving ease, performance and maternal all wrapped up in one unique, eye appealing package.
Retaining 1/4 semen interest



DAM RKJ2Z AT 10 YEARS

BY

2

PLEASANT DAWN SELECT 205K

PMC833738 • TLJ 205K • 05 JAN 2022 • 3RD GEN PLD

EPD	CE	BW	WW	YW	M	TM
11.1	11.1	-3.4	40	77	21	41
% RANK	10	10	80	80	55	75

BW 74
205 DW 695
365 DW 1356

Select is a very correct bull with good feet, length and muscle pattern. He is finer boned for calving ease but still has a good foot.

I think so much of this guy that I have retained some semen to use on my own heifers, as I am always on the search for a consistent calving ease sire for heifers.

Retaining 1/4 semen interest



BY

OW LEAD TIME 6294 PLD

JMAR LEAD TIME 1L16

VPI NANCY 311A

TMJF FLOYD 86F

PLEASANTDAWN SARGENT 106H

PLEASANTDAWN LADY 104F

3

PLEASANT DAWN TURIN 507K

PMC833744 • TLJ 507K • 04 JAN 2022 • HOMO PLD

BW 83
205 DW 583
365 DW 1230

PLEASANTDAWN BARRACUDA 413D
PLEASANTDAWN CONNECTION 195G
PLEASANT DAWN CELINE 95C
LT LEDGER 0332 P
PLEASANTDAWN LADY508E
PLEASANTDAWN RUTH 908C

A maternal brother to Serenity. This guy would make an excellent heifer bull! Use him to also add foot value and strong maternal traits.



BY

EPD	CE	BW	WW	YW	M	TM
11.7	11.7	-4.3	39	76	27	47
% RANK	10	3	85	80	10	30

4

PLEASANT DAWN CHIP 211K

PMC833741 • ASH 211K • 05 JAN 2022 • POLLED/S

BW 94
205 DW 648
365 DW 1392

OW LEAD TIME 6294 PLD
JMAR LEAD TIME 1L16
VPI NANCY 311A
SVY WIZARD 707E
PLEASANTDAWN AMBER 211H
PLEASANTDAWN FLORENCE 511E

A JMAR Lead Time son with a little more frame. He will increase testicle size while offering calving ease.



BY

EPD	CE	BW	WW	YW	M	TM
5.3	5.3	1.8	39	77	21	41
% RANK	60	75	80	80	50	70

5

PLEASANT DAWN SABRE 802K

PMC833736 • TLJ 802K • 05 JAN 2022 • HOMO PLD

EPD	CE	BW	WW	YW	M	TM
6.5	-0.6	45	84	18	40	80
% RANK	45	30	55	60	80	80



BW 86
205 DW 691
365 DW 1390

Thickness with extra hair,
length and a good square
hip with big testicles.
Herd sire alert here!
**Retaining 1/4 semen
interest**

PLEASANT DAWN CHISUM 216A
PLEASANTDAWN COLUMN 730G
PLEASANTDAWN LADY 730Z
CAMPBELLS BOMBSHELL 15B
PLEASANTDAWN LADY 702D
PLEASANTDAWN POLAR 17Z

BY

6

PLEASANT DAWN GENEVA 391K

PMC833745 • ASH 391K • 06 JAN 2022 • HOMO PLD

EPD	CE	BW	WW	YW	M	TM
9.1	-1.5	55	110	23	51	10
% RANK	25	20	10	10	30	10



BW 87
205 DW 669
365 DW 1407

Geneva just puts it all
together from eye appeal
to great EPDs with top
20% BW, top 10% WW,
top 10% YW, top 30%
Milk and top 10% Total
Maternal, summing up the
motto of calving ease and
performance with strong
maternal traits. Extra
length with muscle, hair
and testicle. Use him to
improve multiple traits.

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
MAIN COBB 261Z
PLEASANT DAWN CHISUM 216A
PLEASANTDAWN EMMA 291F
PLEASANTDAWN FARA 202D

BY

7

PLEASANT DAWN SAMSON 465K

PMC834718 • TLJ 465K • 07 Jan 2022 • HOMO PLD

EPD	CE	BW	WW	YW	M	TM
0.1	0.1	2.8	52	106	23	49
% RANK	95	85	20	10	35	15

BW 105
205 DW 749
365 DW 1522

If you're looking for a little more bone and performance with extra hair and length, this guy has it. Good foot and big testicles with an excellent temperament.



GRANDDAM PLEASANT DAWN 765T

PLEASANT DAWN CHISUM 216A
PLEASANTDAWN COLUMN 730G
PLEASANTDAWN LADY 730Z
PLEASANT DAWN EXTRA 70Z
PLEASANTDAWN SOLAR 865B
PLEASANT DAWN STEAM 765T

8

PLEASANT DAWN MONACO 875K

PMC833743 • TLJ 875K • 05 JAN 2022 • 4TH GEN PLD

BW 87
205 DW 604
365 DW 1327

TURNBULL'S FULL MOON 655F
PLEASANTDAWN VESSEL 195H
PLEASANT DAWN CELINE 95C
PLEASANTDAWN MARSHALL 701P
PLEASANTDAWN BLOSSOM 75S
PLEASANTDAWN PRESTON 753N

I still have his mother at 17-years old and she never gets any special treatment and never misses. She does not milk as well now and without creep this guy's WW is down, but the genetics are still there. She does have one more calf but grab this fertility while you can.

EPD	CE	BW	WW	YW	M	TM
8.3	8.3	-0.9	46	88	22	45
% RANK	30	25	45	50	45	40



9

PLEASANT DAWN ORION 453K

PMC834727 • TLJ 453K • 10 JAN 2022 • 4TH GEN PLD

BW 86
205 DW 634
365 DW 1288

GLM CLOVER 1C
SADDLERIDGE FREIGHTER 1F
CIRCLE CEE STUNNING 125Y
PLEASANT DAWN CHISUM 216A
PLEASANTDAWN LADY 453F
PLEASANTDAWN MIA 753D

This guy's mom constantly gives me a smaller BW calf. Use him to lower BW and add extra hair.

EPD	CE	BW	WW	YW	M	TM
10.7	10.7	-2	49	90	23	47
% RANK	15	15	35	45	35	25





PLEASANT DAWN IZZY 265K

10

PMC841067 • TLJ 265K • 13 JAN 2022 • 3RD GEN PLD

BW 90
205 DW 761
365 DW 1439

LT AFFINITY 6221 PLD
PLEASANT DAWN MOSSAD 312H
PLEASANTDAWN LADY 302F
TURNBULL'S FULL MOON 655F
PLEASANTDAWN ADDA 165H
PLEASANTDAWN IVY 865C

A very long and deep sided bull from a mother with excellent milking traits and small teats.

	CE	BW	WW	YW	M	TM
EPD	7.1	1.4	57	109	23	52
% RANK	45	65	10	10	30	10



PLEASANT DAWN ICE 713K

11

PMC835013 • TLJ 713K • 13 JAN 2022 • POLLED/S

BW 83
205 DW 663
365 DW 1369

PLEASANTDAWN ESSENCE 701E
PLEASANTDAWN PATTERN 453G
PLEASANTDAWN BETTY 753C
PLEASANT DAWN CHISUM 216A
PLEASANTDAWN LADY712F
PLEASANT DAWN MARSHA 21X

A complete calf with very balanced EPDs.

	CE	BW	WW	YW	M	TM
EPD	9.8	-3.1	48	97	25	49
% RANK	20	10	35	30	20	20



PLEASANT DAWN FRANK 821K

12

PMC835011 • TLJ 821K • 13 JAN 2022 • 4TH GEN PLD

BW 87
205 DW SEP 3 676
365 DW JAN 14 1294

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
MAIN COBB 261Z
CTP MR ARROW 156A
PLEASANTDAWN LADY 821D
PEASANTDAWN STEAK21Y

This guy has eye appeal with extra length and hair. He will give you those top feedlot calves.

	CE	BW	WW	YW	M	TM
EPD	0	51	107	30	56	65
% RANK	40	25	10	2	1	



13

PLEASANT DAWN BLADE 915K

QPMC835010 • TLJ 915K • 13 JAN 2022 • 4TH GEN PLD

BW 96
205 DW 695
365 DW 1320

TRI-N CAPTAIN MORGAN 340A
PLEASANTDAWN PORTAGE 309H
PLEASANTDAWN RUBY 903A
PLEASANT DAWN MAX 70S
PLEASANTDAWN ROSE 915B
PLEASANT DAWN ROSE 815Y

He has a good deep rib with that extra length. His mom went down in the pasture and he had to steal half way through summer and still held his own.

	CE	BW	WW	YW	M	TM
EPD	8.3	-0.1	51	94	22	48
% RANK	30	40	25	35	40	25



14

PLEASANT DAWN CRAFT 75K

PMC835037 • TLJ 75K • 15 JAN 2022 • 4TH GEN PLD

BW 90
205 DW 639
365 DW 1241

TURNBULL'S FULL MOON 655F
PLEASANTDAWN VESSEL 195H
PLEASANT DAWN CELINE 95C
PLEASANTDAWN EMPIRE 14A
PLEASANTDAWN BABE 875C
PLEASANTDAWN BLOSSOM 75S

Craft will increase the hair, length and meat of your calves. Two of his Grandmother's on the maternal side lived until 17 and gave me a calf every year. Very fertile with soundness.

	CE	BW	WW	YW	M	TM
EPD	7.2	-1.6	52	98	22	49
% RANK	40	20	20	25	40	20



15

PLEASANT DAWN TOTAL ACCES 701K

PMC835041 • TLJ 701K • 15 JAN 2022 • 3RD GEN PLD

BW 84
205 DW 695
365 DW 1338

TURNBULL'S FULL MOON 655F
PLEASANTDAWN VESSEL 195H
PLEASANT DAWN CELINE 95C
EATONS BIG BUD 10402 P
PLEASANTDAWN SHELBY 1B
PLEASANT DAWN ARROW 14T

From a cow that always gives me small calves followed by good growth.

	CE	BW	WW	YW	M	TM
EPD	9.7	-3.4	57	109	25	53
% RANK	20	10	10	10	20	4



From a past customer...

There are few certainties in farming, but exceptional quality herdsires from the Hatch family is one. We have used Pleasant Dawn bulls for over 14 years with great success. Our weaning weights continue to increase and our birth weights still remain below 100 lb., largely due to Pleasant Dawn genetics. I love the even temperament and hair coat of their bulls and we have never trimmed a bull's feet.

~ Fred Greig, Avondale Seeds

From a past customer...

We run a 120 head commercial cow/calf herd. Since 1990 we have purchased our bulls exclusively from the Hatch family. Their extensive breeding program allows us to choose the bulls we need year after year. Disposition, calving ease, weight gain and customer satisfaction! All good reasons for our repeat purchases.

~ Hainsworth Farms, Deloraine, Manitoba

16

EPD	CE	BW	WW	YW	M	TM
4.2	1	68	126	26	60	
% RANK	70	60	1	1	15	1

PLEASANT DAWN ZEKE 501K

PMC835048 • TLJ 501K • 17 JAN 2022 • 3RD GEN PLD



BW 96
205 DW 811
365 DW 1553

Zeke was the #1 ranked bull at weaning. People that see him can't get over his length of spine and his huge hip; he's just popping full of muscle! This Vessel son carries depth of flank and extreme length on a moderate frame. Just on grass he had that extra 80 lb of red meat on his rump that only Charolais can do on just grass.

TURNBULL'S FULL MOON 655F
PLEASANTDAWN VESSEL 195H
PLEASANT DAWN CELINE 95C
EATONS BIG BUD 10402 P
PLEASANTDAWN SWEETS 501E
PLEASANTDAWN LADY 201B

BY

17

PLEASANT DAWN ACTION 653K

QPMC835046 • TLJ 653K • 17 JAN 2022 • 4TH GEN PLD



BW 77
205 DW 805
365 DW 1526

PLEASANTDAWN HYDRO 675E
PLEASANTDAWN SERENITY 507G
PLEASANTDAWN LADY508E
CCC WC RESOURCE 417 P
PLEASANTDAWN RUBY 753H
PLEASANTDAWN LADY 953A

Extra calving ease bull that has always been a stand out! His mother is a tan heifer with white on her tail and this guy also has white on his tail, just to let purebred guys know.

EPD	CE	BW	WW	YW	M	TM
13.2	-6	50	98	27	52	
% RANK	4	1	25	25	10	5

BY

18

PLEASANT DAWN LAVA 173K

QPMC835047 • TLJ 173K • 18 JAN 2022 • POLLED/S



BW 94
205 DW 752
365 DW 1336

SVS MASTERCARD 2M
PLEASANT DAWN MAX 70S
PLEASANTDAWN IMPRES 90N
PLEASANT DAWN SIDNEY20W
PLEASANTDAWN ROSE 873Z
PLEASANT DAWN RED 173S

A dark red son of Max, who we still A.I. to 14 years later for his consistent calving ease and performance.

EPD	CE	BW	WW	YW	M	TM
9.2	-0.5	47	86	22	45	
% RANK	25	35	45	55	45	40

BY

19

PLEASANT DAWN FLASH 521K

PMC835052 • TLJ 521K • 20 JAN 2022 • POLLED

	CE	BW	WW	YW	M	TM
EPD	12.5	-2.9	49	93	27	51
% RANK	10	10	35	35	10	10

BW 87
205 DW 756
365 DW 1524

Flash is a bull that will increase volume, thickness and muscle, in a calving ease package.
Retaining 1/4 semen interest



BY

PLEASANTDAWN HYDRO 675E
PLEASANTDAWN SERENITY 507G
PLEASANTDAWN LADY508E
CCC WC RESOURCE 417 P
PLEASANTDAWN EMMA 501H
PLEASANTDAWN LADY 301D

20

PLEASANT DAWN BUDDY 716K

PMC835051 • TLJ 716K • 19 JAN 2022 • HOMO PLD

BW 83
205 DW 643
365 DW 1289

PLEASANT DAWN BARRACUDA 413D
PLEASANTDAWN CONNECTION 195G
PLEASANT DAWN CELINE 95C
PLEASANTDAWN CLEVER 214C
MAIN BUD 716E
MAIN UNIVERSAL 120Y

Heifer bull material with top maternal traits in his genetics.

	CE	BW	WW	YW	M	TM
EPD	8.8	-3.5	45	86	24	47
% RANK	25	5	55	55	20	30



DAM MAIN 716E



21

PLEASANT DAWN FELIX 517K

PMC835053 • TLJ 517K • 20 JAN 2022 • 4TH GEN PLD

BW 93
205 DW 636
365 DW 1353

PLEASANTDAWN ESSENCE701E
PLEASANTDAWN PATTERN 453G
PLEASANTDAWN BETTY 753C
PLEASANT DAWN SIDNEY20W
PLEASANTDAWN LADY 517Z
PLEASANT DAWN EVE 217R

Use this bull to improve feet, milk, temperament and longevity. He has top 25% BW EPD, top 4 % marbling. Felix is from an 11-year old cow and offers those same calving ease, performance and maternal traits that have kept his mother around all these years.

	CE	BW	WW	YW	M	TM
EPD	9.1	-1.1	45	91	20	42
% RANK	25	25	50	40	65	65



BY

EPD
% RANK

CE
10.1
15

BW
-2.6
10

WW
48
35

YW
103
15

M
26
10

TM
50
10

PLEASANT DAWN TROOPER 76K

PMC834545 • TLJ 76K • 04 JAN 2022 • HOMO PLD

22



BW 86
205 DW 695
365 DW 1453

Trooper has top calving ease coming from MVP. He is a real meat wagon with a super quiet temperament and big testicles. He has a deep flank and top maternal traits in his genetics, with top EPDs.

PLEASANT DAWN MAGNUM 56T
PLEASANT DAWN MVP 316Y
PLEASANT DAWN RIO 216P
SVY WIZARD 707E
PLEASANTDAWN FRITA 706G
PLEASANTDAWN LADY 7A

Y8



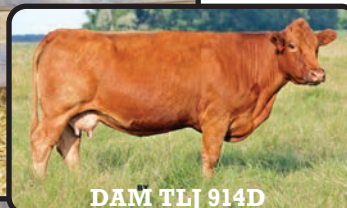
PLEASANT DAWN ODIN 914K

QPMC835054 • TLJ 914K • 20 JAN 2022 • 4TH GEN PLD

BW 95
205 DW 651
365 DW 1282

TRI-N CAPTAIN MORGAN 340A
PLEASANTDAWN PORTAGE 309H
PLEASANTDAWN RUBY 903A
PLEASANT DAWN MAXWELL38Z
PLEASANTDAWN RED914D
PLEASANTDAWN REDDY 914Y

A dark red bull with excellent maternal genetics from his dam.



DAM TLJ 914D

BY

EPD	CE	BW	WW	YW	M	TM
7.7	-0.6	44	83	24	46	
% RANK	35	30	60	65	25	35

From a past customer...

Kathy and I raise beef for the consumer to enjoy, not cattle for show. We have always rail graded our finished cattle and rely heavy on EPDs. The Hatch family's genetics have been a sound part of our crossbreeding program and has shown positive in our feedlot results. We have been through a few ups and downs in the cattle cycle and found that a solid crossbreeding program that gives us live calves that convert grass to beef and have the gut capacity to perform well in the feedlot will save us money at the end of the day. Until the consumer says they don't like beef, I expect the Hatch's bulls to be part of our herd. If we could sum up our opinion of the Hatch family, it comes down to one word, Trust.
~ Barry & Kathy Routledge Farms, Lenore, Manitoba

From a past customer...

We have a mixed grain and cattle operation here on both our farms. We have purchased nine Pleasant Dawn bulls over the years and we keep coming back because of calving ease, growth, weight gain and overall performance. We keep our own replacement heifers to build a strong foundation in our herds. We truly appreciate the Hatch family's hard work in producing these quality bulls. The after sale service and customer satisfaction are excellent. We are looking forward to seeing the next line of herd sires on sale day, God willing. Thank you Hatch families.
~ Gerald & Sheila Lukin, Cory, Shirley, Zachery, Stephanie & Alyssa Lukin, Riding Mountain, Manitoba

24

PLEASANT DAWN UPLOAD 402K

PMC835540 • TLJ 402K • 21 JAN 2022 • HOMO PLD

EPD	CE	BW	WW	YW	M	TM
% RANK	9.3	0	46	94	19	42
	20	40	45	35	75	70

BW 95
205 DW 716
365 DW 1329

A Vessel son with great
muscle, length and good feet.



BY

TURNBULL'S FULL MOON 655F
PLEASANTDAWN VESSEL 195H
PLEASANT DAWN CELINE 95C
PLEASANTDAWN WOLF 632Z
PLEASANTDAWN BOBBY302B
PLEASANTDAWN LADY 102Z

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EPD
% RANK

CE
14.6
2

BW
-4.3
3

WW
50
30

YW
92
40

M
21
50

TM
46
30

PLEASANT DAWN BLENDED 65K

PMC835542 • TLJ 65K • 24 JAN 2022 • HOMO PLD

25



BW 76
205 DW 732
365 DW 1356

Not too often a calf walks around the pasture with a huge rump from a first calf heifer and no creep feed, but this guy sure did. Gotta love the calving ease with muscle, it will make you \$\$
Retaining 1/4 semen interest

WC BIG BEN 9036
WHITE MEADOW GRINGO 20G
WHITE MEADOW MS DANCER 45E
TMJF FLOYD 86F
PLEASANTDAWN SPRINT 365H
PLEASANTDAWN KAY 465F

YB

PLEASANT DAWN VENUE 1501K

PMC835126 • ASH 1501K • 22 JAN 2022 • 3RD GEN PLD

26



BW 101
205 DW 728
365 DW 1351

OW LEAD TIME 6294 PLD
JMAR LEAD TIME 1L16
VPI NANCY 311A
PLEASANT DAWN CHISUM 216A
PLEASANTDAWN EDEN 50C
PLEASANT DAWN ROSE 5A

We used his sire, JMAR LeadTime, for his top level carcass traits in the USA and his calving ease. He calves effortlessly on heifers while adding good feet, testicles and temperament. Venue also has his 10-year old grandmother still working in our program.

EPD	CE	BW	WW	YW	M	TM
3.5	0.6	49	97	23	48	
% RANK	75	50	35	25	30	20

BY

PLEASANT DAWN GERONIMO 451K

PMC835327 • TLJ 451K • 22 JAN 2022 • POLLED/S

27



BW 103
205 DW 782
365 DW 1436

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
MAIN COBB 261Z
PLEASANT DAWN CHISUM 216A
PLEASANTDAWN MAGS 256G
PLEASANTDAWN ABBEY851B

A little more frame on this guy with lots of hair and performance.

EPD	CE	BW	WW	YW	M	TM
2.7	1.1	54	115	30	57	
% RANK	80	60	15	3	2	1

BY

28

**PLEASANT DAWN
BLAZE 615K**

QPMC835334 • TLJ 615K • 24 JAN 2022 • 4TH GEN PLD

	CE	BW	WW	YW	M	TM
EPD	14.3	-3.5	50	90	24	49
% RANK	2	5	30	40	20	15

BW 79
205 DW 752
365 DW 1363

Blaze is recommended as a heifer bull with a minus 3.5 BW EPD, and a top 30% WW EPD and top 20% Milk EPD, out of a beautiful heavy milking, Full Moon daughter. Very correct in his skeletal structure and make up. Rare birth to performance EPDs and stats.



WC BIG BEN 9036
WHITE MEADOW GRINGO 20G
WHITE MEADOW MS DANCER 45E
TURNBULL'S FULL MOON 655F
PLEASANT DAWN SPIFFY 915H
PLEASANTDAWN ROSE 915B

29

**PLEASANT DAWN
DECKER 757K**

PMC839635 • TLJ 757K • 25 JAN 2022 • HOMO PLD

BW 94
205 DW 748
365 DW 1450

PLEASANT DAWN BARRACUDA 413D
PLEASANTDAWN CONNECTION 195G
PLEASANT DAWN CELINE 95C
EATONS BIG BUD 10402 P
PLEASANT DAWN CATE 57C
PLEASANT DAWN JOUNEY 57Y

Excellent spread on his EPDs and he has performance.



	CE	BW	WW	YW	M	TM
EPD	5.3	-2.7	55	107	28	56
% RANK	60	10	10	10	4	1

From a past customer...

In the past 14 years we've purchased 20 Pleasant Dawn bulls. These bulls have consistently given us calf crops that have good hair coats and feed well. The bulls themselves have all had good feet and sired mothers that milk.

~ Van Buuren Stock Farm • Pipestone, Manitoba

From a past customer...

There has been a lot of ups and downs in the cattle industry, but one thing that remains "solid" is the bulls the Hatch family has to offer. Quiet, good hair coats and calving ease are all attributes that keep us coming back to buy Pleasant Dawn Bulls. We have been buying bulls from Tully and Trent for about 7 years and have never had need to get any of their bulls feet trimmed, which in my opinion means they have a feed program that really works. Also peace of mind on sale day, that they back their bulls like very few in the industry.

~ Wes and Wayne Lamport, Melita, MB

30**PLEASANT DAWN
WADE 211K**

PMC835547 • TLJ 211K • 26 JAN 2022 • HOMO PLD

EPD	CE	BW	WW	YW	M	TM
% RANK	9.1	-2.1	55	102	23	51
	25	15	15	15	30	10



BW 91
205 DW 726
365 DW 1491

Another top Full Moon son with a big hip full of muscle! He is long and thick with good testicle development and hair. A top mother I bought from Wade Meakin and she hasn't disappointed. Another highly profitable, crazy good EPD bull with unlimited potential. **Retaining 1/4 semen interest**

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
SKW EXPEDITION 89C
WRANGLER MS NIKKI 11F
CHARHEAD MISS MEL 31Y

Y8

31**PLEASANT DAWN
ROYAL 630K**

PMC835546 • TLJ 630K • 26 JAN 2022 • 4TH GEN PLD

EPD	CE	BW	WW	YW	M	TM
% RANK	4.9	0.1	50	91	29	54
	65	40	30	40	3	3



BW 99
205 DW 712
365 DW 1339

This guy has a 13-year old mother that just screams fertility! He has depth with length and wild hair, backed by great maternal strengths.

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
PLEASANT DAWN MAGNUM 56T
PLEASANTDAWNLADY630X
PLEASANT DAWN SHERRY730T

BY

32**PLEASANT DAWN
SONIC 712K**

PMC835695 • TLJ 712K • 29 JAN 2022 • 4TH GEN PLD

BW 103
205 DW 636
365 DW 1297CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
PLEASANTDAWN MARSHALL70P
PLEASANT DAWN MARSHA 21X
PLEASANT DAWN MERNA 712J

Sonic is from a 13-year old, Gold Star Dam. She didn't milk as well this year, so his WW is down, but with her genetics and his sire, Full Moon, this guy is really coming along well.

EPD	CE	BW	WW	YW	M	TM
2.7	1.7	47	92	27	50	
% RANK	80	70	45	40	10	15

**33****PLEASANT DAWN
KRAKATOA 852K**

QPMC835692 • TLJ 852K • 29 JAN 2022 • 4TH GEN PLD

BW
205 DW 651
365 DW 1380WC BIG BEN 9036
WHITE MEADOW GRINGO 20G
WHITE MEADOW MS DANCER 45E
TRI-N CAPTAIN MORGAN 340A
PLEASANTDAWN ROSEMARY 854H
PLEASANTDAWNLADY852X

Here is another top tan calf out of a first calver, very correct in his make up.

EPD	CE	BW	WW	YW	M	TM
11.1	-2.1	53	97	19	45	
% RANK	15	15	15	25	75	40

**34****PLEASANT DAWN
MICK 175K**

PMC837002 • TLJ 175K • 4 FEB 2022 • 4TH GEN PLD

BW 106
205 DW 676
365 DW 1334LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
MAIN COBB 261Z
PLEASANT DAWN CHISUM 245C
PLEASANTDAWN LADY 875E
PLEASANTDAWN BLOSSOM 75S

Mick will increase the length of spine with added thick hair and good rump on his calves.

EPD	CE	BW	WW	YW	M	TM
0	3.4	51	109	23	49	
% RANK	95	95	25	10	30	15

**35****PLEASANT DAWN
RALLY 730K**

PMC836997 • TLJ 730K • 04 FEB 2022 • 4TH GEN PLD

BW 83
205 DW 700
365 DW 1350WC BIG BEN 9036
WHITE MEADOW GRINGO 20G
WHITE MEADOW MS DANCER 45E
SVY WIZARD 707E
PLEASANTDAWN HAILEY 430H
PLEASANTDAWNLADY630X

A very correct, calving ease bull with lean meat yields.

EPD	CE	BW	WW	YW	M	TM
10.8	-2.4	43	80	26	48	
% RANK	15	15	65	70	10	20



EPD
% RANK

CE
14.6
2

BW
-5.3
2

WW
48
35

YW
91
40

M
27
10

TM
51
10

PLEASANT DAWN TITAN 70K

PMC837141 • TLJ 70K • 09 FEB 2022 • HOMO PLD

36



BW 74
205 DW 763
365 DW 1419

Titan is a sure bet heifer bull with a very deep rib and smooth front. A 74 lb bw and top 2% BW EPD makes him even okay on smaller framed heifers. His mother is a tremendous female having excellent feet and milk with a small head and very deep sided. Flora went into our flush program, that is how much we think of her!
Retaining 1/4 semen interest

WC BIG BEN 9036
WHITE MEADOW GRINGO 20G
WHITE MEADOW MS DANCER 45E
PLEASANTDAWN OPTICAL173F
PLEASANT DAWN FLORA 72H
PLEASANTDAWN LADY 21D



PLEASANT DAWN BECKER 1294K

QPMC845958 • TLJ 1294K • 04 FEB 2022 • 4TH GEN PLD

WC BIG BEN 9036
WHITE MEADOW GRINGO 20G
WHITE MEADOW MS DANCER 45E
PLEASANT DAWN MVP 316Y
PLEASANTDAWN LUCKY 894H
PLEASANTDAWN RED 794F

This guy has unreal calving ease to performance ratio! Out of a top MVP daughter. MVP daughters are always keepers with unparalleled calving ease, performance and maternal strengths!

EPD % RANK	CE 13.8 3	BW -3.3 10	WW 48 35	YW 94 30	M 24 25	TM 48 20
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37



PLEASANT DAWN COASTAL 53K

PMC837139 • ASH 53K • 08 FEB 2022 • 4TH GEN PLD

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
MAIN COBB 261Z
CAMPBELLS BOMBSHELL 15B
PLEASANTDAWN PHOTO513F
PLEASANT DAWN FLO 413B

Coastal is a bull that will improve foot structure, length and milk while maintaining ample muscle.

EPD % RANK	CE 4.6 65	BW -0.3 35	WW 46 50	YW 91 40	M 28 5	TM 51 10
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38

39

PLEASANT DAWN JURY 617K

PMC837140 • TLJ 617K • 09 FEB 2022 • 4TH GEN PLD

	CE	BW	WW	YW	M	TM
EPD	3.2	0.3	50	99	30	55
% RANK	80	45	30	20	2	2

BW 94
205 DW 752
365 DW 1386

A top Magico son who will increase depth, width and hair.



BY

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
MAIN COBB 261Z
CAMPBELLS BOMBSHELL 15B
PLEASANTDAWN LADY618F
PLEASANTDAWN LADY 617A

40

PLEASANT DAWN LARRY 102K

PMC837569 • TLJ 102K • 10 FEB 2022 • 3RD GEN PLD

BW 95
205 DW 657
365 DW 1324

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
MAIN COBB 261Z
SWR AEROSMITH 7A
PLEASANTDAWN LADY 103C
PLEASANT DAWN BABE 102W

Extra length with calving ease, hair and muscle.



BY

	CE	BW	WW	YW	M	TM
EPD	2.8	0.1	44	97	25	48
% RANK	80	40	60	25	15	25

41

PLEASANT DAWN STRIDER 561K

PMC837575 • TLJ 561K • 13 FEB 2022 • 4TH GEN PLD

BW 83
205 DW 696
365 DW 1288

DC/CRJ TANK E108 P
JWX HORIZON 1114H
B BAR D MISS DAHLIA 16Y
PLEASANT DAWN CHRIS 42E
PLEASANTDAWN BECKY517G
PLEASANTDAWN LADY 517Z

Extra calving ease, his maternal brother is working well on heifers at Mallory's Livestock.



BY

	CE	BW	WW	YW	M	TM
EPD	8.5	-0.9	50	105	17	42
% RANK	30	25	30	15	85	65



PLEASANT DAWN VIPER 906K

PMC838789 • TLJ 906K • 13 FEB 2022 • 4TH GEN PLD

BW 105
205 DW 790
365 DW 1457

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
MAIN MAGICO LANZO 36D
PLEASANTDAWN LADY 906F
PLEASANTDAWN SARA 908D

A big performer that will put extra pounds on your calves.

	CE	BW	WW	YW	M	TM
EPD	4.1	1	55	105	26	54
% RANK	70	60	15	15	10	3

42



PLEASANT DAWN JUPITOR 673K

PMC838788 • TLJ 673K • 15 FEB 2022 • 4TH GEN PLD

BW 102
205 DW 711
365 DW 1530

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
MAIN COBB 261Z
PLEASANT DAWN MAXWELL38Z
PLEASANTDAWN LADY 673F
PLEASANTDAWN REDDY 673Y

A little more frame on this guy that would work great on smaller soggy cows.

	CE	BW	WW	YW	M	TM
EPD	5.	0.6	44	93	29	51
% RANK	55	50	60	35	3	10

43



PLEASANT DAWN JACK 903K

QPMC837669 • TLJ 903K • 16 FEB 2022 • 4TH GEN PLD

BW 92
205 DW 719
365 DW 1312

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
PLEASANT DAWN MAXWELL38Z
PLEASANTDAWN RED 903F
PLEASANTDAWN LADY 903Z

Another calving ease, tan bull with good muscle.

	CE	BW	WW	YW	M	TM
EPD	8.8	-0.4	48	91	27	51
% RANK	25	35	35	40	10	10

44

From a past customer...

Our pasture consists of native grass with rough terrain, including sloughs, rock ridges and lots of bush. Pleasant Dawn bulls have worked extremely well in our pastures, having to cover a lot of acres in a day with our 300 head cow herd. The calves have consistency with calving ease which is a must for our farm. We will definitely continue to buy bulls from the Hatch family.
~Marc & Allison Van De Kerckhove Toutes-Aides, Manitoba

From a past customer...

We have purchased numerous Pleasant Dawn bulls and females over the years. The bulls consistently have good feet and are easy to work with. They calve with ease and have calves with a good hair coat, disposition and they perform well on feed. Customer satisfaction with results keep us coming back. The Hatches are a legend in the Charolais breed.
~ Harmon's 101 Ranch, Glen & Sheila Harmon,
Kevin & Jennifer Harmon and family

45

PLEASANT DAWN SLIDDER 43K

PMC837785 • TLJ 43K • 17 FEB 2022 • 4TH GEN PLD

BW 70
205 DW 650
365 DW 1218

MAIN MAGICO LANZO 36D
PLEASANTDAWN RAZOR 903H
PLEASANTDAWN LADY 903Z
LT BLUEGRASS 4017 P
SADDLERIDGE MOLSON 11E

SADDLERIDGE FARGO MOLSON 23C

Expect your calves to slide right out with this guy's calving ease and his 70 lb birth weight.

	CE	BW	WW	YW	M	TM
EPD	14.6	-4.5	39	84	26	46
% RANK	2	3	80	60	15	35



46

PLEASANT DAWN BILLY 846K

PMC837670 • TLJ 846K • 17 FEB 2022 • 4TH GEN PLD

BW 103
205 DW 701
365 DW 1372

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
PLEASANT DAWN CHISUM 216A
MAIN CHANEL CHISUM 846F
PLEASANT DAWN CHANEL 17C

Top EPDs, top length and big testicles.

	CE	BW	WW	YW	M	TM
EPD	5.4	1.8	54	103	25	52
% RANK	60	75	15	15	15	5



47

PLEASANT DAWN SONY 532K

PMC837819 • TLJ 532K • 19 FEB 2022 • 4TH GEN PLD

BW 96
205 DW 779
365 DW 1404

DC/CRJ TANK E108 P
JWX HORIZON 1114H
B BAR D MISS DAHLIA 16Y
PLEASANTDAWN BARRACUDA 413D
PLEASANTDAWN DEB 530G
PLEASANTDAWN ENVY 430C

Extra rib with extra length

	CE	BW	WW	YW	M	TM
EPD	3.9	0.2	54	104	19	46
% RANK	70	45	15	15	70	30



48

PLEASANT DAWN ZIP 830K

QPMC837790 • TLJ 830K • 19 FEB 2022 • 4TH GEN PLD

BW 98
205 DW 785
365 DW 1409

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
PLEASANTDAWN REDZONE 852Z
PLEASANTDAWN TEA 830E
PLEASANTDAWN COLA 830C

Top EPDs and top performance, with ease of calving in this bull.

	CE	BW	WW	YW	M	TM
EPD	8.1	-0.2	65	114	22	55
% RANK	30	35	1	4	40	2



49

EPD	CE	BW	WW	YW	M	TM
9.8	9.8	-0.3	42	84	21	42
% RANK	20	35	70	60	55	70

PLEASANT DAWN BACKER 291K

PMC837830 • ASH 291K • 22 FEB 2022 • 4TH GEN PLD



BW 95
205 DW 606
365 DW 1354

Tremendous muscle and physical attributes.

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
VIKSE OVER TIME 104A
PLEASANTDAWN FARA 202D
PLEASANT DAWN MARSHA 2Z

50

PLEASANT DAWN SABRE 2K

PMC837008 • TLJ 2K • 20 FEB 2022 • 4TH GEN PLD



BW 83
205 DW 676
365 DW 1328

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
PLEASANT DAWN CHISUM 216A
PLEASANTDAWN BRITTNEY1G
BAR H MADONNA 1E

A deep sided, Full Moon son with a small head and deep flank.

EPD	CE	BW	WW	YW	M	TM
11.2	11.2	-1.8	54	100	22	49
% RANK	10	20	15	20	40	15

51

PLEASANT DAWN JOURNEY 50K

PMC837823 • ASH 50K • 24 FEB 2022 • 4TH GEN PLD



BW 85
205 DW SEP 3 688
365 DW JAN 14 1270

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
MAIN COBB 261Z
PLEASANT DAWN RADAR25Y
PLEASANT DAWN ROSE 5A
PLEASANT DAWN DANIA 415X

Top 1% for milk out of a 10-year old cow that keeps bringing in the good ones.

EPD	CE	BW	WW	YW	M	TM
3.1	3.1	0	45	96	31	53
% RANK	80	40	55	30	1	4

52

PLEASANT DAWN
OPEN RANGE 1352K

PMC837833 • TLJ 1352K • 24 FEB 2022 • HOMO PLD

	CE	BW	WW	YW	M	TM
EPD	7.4	-0.6	50	100	27	52
% RANK	40	30	25	20	10	5



BW 96
205 DW 734
365 DW 1513

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
MAIN MAGICO LANZO 36D
PLEASANTDAWN MISSY352G
PLEASANTDAWN LADY452E

When you have a Chisum grandmother and a Magico mother with Full Moon as a sire, this is what you get. Full of red meat, length with extra depth and spring of rib. That extremely docile temperament. A bull who excels for calving ease, performance and maternal strengths with great EPDs! Generations of good seedstock with this guy!
Retaining 1/4 semen interest



GRANDDAM TJJ 452E



PLEASANT DAWN MITCH 74K

53

PMC837832 • TLJ 74K • 24 FEB 2022 • 3RD GEN PLD

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
 BW 104 MAIN COBB 261Z
 205 DW 723 EATONS BIG BUD 10402 P
 365 DW 1376 **PLEASANTDAWN LADY 4A**
 PLEASANT DAWN ESSENCE 14J

Mitch stems from a long line of females that all last a long time. His mother is 10, his grandmother was 15, great grandmother was 17-years old and produced every year, talk about fertility.

	CE	BW	WW	YW	M	TM
EPD	1.6	1.4	50	105	26	52
% RANK	90	65	25	15	10	10



PLEASANT DAWN RETAIL 768K

54

PMC838016 • TLJ 768K • 25 FEB 2022 • 4TH GEN PLD

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
 BW 88 MAIN COBB 261Z
 205 DW 699 PLEASANTDAWN CAPTAIN 675C
 365 DW 1297 **PLEASANTDAWN LADY765F**
 PLEASANTDAWN IVY 865C

Hair, calving ease and muscle.

	CE	BW	WW	YW	M	TM
EPD	6.6	-0.9	46	101	27	50
% RANK	45	25	50	20	10	15



PLEASANT DAWN MEDIA 905K

55

PMC838017 • TLJ 905K • 25 FEB 2022 • 4TH GEN PLD

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
 BW 105 CTP MISS MADDIE 655C
 205 DW 708 PLEASANTDAWN SPLENDOR 53Z
 365 DW 1375 **PLEASANTDAWN LADY 905C**
 PLEASANTDAWN BURST 705Y

A bigger framed bull with lots of rib and length.

	CE	BW	WW	YW	M	TM
EPD	4.5	1.8	52	101	27	53
% RANK	65	75	20	20	10	3



PLEASANT DAWN MONITOR 752K

56

PMC838022 • TLJ 752K • 03 MAR 2022 • 4TH GEN PLD

CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
 BW 94 CTP MISS MADDIE 655C
 205 DW 738 TMJF BRAYSHAW 339B
 365 DW 1496 **PLEASANTDAWN LADY752D**
 PLEASANTDAWN CORRIN 952B

Lots of performance on this bull with more frame that will produce the high demand Charolais calves the feedlots want.

	CE	BW	WW	YW	M	TM
EPD	9.2	-1.6	50	89	21	46
% RANK	25	20	30	45	55	35

57

PLEASANT DAWN NINJA 61K

PMC838258 • TLJ 61K • 01 MAR 2022 • DBL PLD

	CE	BW	WW	YW	M	TM
EPD	7.4	-1.8	48	99	26	50
% RANK	40	20	35	25	10	10

BW 92
205 DW 713
365 DW 1321

Top all around EPDs with a minus 1.8 BW, yet still maintaining top 25 and 35% performance. Use him to add muscle, eye appeal and all around profitable genetics.



LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D
MAIN COBB 261Z
ZWB PLEASANTDAWN LEDGER 34B
PLEASANT DAWN LENIA61E
PLEASANT DAWN BRIDGET 41A

58

PLEASANT DAWN YORK 512K

PMC845751 • TLJ 512K • 07 MAR 2022 • 4TH GEN PLD

BW 112
205 DW
365 DW JAN 14 1218

MAIN MAGICO LANZO 36D
PLEASANTDAWN RAZOR 903H
PLEASANTDAWN LADY 903Z
PLEASANT DAWN MVP 316Y
PLEASANTDAWN LADY 712D
PLEASANT DAWN MARSHA 21X

A top performance calf with length hair and muscle.

	CE	BW	WW	YW	M	TM
EPD	1.3	2.2	57	119	27	55
% RANK	90	80	10	2	10	2



59

PLEASANT DAWN RUBE 934K

QPMC838284 • TLJ 934K • 08 MAR 2022 • 4TH GEN PLD

BW 93
205 DW 737
365 DW 1350

WC BIG BEN 9036
WHITE MEADOW GRINGO 20G
WHITE MEADOW MS DANCER 45E
TRI-N CAPTAIN MORGAN 340A
PLEASANTDAWN LINDA 934H
PLEASANTDAWN RED931D

Here is a good younger calf, not to be overlooked because of age.

	CE	BW	WW	YW	M	TM
EPD	11	-1.1	52	95	21	47
% RANK	15	25	20	60	55	25



EPD
% RANK

CE
5.6
55

BW
0.6
50

WW
51
25

YW
103
15

M
25
20

TM
50
10

PLEASANT DAWN GLACIER 603K

PMC838268 • TLJ 603K • 06 MAR 2022 • 4TH GEN PLD

60



BW 94
205 DW 680
365 DW 1397

A top calf with extra volume
and rib and testicle and
very balanced EPDs.

MAIN MAGICO LANZO 36D
PLEASANTDAWN RAZOR 903H
PLEASANTDAWN LADY 903Z
PLEASANT DAWN MAX 70S
PLEASANTDAWN LADY603F
PLEASANT DAWN ROSE 3Z



PLEASANT DAWN HECTOR 208K

PMC838286 • ASH 208K • 09 MAR 2022 • 4TH GEN PLD

WC BIG BEN 9036
WHITE MEADOW GRINGO 20G
WHITE MEADOW MS DANCER 45E
PLEASANTDAWN RELOAD19E
PLEASANTDAWN FLAIR 708H
PLEASANTDAWN LADY 707F

Extra hair with depth, from an excellent uddered female,
5th generation polled.

EPD	CE	BW	WW	YW	M	TM
8.4	-0.3	50	95	22	47	
% RANK	30	35	30	30	45	30

61



62**PLEASANT DAWN
THROTTLE 506K**

PMC838292 • TLJ 506K • 10 MAR 2022 • 4TH GEN PLD

BW 106
205 DW 707
365 DW 1418CEDARLEA SHOELESS JOE 83C
TURNBULL'S FULL MOON 655F
CTP MISS MADDIE 655C
PLEASANTDAWN MARSHALL70P
PLEASANT DAWN REGIAN 5Y
PLEASANT DAWN XENIA 15M

A younger calf full of red meat out of a 12-year old cow.

	CE	BW	WW	YW	M	TM
EPD	3.7	2.3	51	94	23	49
% RANK	75	80	25	35	30	15

**63****PLEASANT DAWN
QUEST 1708K**

PMC841282 • ASH 1708K • 20 MAR 2022 • HOMO PLD

BW 103
205 DW 791
365 DW 1356MAIN MAGICO LANZO 36D
PLEASANTDAWN RAZOR 903H
PLEASANTDAWN LADY 903Z
CAMPBELLS BOMBSHELL 15B
PLEASANTDAWN LADY 707F
PLEASANT DAWN EXTRA 70A

Quest has top 10% WW and top 10% YW EPDs, an extra wide top with a nice round rump full of muscle and excellent feet.

	CE	BW	WW	YW	M	TM
EPD	0.9	3.6	56	109	22	50
% RANK	95	95	10	10	45	15

**64****PLEASANT DAWN
PLATO 98K**

PMC838340 • TLJ 98K • 24 MAR 2022 • 4TH GEN PLD

BW 98
205 DW 791
365 DW JAN
14 1200DC/CRJ TANK E108 P
JWX HORIZON 1114H
B BAR D MISS DAHLIA 16Y
JLP PATRY HADDOCK 71N
MISS TERRY CREEK 98G
PLEASANT DAWN CHIC198E

Check out this young calf! Crazy good EPDs with tremendous performance, extra length with width and muscle and hair.

	CE	BW	WW	YW	M	TM
EPD	8.1	0.3	62	119	20	51
% RANK	30	45	2	2	65	10

**From a past customer...**

We are a mixed grain and cow/calf operation here at Vanbeselaere Farms. We have 5 Pleasant Dawn bulls working for us. We have run a closed beef herd for over 35 years. Keeping our own replacement heifers is an important part of building a strong foundation in the herd. The Tully Hatch family and their bulls are doing just that for us, as well as giving us the pounds to sell in the fall off our last February, March calving cows. The calving ease, growth, depth, width and the disposition of these herdsires is really showing. We have a little ways to go to the vision of what I want our herd to look like. The Pleasant Dawn genetics are sure making this attainable.

~ Keith, Lisa, family and AndrewVanbeselaere • Medora, Manitoba

FeedMaxContact one of our Sales Team & see how we
can assist your operation.Office: 204-523-3333
Jim Svoboda: 204-523-6643
Karena Chapotelle 204-729-1324

THANK YOU!

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Bruce & Kathy Morrice
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Wasylenko Farms
BG Stock Farm Inc., SK
Campbells Charolais, SK
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Lonnie Graham
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Firman Land & Cattle
Voth Farms
Travis Martin, SK
Circle A Farms
Dennis & Denise Griffith
Brian Sillen
Cory Lukin
Robert Fitzpatrick, QC



REFERENCE SIREs



TURNBULL'S FULL MOON 655F

HOMO PLD	CE	BW	WW	YW	M	TM
GE PD	9.3	-.1	57	102	24	53
% RANK	20	40	10	20	25	4

14 sons sell. This high selling bull from Turnbull's sale has excellent calving to growth traits. Used to add the combination of extra length and depth of rib.



WHITE MEADOW GRINGO 20G

3RD GEN PLD	CE	BW	WW	YW	M	TM
GE PD	15.5	-4.1	49	90	22	47
% RANK	1	4	35	45	40	30

8 sons sell. Used on our heifers with great success with good volume and rib.



JMAR LEAD TIME 1L16

POLLED/S	CE	BW	WW	YW	M	TM
GE PD	8.2	-2	35	71	21	38
% RANK	30	15	95	90	55	90

3 sons sell. A bull from select sires we used for his top calving ease and carcass traits in the USA.



MAIN MAGICO LANZO 36D

HOMO PLD	CE	BW	WW	YW	M	TM
GE PD	4.2	-.4	48	111	31	55
% RANK	70	35	40	10	1	2

12 sons sell. Consistent calving ease with good performance and top females with hair.

PLEASANTDAWN RAZOR 903H

4TH GEN PLD	CE	BW	WW	YW	M	TM
GE PD	5.3	.1	53	113	27	54
% RANK	60	40	15	4	10	3

4 sons sell. A Magico son we kept to replace his sire with excellent performance and hair.



PLEASANTDAWN VESSEL 195H

4TH GEN PLD	CE	BW	WW	YW	M	TM
EPD	5.5	.7	59	112	26	56
% RANK	60	55	5	5	10	1

5 sons sell. A top performance sire with good calving ease and muscle.



SIRE OF HORIZON - DC/CRG TANK E 108 P

JWX HORIZON 1114H

3RD GEN PLD	CE	BW	WW	YW	M	TM	
GEPD	8.4	-.2	5	8	120	14	43
% RANK	30	35	10	2	100	60	

3 sons sell. A Tank son with excellent calving ease with depth and length.



PLEASANTDAWN CONNECTION 195G

4TH GEN PLD	CE	BW	WW	YW	M	TM
	GEPD 4.8	-1.8	53	100	29	55
	% RANK 65	20	20	20	3	2

3 sons sell. Top calving ease with performance leaving excellent females.



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