

Pleasant Dawn
CHAROLAIS

QUALITY IN QUANTITY

CELEBRATING OUR 125TH FARM ANNIVERSARY



20TH ANNUAL

BULL
Sale

2:00 P.M.
SATURDAY
MARCH
19TH 2022

**AT THE
FARM**

Pleasant Dawn Charolais

Dear friends and customers,

Ashley and I, with our entire family, would like to invite you to our 20th Annual Bull Sale. Together, this year we are privileged to celebrate Pleasant Dawn Farms 125th anniversary.

Hugh Hatch was born December 3, 1805, in Devonshire, England, and came to Montreal in 1840. His son, Henry, came to Manitoba in 1882 with his family. In 1897, my Grandfather's father, William Livingston Hatch, established our homestead. It's such a blessing how Ashley and I and our family get to celebrate these present fruits of their hard work and labor!

This 20th year, of our annual sale, has some exciting and promising prospects to add to your herd! Your comments on the bulls and how the calves perform really make me want to produce an even more profitable product for you! Profitably is always #1 and it starts with calving ease.

Based on our birth weights and EPDs they are breed leaders. Early gestation is so important and heritable. A small calf born full term is usually a smaller calf in the fall, but a smaller calf from early gestation can still give top performance. This is one way we have achieved below average BW and above average performance and the EPDs to correlate with the stats. The bottom line is beef performance and pounds pay customers and our bills. Pounds sell but quality pounds sell better! Quality in Quantity was a motto my grandfather started and Quality in Quantity is a must for us. Our cattle achieve more pounds with extra length of spine and a good quarter and that doesn't hurt calving ease.



Longevity is a must in our program, with many females and bulls lasting over a decade. Check out our EPDs and you'll find many are below average for birth and above average for performance and maternal traits. These bulls are backed by generations of seed stock with these traits to give you the most consistent profitable product.

I always enjoy your phone calls or messages, so feel free to contact me anytime, or stop by to check the bulls out in the pen.

Trent

The 20th Annual sale is proof of a program's longevity, and in this case, living their slogan where "Customer Satisfaction is Our Goal." For over 40 years, Charolais have been at Pleasant Dawn, where they strive to breed functional, maternal females, that will do a good job raising their calves on the marsh grass pastures. The bulls produced from this program are good calving, structurally sound, with good performance, great EPDs and excellent dispositions.

As you go through the catalogue, you will see that many of the bulls are sired by Pleasant Dawn bulls. Many of these bulls were sold, but they retained semen to continue the genetic lines. They, in turn, are great outcross genetics backed by decades of selection within their program. Last year, we saw several bulls go into purebred herds, which is a testament to the quality.

All the bulls are polled, and many are tested Homozygous Polled, guaranteeing you all polled offspring from these sires. There were some that were 100K DNA tested to produce a Genomically Enhanced EPD and thus, a higher accuracy to the EPD. They are marked in the catalogue with a GEPR. This year to give you more information on what is under the hide, all the bulls were ultrasound measured, so you can see their Marbling, Lean Meat Yields and Ribeye area. From bulls that would work in the heifer pen, to performance bulls that will give your calf crop the added performance you desire, come to have a look.

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 to view the operation and the bulls anytime.

Like last year, the sale will be broadcast live on By Livestock Online, so if you can't make it to the sale, you can watch and bid online. Go to www.bylivestock.com to register to bid. Be sure to register early if you are using this service.

If Jon, 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
Jon & Sarah Wright
By Livestock

By
LIVESTOCK



Pleasant Dawn Charolais

20th Annual Charolais Bull Sale

Saturday, March 19, 2022 • 2:00 pm • At the Farm, Oak Lake, MB

Featuring • **66 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
Jon Wright 306-807-8424

Sales Staff

Danny Skeels, Auctioneer 403-843-4756
Gene Parks, Ring service 204-729-7118
Andrew Reeleder 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 \$50 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.

**By ONLINE
LIVESTOCK**

INTERNET BIDDING AVAILABLE

Register to bid online by visiting
www.bylivestock.com

- Create a free account on the sale login page.
- Once created, you will receive an email to activate your account. Check your spam folder if you do not see it soon after registering.
- Once your account is created, you are able to bid on ANY By Livestock Online Sale.

Need Some Assistance?
No Problem! Give Us A Call!
306-640-7680

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.

Canadian Charolais Association January 2022

Breed Average EPD

CE 5.9 BW .6 WW 45 YW87 M 21 TM 44

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.

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.

Advantage of 100K testing

EPDs contain information from an animal's pedigree, performance and possibly DNA (100K Testing) which are directly used to calculate the EPD for that animal in each specific trait. The use of DNA in the EPD calculation allows us to dramatically increase the accuracy of the EPD for animals that have been 100K tested. These Genomically enhanced EPDs allow us to greatly enhance our selection process and better predict the genetic potential of that animal, particularly in your cattle (calves, yearling bulls and heifers) that have no offspring to evaluate.

For example, in the evaluation of an animal's DNA (100K test), it is roughly equivalent to the reporting of:

- 10 offspring from the tested animal when calculating Calving Ease
- 25 offspring from the tested animal when calculating Birth Weight
- 15 offspring from the tested animal when calculating Weaning Weight
- 8 offspring from the tested animal when calculating Yearling Weight

So in summary, it goes without saying that if you were selecting a bull for Birth Weight, it would be a lot more predictable to select a bull that already had information on 25 calves than a bull that didn't have information on any calves and only relied on information from his sire and dam and his own birth weight. In this catalogue Genomically enhanced EPDs are designated as GEPD.

Terms & Conditions

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

All buyers will be entered in a draw for a prize!

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

**By
LIVESTOCK**

Helge By 306-536-4261
Candace By 306-536-3374
Jon Wright 306-807-8424
124 Shannon Rd, Regina, SK S4S 5B1
charolaisbanner@gmail.com
www.bylivestock.com

1

PLEASANT DAWN VITALITY 721J

Homo Pld

PMC817672

TLJ 721J

January 15 2021

BW 95

205 DW 811

365 DW 1411

Ultrasound: Marbling 4.60

Backfat 7.62

REA (in²) 14.58

Lean Meat Yield 62.81



BY

I've been selecting for depth of rib for years, and still keep natural spring of rib, length of spine and also keep the guts (the engine). This guy truly excels in all areas. The way his shoulders set in his rib cage and his long neck are unparalleled. You have to get in front of this guy to truly admire how wide he is and yet smooth. Absolutely awesome feet and legs and super strong top line, with extreme length. Super tight sheath with extra deep flank! His Gold Star grandmother, TLJ 21X, is still producing strong. From his quiet temperament, to awesome cow family and just awesome EPDs, this guy will leave a lasting influence in the Charolais breed.

Retaining 1/4 semen interest.

PLEASANTDAWNBARRACUDA413D(P)
PLEASANTDAWN CONNECTION 195G(P)
 PLEASANT DAWN CELINE 95C(P)
 EATONS BIG BUD 10402 P(P)
PLEASANTDAWN STEAK 712A(P)
 PLEASANT DAWN MARSHA 21X(P)

	CE	BW	WW	YW	M	TM
GE PD	4.8	-1.8	53	96	28	54
% Rank	65	15	15	25	5	2



WRIGHT

2

PLEASANT DAWN CRAFT 98J

PMC811637

TLJ 98J

January 01 2021

LT RUSHMORE 8060 PLD

LT AFFINITY 6221 PLD

LT ATHENA 1247

JLP PATRY HADDOCK 71N(P)

MISS TERRY CREEK 98G(P)

PLEASANT DAWN CHIC198E(P)

BW 82
 205 DW 821
 365 DW 1459

A top Affinity son, with hair, depth and meat. He has a great temperament, with just incredible calving ease to performance ratio, with awesome EPDs. Heifer bull approved with top performance.

	CE	BW	WW	YW	M	TM
EPD	14.2	-3.7	51	94	25	50
% Rank	2	5	35	30	20	10

Ultrasound: Marbling 4.50 Backfat 6.22 REA (in²) 16.32 Lean Meat Yield 65.66

Polled/s



YB

3

PLEASANT DAWN PLATINUM 716J

PMC811638

TLJ 716J

January 05 2021

GLM CLOVER 1C(P)

SADDLERIDGE FREIGHTER 1F(P)

CIRCLE CEE STUNNING 125Y(P)

PLEASANTDAWN CLEVER 214C(P)

MAIN BUD 716E(P)

MAIN UNIVERSAL 120Y(P)

BW 84
 205 DW 799
 365 DW 1375

He is a deep bodied calf, with a small birth weight and excellent weaning weight. Great EPDs in this long, stout calf.

	CE	BW	WW	YW	M	TM
EPD	9.6	-2.1	53	94	20	46
% Rank	20	15	15	30	65	30

Ultrasound: Marbling 5.50 Backfat 5.71 REA (in²) 15.55 Lean Meat Yield 65.55

4th Gen Pld

4th Gen Pld

4**PLEASANT DAWN BOB 719J**

PMC811643 TLJ 719J January 05 2021

LT RUSHMORE 8060 PLD

BW 96

205 DW 730

354 DE 1340

CCC WC RESOURCE 417 P

WC CCC BLUE GIRL 1528 P

RAWES DUKE 401B(P)

PLEASANTDAWN LADY 19F(P)

MCTAVISH CASHMERE 19A(P)

Another long spined Resource son, with depth and good flank, in a moderate framed package.

	CE	BW	WW	YW	M	TM
EPD	7.6	.5	43	87	24	45
% Rank	35	45	60	50	25	35

Ultrasound: Marbling 5.00 Backfat 6.19 REA (in²) 16.10 Lean Meat Yield 65.50

Homo Pld

5**PLEASANT DAWN YUKON 514J**

PMC811651 TLJ 514J January 06 2021

LT RUSHMORE 8060 PLD

BW 91

205 DW 798

365 DW 1375

CCC WC RESOURCE 417 P(P)

WC CCC BLUE GIRL 1528 P

CTP MR ARROW 156A(P)

PLEASANTDAWN LADY 514E(P)

PLEASANT DAWN FETTA 714Z(P)

A Resource son that is long, deep and has good spring of rib on a smaller frame. He comes from the Arrow cow family (the cow who gave me 15 calves in a row and lived to 17), a Gold Star dam.

	CE	BW	WW	YW	M	TM
GE PD	5.1	-1.3	45	87	27	49
% Rank	60	20	50	50	10	15

Ultrasound: Marbling 4.80 Backfat 8.12 REA (in²) 15.34 Lean Meat Yield 62.91

Polled/s

6**PLEASANT DAWN CEPTOR 1J**

PMC811645 TLJ 1J January 07 2021

EATONS BIG BUD 10402 P(P)

BW 87

205 DW 722

365 DW 1390

PLEASANT DAWN CHISUM 216A(P)

PLEASANT DAWN MAGGIE 316X(P)

LT LEDGER 0332 P(P)

BAR H MADONNA 1E(P)

BAR H SUGAR PLUM 186C(P)

Another Chisum son that excels for the always sought after calving ease to performance, with maternal traits in a structurally correct skeletal pattern. Great EPDs.

	CE	BW	WW	YW	M	TM
GE PD	11.4	-1.9	48	94	24	48
% Rank	10	15	35	30	25	25

Ultrasound: Marbling 5.30 Backfat 7.64 REA (in²) 15.74 Lean Meat Yield 63.73

7

PLEASANT DAWN IMPACT 953J

Homo Pld

PMC817660

TLJ 953J

January 13 2021

BW 87

205 DW 768

365 DW 1408

Ultrasound: Marbling 5.00 Backfat 4.80 REA (in²) 14.98 Lean Meat Yield 66.02

Impact is a Connection son, out of an MVP daughter and what a cross this is. Top calving ease from both the dam and sire. Very smooth shouldered with depth of rib. Very soft in his makeup, with extra flank. Excellent feet and legs, with extra length. Top marbling, with top calving ease, and maternal strengths going back to the Arrow cow, who was a Gold Star dam, giving me 15 calves in a row and in the top 1% for milk.

Retaining 1/4 semen interest.

PLEASANTDAWNBARRACUDA413D(P)
PLEASANTDAWN CONNECTION 195G(P)
 PLEASANT DAWN CELINE 95C(P)
 PLEASANT DAWN MVP 316Y(P)
PLEASANTDAWNLADY 953A(QP)
 PLEASANTDAWN PRETTY 853Y(P)

	CE	BW	WW	YW	M	TM
GEPD	7.6	-3.4	51	100	28	53
% Rank	35	10	25	20	4	3

Dbl Pld

8

PLEASANTDAWN COLLECT 915J

PMC811646

TLJ 915J

January 08 2021

LT RUSHMORE 8060 PLD

LT AFFINITY 6221 PLD

LT ATHENA 1247

CAMPBELLS BOMBSHELL 15B(P)

PLEASANTDAWN LADY 915F(P)

PLEASANTDAWN ROSE 915B(QP)



BW 76 twin
 Sep 7 WW 780
 Dec 20 YW 1180

His sire, Affinity, worked really well for us on heifers. This guy's mom has strong maternal attributes.

	CE	BW	WW	YW	M	TM
EPD	12.6	-3.3	43	78	25	46
% Rank	5	10	65	75	20	30

Ultrasound: Marbling 5.30 Backfat 7.64 REA (in²) 13.18 Lean Meat Yield 61.65

Dbl Pld

9

PLEASANT DAWN COLLECTOR 815J

PMC811647

TLJ 815J

January 08 2021

LT RUSHMORE 8060 PLD

LT AFFINITY 6221 PLD

LT ATHENA 1247

CAMPBELLS BOMBSHELL 15B(P)

PLEASANTDAWN LADY 915F(P)

PLEASANTDAWN ROSE 915B(QP)



BW 76 twin
 Sep 7 WW 802
 Dec 20 YW 1190

Here's another calving ease, Affinity son, with good muscle development and performance.

	CE	BW	WW	YW	M	TM
EPD	12.6	-3.3	43	78	25	46
% Rank	5	10	65	75	20	30

Ultrasound: Marbling 5.00 Backfat 11.90 REA (in²) 14.71 Lean Meat Yield 58.53

10

PLEASANT DAWN HORIZON 19J

Homo Pld

PMC817670

TLJ 19J

January 14 2021

BW 93

205 DW 801

365 DW 1425

Ultrasound: Marbling 4.90

Backfat 6.67

REA (in²) 14.08

Lean Meat Yield 63.38

Here is a Connection son that will increase heart girth, with extreme depth of rib and guts. Extremely smooth in his make up, he walks on excellent feet. Deep and soggy in a moderate frame, another excellent temperament, big testicle Connection son. His mother has an excellent udder going back to the famed, SVY Starstruck cow family.

Retaining 1/4 semen interest.



THSIRW

PLEASANTDAWNBARRACUDA413D(P)

PLEASANTDAWN CONNECTION 195G(P)

PLEASANT DAWN CELINE 95C(P)

RAWES DUKE 401B(P)

PLEASANTDAWN LADY719F(P)

MCTAVISH CASHMERE 19A(P)

	CE	BW	WW	YW	M	TM
GE PD	7.1	0	41	83	28	48
% Rank	40	40	70	60	5	20

Homo Pld

11

PLEASANT DAWN SWITCH 365J

PMC817638

TLJ 365J

January 08 2021

BW 82

205 DW 726

365 DW 1283

PLEASANTDAWNBARRACUDA413D(P)

PLEASANTDAWN CONNECTION 195G(P)

PLEASANT DAWN CELINE 95C(P)

ZWB PLEASANTDAWNLEDGER34B(P)

PLEASANTDAWN KAY 465F(P)

PLEASANTDAWN SOLAR 865B(P)

Here is a Connection son, from a calving ease bloodline. This guy has a small head, with depth, guts and butt to make one compact beef package. Top BW and milk EPDs.



YB

	CE	BW	WW	YW	M	TM
EPD	8.8	-2.9	39	79	29	48
% Rank	25	10	80	70	3	20

Ultrasound: Marbling 4.80

Backfat 5.75

REA (in²) 14.02

Lean Meat Yield 64.27

Red Factor, Homo Pld

12

PLEASANT DAWN DAWSON 409J

QPMC811655

TLJ 409J

January 09 2021

BW 90

205 DW 771

365 DW 1355

PRO-CHAR CPTN. MORGAN 8U(QP)

TRI-N CAPTAIN MORGAN 340A(QP)

TRI-N BUFFY 79T(QP)

PLEASANT DAWN MAX 70S(QP)

PLEASANTDAWN RED 309F(QP)

PLEASANTDAWN RUBY 903A(QP)

Dawson is a Homozygous red bull from a good calving ease cow family. Use this guy on whites for a tan calf, or use him on blacks for a black calf, or reds for a red calf.



THSIRW

	CE	BW	WW	YW	M	TM
GE PD	10.3	-1.3	45	84	19	41
% Rank	15	20	50	60	75	70

Ultrasound: Marbling 4.10

Backfat 4.29

REA (in²) 14.06

Lean Meat Yield 65.79



Ultrasound: Marbling 4.40 Backfat 7.17 REA (in²) 14.81 Lean Meat Yield 63.46

Red Factor, 4th Gen Pld

13

PLEASANT DAWN BRODERICK 504J

QPMC811667 TLJ 504J January 12 2021

SVS MASTERCARD 2M(QP)

PLEASANT DAWN MAX 70S(QP)

PLEASANTDAWN IMPRES 90N(P)

PLEASANT DAWN CHRIS 42E(P)

PLEASANTDAWN TEA 54G(QP)

PLEASANT DAWN OVERTOP540D(QP)

BW 84
205 DW 730
365 DW 1284

A calving ease, Max son with good muscle development.

	CE	BW	WW	YW	M	TM
EPD	9.8	.4	49	96	23	48
% Rank	20	45	30	25	35	20



Ultrasound: Marbling 4.60 Backfat 8.57 REA (in²) 16.40 Lean Meat Yield 63.32

Red Factor, 4th Gen Pld

14

PLEASANT DAWN NECTOR 274J

QPMC811662 TLJ 274J January 12 2021

PRO-CHAR CPTN. MORGAN 8U(QP)

TRI-N CAPTAIN MORGAN 340A(QP)

TRI-N BUFFY 79T(QP)

PLEASANT DAWN MAXWELL38Z(QP)

PLEASANTDAWN LADY 74D(QP)

PLEASANTDAWN LADY 4A(P)

BW 88
205 DW 783
365 DW 1362

This guy's mom always gives me calving ease to really good performance and maternal traits. He is structurally correct, with good feet and red factor genetics.

	CE	BW	WW	YW	M	TM
EPD	9.6	-1.6	48	88	20	44
% Rank	20	20	35	50	65	50



Ultrasound: Marbling 4.50 Backfat 4.33 REA (in²) 15.40 Lean Meat Yield 66.84

Red Factor, 3rd Gen Pld

15

PLEASANT DAWN RIDER 805J

QPMC811719 TLJ 805J January 12 2021

PRO-CHAR CPTN. MORGAN 8U(QP)

TRI-N CAPTAIN MORGAN 340A(QP)

TRI-N BUFFY 79T(QP)

EATONS BIG BUD 10402 P(P)

PLEASANTDAWN LADY 905D(P)

PLEASANTDAWN BURST 705Y(QP)

BW 96
205 DW 791
365 DW 1520

A top red factor calf. Awesome WW and YW EPDs. Extremely long, smooth and muscled. Another mild temperament bull.

	CE	BW	WW	YW	M	TM
EPD	4.6	1	58	108	18	47
% Rank	65	55	3	10	85	25



Ultrasound: Marbling 4.20 Backfat 5.71 REA (in²) 15.86 Lean Meat Yield 65.80

Homo Pld

16

PLEASANT DAWN PLATFORM 701J

PMC817639 TLJ 701J January 12 2021

PLEASANTDAWNBARRACUDA413D(P)

PLEASANTDAWN CONNECTION 195G(P)

PLEASANT DAWN CELINE 95C(P)

EATONS BIG BUD 10402 P(P)

PLEASANTDAWN SHELBY 1B(P)

PLEASANT DAWN ARROW 14T(P)

BW 89
205 DW 772
365 DW 1350

There is a little more frame on this guy with a deep rib. Great EPDs and foot on him.

	CE	BW	WW	YW	M	TM
GE PD	6.9	-3	50	101	26	51
% Rank	40	10	25	20	10	10

Pleasant Dawn 20th Annual Bull Sale

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PLEASANT DAWN PORTAL 865J

4th Gen Pld

PMC811659

TLJ 865J

January 17 2021

BW 83

205 DW 780

365 DW 1415

Ultrasound: Marbling 5.60 Backfat 9.05 REA (in²) 14.68 Lean Meat Yield 61.43

A deep ribbed, Serenity son that has built in calving ease and length, with performance.



PLEASANTDAWN HYDRO 675E(P)
PLEASANTDAWN SERENITY 507G(P)
 PLEASANTDAWN LADY508E(P)
 PLEASANT DAWN EXTRA 70Z(P)
PLEASANTDAWN SOLAR 865B(P)
 PLEASANT DAWN STEAM 765T(P)

	CE	BW	WW	YW	M	TM
GEPD	11.5	-2.6	42	88	26	47
% Rank	10	10	70	50	10	25

Dbl Pld

18

PLEASANT DAWN LANCER 511J

PMC811660

ASH 511J

January 12 2021

BW 96

205 DW 688

365 DW 1272

LT RUSHMORE 8060 PLD
CCC WC RESOURCE 417 P(P)
 WC CCC BLUE GIRL 1528 P
 PLEASANTDAWN CLASSIC 707C(P)
PLEASANTDAWN FLORENCE 511E(P)
 PLEASANT DAWN CANDISE 1Y(P)

Here is a Resource son with extra middle.

	CE	BW	WW	YW	M	TM
EPD	5.8	1.7	45	88	23	46
% Rank	55	70	50	45	30	35

Ultrasound: Marbling 4.80 Backfat 7.62 REA (in²) 16.27 Lean Meat Yield 64.18

Polled/s

19

PLEASANT DAWN NOTORIOUS 512J

PMC811665

TLJ 512J

January 13 2021

BW 95

205 DW 782

365 DW 1489

EATONS BIG BUD 10402 P(P)
PLEASANT DAWN CHISUM 216A(P)
 PLEASANT DAWN MAGGIE 316X(P)
 PLEASANT DAWN MVP 316Y(P)
PLEASANTDAWN LADY 712D(P)
 PLEASANT DAWN MARSHA 21X(P)

There is a top calving ease to performance ratio with milk on this Chisum son. He has extra length, with meat and hair. He's the calf that is so quiet in the pen that he is a pain to get out of the way. His Gold Star grandmother is still working in our herd.

	CE	BW	WW	YW	M	TM
GEPD	7.5	-1.5	54	108	27	53
% Rank	35	20	15	10	10	3

Ultrasound: Marbling 4.90 Backfat 8.10 REA (in²) 15.77 Lean Meat Yield 63.29

Homo Pld

**20****PLEASANT DAWN SKOR 402J**

PMC811666

TLJ 402J

January 13 2021

BW88

205 DW 744

365 DW 1365

PLEASANTDAWNBARRACUDA413D(P)

PLEASANTDAWN CONNECTION 195G(P)

PLEASANT DAWN CELINE 95C(P)

PLEASANTDAWN WOLF 632Z(P)

PLEASANTDAWN BOBBY302B(P)

PLEASANTDAWN LADY 102Z(P)

Skor is a Connection son with small BW, extra rib and quarter and lots of milk on his mother's side.

	CE	BW	WW	YW	M	TM
GE PD	7.7	-1.4	39	73	26	45
% Rank	5	20	80	85	15	40

Ultrasound: Marbling 5.00 Backfat 4.76 REA (in²) 16.57 Lean Meat Yield 67.35

Dbl Pld

**21****PLEASANT DAWN DECKER 914J**

PMC811668

TLJ 914J

January 14 2021

BW 88

205 DW 763

365 DW 1343

LT RUSHMORE 8060 PLD

LT AFFINITY 6221 PLD

LT ATHENA 1247

PLEASANTDAWN HYDRO 675E(P)

PLEASANTDAWN SARA213G(QP)

PLEASANTDAWN RED914D(QP)

A calving ease Affinity son with good muscle development.

	CE	BW	WW	YW	M	TM
EPD	12.7	-2.7	45	91	26	49
% Rank	5	10	50	40	10	15

Ultrasound: Marbling 4.40 Backfat 6.19 REA (in²) 14.09 Lean Meat Yield 63.87

4th Gen Pld

**22****PLEASANT DAWN METRO 713J**

PMC811673

TLJ 713J

January 15 2021

BW 93

205 DW 819

365 DW 1342

GLM CLOVER 1C(P)

SADDLERIDGE FREIGHTER 1F(P)

CIRCLE CEE STUNNING 125Y(P)

PLEASANT DAWN CHISUM 216A(P)

PLEASANTDAWN LADY712F(P)

PLEASANT DAWN MARSHA 21X(P)

He is one of the thickest bulls in the pen. He comes from a good calving ease bloodline. His grandmother is still working in our herd and is a Gold Star dam.

	CE	BW	WW	YW	M	TM
EPD	5.9	.5	58	107	23	51
% Rank	50	40	10	10	40	10

Ultrasound: Marbling 4.90 Backfat 8.59 REA (in²) 13.54 Lean Meat Yield 60.97

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

23

PLEASANT DAWN YODER 312J

Homo Pld

PMC811678

TLJ 312J

January 18 2021

BW 94

205 DW 819

365 DW 1449

Ultrasound: Marbling 4.80 Backfat 9.07 REA (in²) 15.21 Lean Meat Yield 61.84

He's a top Resource son that excels for length and yet carries that extra rib and guts, with depth of flank. He has a great hip on him and great hair.

Retaining 1/4 semen interest.



YB

LT RUSHMORE 8060 PLD
CCC WC RESOURCE 417 P(P)
 WC CCC BLUE GIRL 1528 P
 PLEASANTDAWN CLASSIC 707C(P)
PLEASANTDAWN LADY 302F(P)
 PLEASANTDAWN LADY 102Z(P)

	CE	BW	WW	YW	M	TM
GEPD	3	2.7	60	106	17	47
% Rank	80	85	4	10	85	25

Homo Pld

24

PLEASANTDAWN MEAQUITE 76J

QPMC811674

TLJ 76J

January 16 2021

BW 91

205 DW 750

365 DW 1414

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

He's out of the great MVP bull, who we've used on heifers and yet still provides top performance. If you're looking for outcross red factor genetics, this guy is full of red meat yield, awesome temperament and has those curve bending EPDs. MVP is deceased and we have just a handful of calves left from him. Don't miss out on a direct son of the great MVP.

	CE	BW	WW	YW	M	TM
GEPD	9.5	-1.4	50	107	25	51
% Rank	20	20	25	10	15	10

Ultrasound: Marbling 4.00 Backfat 5.24 REA (in²) 14.57 Lean Meat Yield 65.23

Dbl Pld

25

PLEASANT DAWN RIP 561J

PMC821823

TLJ 561J

January 16 2021

BW 84

205 DW 722

365 DW 1462

LT RUSHMORE 8060 PLD
LT AFFINITY 6221 PLD
 LT ATHENA 1247
 PLEASANT DAWN CHRIS 42E(P)
PLEASANTDAWN BECKY517G(P)
 PLEASANTDAWN LADY 517Z(P)

Affinity worked great on heifers for us. This guy has the bonus of extra pounds through length and muscle. Excellent feet.

	CE	BW	WW	YW	M	TM
EPD	10.9	-2.2	41	85	24	45
% Rank	15	15	70	55	25	45

Ultrasound: Marbling 4.60 Backfat 6.20 REA (in²) 14.85 Lean Meat Yield 64.48

Homo Pld



Ultrasound: Marbling 4.40 Backfat 4.80 REA (in²) 14.71 Lean Meat Yield 65.80

26**PLEASANT DAWN DELTA 708J**

PMC811657 ASH 708J January 16 2021

EATONS BIG BUD 10402 P(P)

PLEASANT DAWN CHISUM 216A(P)

PLEASANT DAWN MAGGIE 316X(P)

CAMPBELLS BOMBSHELL 15B(P)

PLEASANTDAWN LADY 707F(P)

PLEASANT DAWN EXTRA 70A(P)

BW 89
205 DW 813
365 DW 1436

Delta is a top Chisum son with that extra meat yield and great feet. He's in the top 1% for WW and YW EPDs. He's got that Chisum temperament out of a good milking cow. This guy checks a lot of boxes.

	CE	BW	WW	YW	M	TM
GEPD	2.8	2.7	62	117	20	50
% Rank	80	85	3	3	65	10

4th Gen Pld



Ultrasound: Marbling 3.90 Backfat 5.24 REA (in²) 13.32 Lean Meat Yield 64.22

27**PLEASANT DAWN MICK 916J**

PMC811680 TLJ 916J January 18 2021

LT LANZA 1427 PLD

MAIN MAGICO LANZO 36D(P)

MAIN COBB 261Z(P)

CAMPBELLS BOMBSHELL 15B(P)

PLEASANTDAWN LADY916D(P)

PLEASANTDAWN SWEETS 816A(P)

BW 104
205 DW 836
365 DW 1423

Mick is a top performance, Magico son, with big testicle development, hair and hip. His full brother was a top seller last year going to Domek Charolais, in Montana.

	CE	BW	WW	YW	M	TM
EPD	2.4	1.5	52	104	26	52
% Rank	85	65	20	15	15	5

Homo Pld



Ultrasound: Marbling 5.10 Backfat 10.00 REA (in²) 15.60 Lean Meat Yield 61.21

28**PLEASANT DAWN SERVER 757J**

PMC817679 TLJ 757J January 20 2021

PLEASANTDAWNBARRACUDA413D(P)

PLEASANTDAWN CONNECTION 195G(P)

PLEASANT DAWN CELINE 95C(P)

EATONS BIG BUD 10402 P(P)

PLEASANTDAWN CATE 57C(P)

PLEASANT DAWN JOUNEY 57Y(P)

BW 98
205 DW 866
365 DW 1503

This Connection son is jammed packed with performance. Wide topped with extra length and muscle. Excellent feet and legs.

	CE	BW	WW	YW	M	TM
GEPD	3.8	-1.3	52	103	32	58
% Rank	70	20	20	15	1	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

29

PLEASANT DAWN MAZER 809J

Red Factor, Homo Pld

QPMC811679

TLJ 809J

January 18 2021

BW 93

205 DW 799

365 DW 1437

Ultrasound: Marbling 4.70

Backfat 5.71

REA (in²) 13.39

Lean Meat Yield 63.79

Here is a Homozygous Red bull that is full of meat and length. A top red bull prospect with good feet that is thick.

Retaining 1/4 semen interest.



PRO-CHAR CPTN. MORGAN 8U(QP)
TRI-N CAPTAIN MORGAN 340A(QP)
 TRI-N BUFFY 79T(QP)
 PLEASANT DAWN MAX 70S(QP)
PLEASANTDAWN RED805F(QP)
 PLEASANTDAWN LADY 905D (P)

	CE	BW	WW	YW	M	TM
GE PD	5.2	.8	52	97	17	43
% Rank	60	55	20	25	85	55

3rd Gen Pld

30

PLEASANT DAWN MAGNETO 176J

PMC817681

TLJ 176J

January 21 2021

BW 96

205 DW 781

365 DW 1474

PLEASANTDAWN BARRACUDA413D(P)

PLEASANTDAWN CONNECTION 195G(P)

PLEASANT DAWN CELINE 95C(P)

FOOTPRINTS CROSSFIRE 113Y(P)

PLEASANT DAWN FAY 176B(P)

PLEASANT DAWN ARLENE 176X(P)

He's out of a top cow with excellent teats. She consistently produces top calves with extra muscle and length. A maternal brother sold to the famed Wienk Charolais herd in South Dakota last year.

	CE	BW	WW	YW	M	TM
GE PD	.7	.8	46	93	30	53
% Rank	95	55	45	35	1	3

Ultrasound: Marbling 4.40 Backfat 6.67 REA (in²) 16.27 Lean Meat Yield 65.15

Homo Pld

31

PLEASANT DAWN ACTIVE 532J

PMC811684

TLJ 532J

January 24 2021

BW 82

205 DW 732

365 DW 1318

PLEASANTDAWN HYDRO 675E(P)

PLEASANTDAWN SERENITY 507G(P)

PLEASANTDAWN LADY508E(P)

PLEASANTDAWN BARRACUDA413D(P)

PLEASANTDAWN DEB 530G(P)

PLEASANTDAWN ENVY430C(P)

A Serenity calf that will work excellent on heifers. After two years, I still haven't helped a heifer calf sired by Serenity. You truly have peace of mind with him and yet, he still excels for muscle development.

	CE	BW	WW	YW	M	TM
EPD	9.5	-3.7	44	86	25	47
% Rank	20	5	55	55	15	25

Ultrasound: Marbling 5.10 Backfat 10.00 REA (in²) 13.74 Lean Meat Yield 59.69

**32****PLEASANT DAWN ABLAZE 415J**

QPMC817693 TLJ 415J January 25 2021

PLEASANTDAWNBARRACUDA413D(P)

PLEASANTDAWN CONNECTION 195G(P)

PLEASANT DAWN CELINE 95C(P)

PLEASANT DAWN MAX 70S(QP)

PLEASANTDAWN ROSE 915B(QP)

PLEASANT DAWN ROSE 815Y(QP)

BW 86
205 DW 795
365 DW 1384

Good deep ribbed, tan calf. Recommend for developed heifers. Comes from a PD Max daughter with extra milk and small teats. We have been All'ing our heifers to Max for 15 years for calving ease and muscling attributes.

	CE	BW	WW	YW	M	TM
GE PD	7.2	-2.4	45	85	27	50
% Rank	40	10	50	55	5	10

Homo Pld

Ultrasound: Marbling 5.00 Backfat 10.02 REA (in²) 14.40 Lean Meat Yield 60.21

**33****PLEASANT DAWN ADVANCE 317J**

PMC811686 TLJ 317J January 26 2021

PLEASANTDAWN ESSENCE701E(P)

PLEASANTDAWN PATTERN 453G(P)

PLEASANTDAWN BETTY 753C(QP)

PLEASANT DAWN MAX 70S(QP)

PLEASANTDAWN STEAK317Y(P)

PLEASANT DAWN WINTER217M(P)

BW 86
205 DW 836
365 DW 1390

From another older cow that always excels from calving ease to performance, this guy has that roundness of quarter that provides extra meat yield.

	CE	BW	WW	YW	M	TM
GE PD	11.8	-2.8	50	93	23	48
% Rank	10	10	25	35	35	20

Ultrasound: Marbling 4.60 Backfat 5.75 REA (in²) 15.05 Lean Meat Yield 65.11

**34****PLEASANT DAWN GORD 391J**

PMC811685 ASH 391J January 26 2021

CEDARLEA SHOELESS JOE 83C(P)

TURNBULL'S FULL MOON 655F(P)

CTP MISS MADDIE 655C(P)

PLEASANT DAWN CHISUM 216A(P)

PLEASANTDAWN EMMA 291F(P)

PLEASANTDAWN FARA 202D(P)

BW 86
205 DW 686
365 DW 1308

86 pounds at birth and he possesses growth from length and muscling. Gord is from an excellent uddered female.

	CE	BW	WW	YW	M	TM
EPD	9.7	-.9	52	105	25	51
% Rank	20	25	20	15	20	10

Ultrasound: Marbling 5.00 Backfat 7.62 REA (in²) 13.90 Lean Meat Yield 62.26

**35****PLEASANT DAWN OPTICS 706J**

PMC817687 TLJ 706J January 28 2021

PLEASANTDAWNBARRACUDA413D(P)

PLEASANTDAWN CONNECTION 195G(P)

PLEASANT DAWN CELINE 95C(P)

EATONS BIG BUD 10402 P(P)

PLEASANTDAWN LADY 7A(P)

PLEASANTDAWN ARNETTA 14N(P)

BW 96
205 DW 773
365 DW 1422

He is long, deep and full of performance, in a calving ease package.

	CE	BW	WW	YW	M	TM
EPD	2.2	-.7	47	95	25	48
% Rank	85	30	40	30	20	20

Ultrasound: Marbling 4.50 Backfat 7.17 REA (in²) 15.36 Lean Meat Yield 63.90

Homo Pld

36

PLEASANT DAWN MENTOR 516J

Homo Pld

PMC817678

TLJ 516J

January 19 2021

BW 94

205 DW 826

365 DW 1438

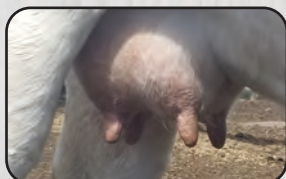
Ultrasound: Marbling 4.00 Backfat 7.17 REA (in²) 14.15 Lean Meat Yield 62.92

Here is a very smooth, deep ribbed, Connection son, from an excellent Magico daughter. He has extra testicle development and maternal traits in a docile, calving ease package. Great feet and legs.

Retaining 1/4 semen interest.



Dam - TLJ 916F



TLJ 916F udder



WRIGHT

PLEASANTDAWNBARRACUDA413D(P)
PLEASANTDAWN CONNECTION 195G(P)
 PLEASANT DAWN CELINE 95C(P)
 MAIN MAGICO LANZO 36D(P)
PLEASANTDAWN LADY 916F(P)
 PLEASANTDAWN LADY916D(P)

	CE	BW	WW	YW	M	TM
GE PD	3.5	-7	50	97	28	53
% Rank	75	30	25	25	4	3

Red Factor, 4th Gen Pld

37

PLEASANT DAWN GRADER 230J

QPMC811714

TLJ 230J

January 29 2021

BW 86 twin
 Sep 7 WW 720
 Dec 20 YW 1145

CTP MR ARROW 156A(P)
PLEASANT DAWN CHRIS 42E(P)
 PLEASANT DAWN STAR 82Y(P)
 CRG CROWN ROYAL 19B(P)
SWR DECEMBER 30D(QP)
 SWR ZAIDA 30Z(QP)

He's got length, hair and thickness, from a top milking cow.

	CE	BW	WW	YW	M	TM
EPD	2.8	3.1	50	99	25	50
% Rank	80	90	30	20	20	15



BY

Ultrasound: Marbling 3.80 Backfat 6.67 REA (in²) 14.86 Lean Meat Yield 64.01

4th Gen Pld

38

PLEASANT DAWN SLIDER 30J

PMC811715

TLJ 30J

January 26 2021

BW 87 twin
 Sep 7 WW 700
 Dec 20 YW 1138

CTP MR ARROW 156A(P)
PLEASANT DAWN CHRIS 42E(P)
 PLEASANT DAWN STAR 82Y(P)
 CRG CROWN ROYAL 19B(P)
SWR DECEMBER 30D(QP)
 SWR ZAIDA 30Z(QP)

Out of a great milking cow, this boy will add wide tops, with good square hips and lots of hair.

	CE	BW	WW	YW	M	TM
EPD	2.8	3.1	50	99	25	50
% Rank	80	90	30	20	20	15



BY

Ultrasound: Marbling 3.80 Backfat 5.71 REA (in²) 15.75 Lean Meat Yield 65.71

4th Gen Pld

Ultrasound: Marbling 4.00 Backfat 4.80 REA (in²) 15.97 Lean Meat Yield 66.82**39****PLEASANT DAWN HAVEN 435J**

PMC811720

TLJ 435J

January 30 2021

BW 87
205 DW 787
365 DW 1297

CEDARLEA SHOELESS JOE 83C(P)
TURNBULL'S GROUND BALL 740G(P)
TURNBULLS DELICACY 740D(P)
SVY WIZARD 707E(P)
PLEASANTDAWN STUNNING430G(P)
PLEASANTDAWNLADY630X(P)

There is an excellent udder on this guy's dam and his grandmother is still going as an X cow. He is moderate framed with good muscle and hair.

	CE	BW	WW	YW	M	TM
EPD	7	.3	44	85	27	49
% Rank	40	45	55	55	10	15

4th Gen Pld

Ultrasound: Marbling 4.70 Backfat 6.67 REA (in²) 14.77 Lean Meat Yield 63.94**40****PLEASANT DAWN BLASTER 108J**

PMC811721

TLJ 108J

January 30 2021

BW 93
205 DW 811
365 DW 1411

CEDARLEA SHOELESS JOE 83C(P)
TURNBULL'S GROUND BALL 740G(P)
TURNBULLS DELICACY 740D(P)
PLEASANT DAWN CHRIS 42E(P)
PLEASANTDAWN STACY103G(P)
PLEASANTDAWN LADY103D(P)

He has great hair, with length of body and thickness. Good round rump on a square hip. Top performance from a top cow family.

	CE	BW	WW	YW	M	TM
EPD	5.3	2	55	111	25	53
% Rank	60	75	10	5	15	3

4th Gen Pld

Ultrasound: Marbling 4.10 Backfat 7.62 REA (in²) 15.65 Lean Meat Yield 63.68**41****PLEASANT DAWN FORGED 905J**

PMC811722

TLJ 905J

January 30 2021

BW 102
205 DW 799
365 DW 1453

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D(P)
MAIN COBB 261Z(P)
PLEASANTDAWN SPLENDOR 53Z(P)
PLEASANTDAWN LADY 905C(QP)
PLEASANTDAWN BURST 705Y(QP)

Here is another Magico son with good feet and legs to cover some ground. He also has good muscle development.

	CE	BW	WW	YW	M	TM
EPD	2.8	1.2	49	105	29	54
% Rank	80	60	30	10	2	3

4th Gen Pld

Ultrasound: Marbling 4.50 Backfat 5.71 REA (in²) 15.17 Lean Meat Yield 65.24**42****PLEASANT DAWN PLASMA 105J**

PMC811723

TLJ 105J

January 30 2021

BW 93
205 DW 768
365 DW 1262

CEDARLEA SHOELESS JOE 83C(P)
TURNBULL'S FULL MOON 655F(P)
CTP MISS MADDIE 655C(P)
ZWB PLEASANTDAWNLEDGER34B(P)
PLEASANTDAWN LADY 104F(P)
PLEASANTDAWN ETTA 4Z(P)

He has good calving ease with an extra deep rib and is from a nice uddered cow.

	CE	BW	WW	YW	M	TM
EPD	8.8	-.8	47	93	26	49
% Rank	25	25	40	35	15	15

43

PLEASANT DAWN ELECTRO 530J

Homo Pld

PMC817690

TLJ 530J

January 29 2021

BW 85

205 DW 739

365 DW 1344

Ultrasound: Marbling 5.10

Backfat 7.17

REA (in²) 14.03

Lean Meat Yield 62.83

Here is another Connection son with extra muscle, in a moderate package. Connection sons all have excellent feet.



PLEASANTDAWNBARRACUDA413D(P)

PLEASANTDAWN CONNECTION 195G(P)

PLEASANT DAWN CELINE 95C(P)

EATONS BIG BUD 10402 P(P)

PLEASANTDAWN ENVY430C

PLEASANTDAWNLADY630X

	CE	BW	WW	YW	M	TM
EPD	4.2	-2.9	48	91	27	51
% Rank	70	10	35	40	10	10

4th Gen Pld

44

PLEASANT DAWN ROTOR 51J

PMC811736

TLJ 51J

February 06 2021

BW 88

205 DW 665

365 DW 1324

CEDARLEA SHOELESS JOE 83C(P)

TURNBULL'S GROUND BALL 740G(P)

TURNBULLS DELICACY 740D(P)

MAIN MAGICO LANZO 36D(P)

PLEASANTDAWN BRIDAL651G(P)

PLEASANTDAWN ERIKA 851Y(P)

He is moderate framed, with good meat yield and milk ratio.

	CE	BW	WW	YW	M	TM
EPD	6.9	-4	40	86	27	47
% Rank	40	35	75	55	10	25

Ultrasound: Marbling 4.00 Backfat 4.29 REA (in²) 14.17 Lean Meat Yield 65.88

3rd Gen Pld

45

PLEASANT DAWN JET 241J

PMC812036

TLJ 241J

February 06 2021

BW 93

205 DW 679

365 DW 1402

LT LANZA 1427 PLD

MAIN MAGICO LANZO 36D(P)

MAIN COBB 261Z(P)

HBSF EXTRA 2X(P)

PLEASANTDAWN LADY 214A(P)

PLEASANTDAWN ESPRIT 314U(P)

There is good hair on this Magico son, with good depth and muscle development, out of a top cow.

	CE	BW	WW	YW	M	TM
EPD	1.7	1	42	93	28	49
% Rank	90	55	65	35	4	15

Ultrasound: Marbling 4.90 Backfat 6.22 REA (in²) 14.46 Lean Meat Yield 64.15

4th Gen Pld

**46****PLEASANT DAWN SPREZZATURA 902J**

PMC811739

TLJ 902J

February 07 2021

BW 69
205 DW 739
365 DW 1307

CEDARLEA SHOELESS JOE 83C(P)
TURNBULL'S FULL MOON 655F(P)
CTP MISS MADDIE 655C(P)
PLEASANT DAWN CHISUM 216A(P)
PLEASANTDAWN ADA 802F(P)
PLEASANTDAWNLADY 702D(P)

Definitely heifer bull material here, in an attractive smooth look.

	CE	BW	WW	YW	M	TM
GEPD	13.3	-4.6	46	92	27	50
% Rank	4	2	45	55	10	15

Ultrasound: Marbling 4.80 Backfat 8.59 REA (in²) 15.11 Lean Meat Yield 62.24

4th Gen Pld

**47****PPLEASANT DAWN TURBO 122J**

PMC811743

TLJ 122J

February 10 2021

BW 104
205 DW 748
365 DW 1468

CTP MR ARROW 156A(P)
PLEASANT DAWN CHRIS 42E(P)
PLEASANT DAWN STAR 82Y(P)
PLEASANT DAWN CHISUM 216A(P)
PLEASANTDAWN SARA 12D(P)
BLACKBERN GLORY 12Z(P)

Turbo has extra length to give you extra pounds. He also features good temperament, a wide top and muscle development.

	CE	BW	WW	YW	M	TM
EPD	1.8	4.3	52	116	26	52
% Rank	90	100	20	3	10	4

Ultrasound: Marbling 3.80 Backfat 7.75 REA (in²) 15.11 Lean Meat Yield 65.16

4th Gen Pld

**48****PLEASANT DAWN RICK 53J**

PMC811745

ASH 53J

February 11 2021

BW 84
205 DW 779
365 DW 1312

CEDARLEA SHOELESS JOE 83C(P)
TURNBULL'S FULL MOON 655F(P)
CTP MISS MADDIE 655C(P)
CAMPBELLS BOMBSHELL 15B(P)
PLEASANTDAWN PHOTO513F(P)
PLEASANT DAWN FLO 413B(P)

Rick has a nice small birth weight and good weaning weight, from a tidy uddered female.

	CE	BW	WW	YW	M	TM
EPD	8.7	-1.6	45	84	27	49
% Rank	25	20	50	60	10	15

Ultrasound: Marbling 4.40 Backfat 10.00 REA (in²) 13.45 Lean Meat Yield 59.46

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

4th Gen Pld

49**PLEASANT DAWN ICE 352J**

PMC811747 TLJ 352J February 12 2021

BW 102
205 DW 817
365 DW 1556

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D(P)
MAIN COBB 261Z(P)
PLEASANT DAWN CHISUM 216A(P)
PLEASANTDAWN LADY452E(P)
PLEASANTDAWN CORRIN 952B(P)

Pounds always pay and length of spine give extra pounds. This is one long spined bull, with depth and fleshing ability.

	CE	BW	WW	YW	M	TM
GE PD	3.4	.7	55	112	30	57
% Rank	75	50	15	5	2	1



Ultrasound: Marbling 4.10 Backfat 7.62 REA (in²) 15.55 Lean Meat Yield 63.60

Dbl Pld

50**PLEASANT DAWN STRIDER 93J**

PMC811748 TLJ 93J February 12 2021

BW 96
205 DW 656
365 DW 1392

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D(P)
MAIN COBB 261Z(P)
FOOTPRINTS CROSSFIRE 113Y(P)
PLEASANTDAWN LADY 930C(P)
PLEASANT DAWN LIZ 730R

He's got that Magico hair, with good length and muscling.

	CE	BW	WW	YW	M	TM
GE PD	3.6	1.1	42	92	26	47
% Rank	75	60	65	35	15	25



Ultrasound: Marbling 4.10 Backfat 5.24 REA (in²) 14.82 Lean Meat Yield 65.44

4th Gen Pld

51**PLEASANT DAWN ZENITH 154J**

PMC811753 TLJ 154J February 12 2021

BW 93
205 DW 784
365 DW 1379

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D(P)
MAIN COBB 261Z(P)
PLEASANTDAWN CAPTAIN 675C(P)
PLEASANTDAWN SHEBA 153E(P)
PLEASANT DAWN LADY 953C(P)

There are good feet on this calving ease sire. Clifford Whittle has a maternal brother working well in his top herd.

	CE	BW	WW	YW	M	TM
EPD	7	-1.2	48	105	25	49
% Rank	40	20	35	15	15	15



Ultrasound: Marbling 5.60 Backfat 7.14 REA (in²) 13.85 Lean Meat Yield 62.70

4th Gen Pld

52**PLEASANT DAWN JACK 951J**

PMC811750 TLJ 951J February 14 2021

BW 97
205 DW 677
365 DW 1389

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D(P)
MAIN COBB 261Z(P)
CAMPBELLS BOMBSHELL 15B(P)
PLEASANTDAWN SWEETS 951D(P)
PLEASANTDAWN ERIKA 851Y(P)

This bull's sire, Magico, consistently gives us calving ease to performance ratio, with strong maternal traits.

	CE	BW	WW	YW	M	TM
EPD	1.5	1.1	44	92	26	48
% Rank	90	60	55	35	15	20



Ultrasound: Marbling 4.80 Backfat 5.27 REA (in²) 13.85 Lean Meat Yield 64.61

4th Gen Pld

**53****PLEASANT DAWN MITCH401J**

PMC826004

TLJ 401J

February 15 2021

BW 105
205 DW 722
365 DW 1309

CTP MR ARROW 156A(P)
PLEASANT DAWN CHRIS 42E(P)
PLEASANT DAWN STAR 82Y(P)
PLEASANTDAWN EMPIRE 14A(P)
PLEASANTDAWN LADY 301D(P)
PLEASANTDAWN LADY 201B(P)

There is a little more frame on this guy, with length and muscle.

	CE	BW	WW	YW	M	TM
EPD	.6	3.2	53	109	27	53
% Rank	95	90	20	10	10	3

Ultrasound: Marbling 4.40 Backfat 6.67 REA (in²) 14.57 Lean Meat Yield 63.77

4th Gen Pld

**54****PLEASANT DAWN ACTION 618J**

PMC811762

TLJ 618J

February 16 2021

BW 96
205 DW 867
365 DW 1454

CEDARLEA SHOELESS JOE 83C(P)
TURNBULL'S FULL MOON 655F(P)
CTP MISS MADDIE 655C(P)
CAMPBELLS BOMBSHELL 15B(P)
PLEASANTDAWN LADY618F(P)
PLEASANTDAWN LADY 617A(P)

A top performer out of Full Moon, with length, depth and muscle development makes this guy a great fit.

	CE	BW	WW	YW	M	TM
GE PD	7.4	-.6	55	96	27	54
% Rank	35	30	15	25	10	2

Ultrasound: Marbling 4.50 Backfat 6.67 REA (in²) 14.50 Lean Meat Yield 63.72

4th Gen Pld

**55****PLEASANT DAWN SAMURAI 675J**

PMC811767

TLJ 675J

February 19 2021

BW 104
205 DW 729
365 DW 1336

CEDARLEA SHOELESS JOE 83C(P)
TURNBULL'S FULL MOON 655F(P)
CTP MISS MADDIE 655C(P)
RAWES DUCHESS 109W(P)
PLEASANTDAWN RAW 975F(P)
PLEASANTDAWN LADY 875Y(P)

Full Moon gives us great calving ease to performance with good maternal traits. This guy will do the same.

	CE	BW	WW	YW	M	TM
EPD	5.3	3	51	104	26	52
% Rank	60	90	25	15	10	10

Ultrasound: Marbling 5.80 Backfat 8.10 REA (in²) 14.59 Lean Meat Yield 62.33

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

Polled/s

56 PLEASANT DAWN KANE 502J

PMC811765 TLJ 502J February 19 2021

BW 97
205 DW 795
365 DW 1459

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D(P)
MAIN COBB 261Z(P)
CTP MR ARROW 156A(P)
PLEASANTDAWN PAGE 502E(P)
PLEASANTDAWN TEGAN 502B(P)

A top Magico calf that is deep, with hip and hair. Another calving ease to performance bull with strong maternal traits.

	CE	BW	WW	YW	M	TM
GE PD	3.1	.9	54	111	25	52
% Rank	80	55	15	5	15	4



Ultrasound: Marbling 4.20 Backfat 6.67 REA (in²) 16.44 Lean Meat Yield 65.29

4th Gen Pld

57 PLEASANT DAWN RAIDER 112J

PMC811766 TLJ 112J February 19 2021

BW 108
205 DW 803
365 DW 1493

CEDARLEA SHOELESS JOE 83C(P)
TURNBULL'S GROUND BALL 740G(P)
TURNBULLS DELICACY 740D(P)
PLEASANTDAWN BARRACUDA 413D(P)
PLEASANTDAWN STACY 122G(P)
PLEASANTDAWN SARA 12D(P)

Here is a very deep bodied, thick calf, from a good milking female.

	CE	BW	WW	YW	M	TM
EPD	.4	3.9	55	107	25	52
% Rank	95	95	10	10	20	5



Ultrasound: Marbling 5.00 Backfat 8.10 REA (in²) 14.10 Lean Meat Yield 61.93

4th Gen Pld

58 PLEASANT DAWN VERTIGO 830J

PMC811768 TLJ 830J February 20 2021

BW 95
205 DW 759
365 DW 1140

LT LANZA 1427 PLD
MAIN MAGICO LANZO 36D(P)
MAIN COBB 261Z(P)
PLEASANTDAWN REDZONE 852Z(QP)
PLEASANTDAWN TEA 830E(QP)
PLEASANTDAWN COLA 830C(QP)

A finer boned bull with a good hoof. Smooth, long and good muscle development.

	CE	BW	WW	YW	M	TM
EPD	6.6	-.5	53	108	25	51
% Rank	45	30	15	10	20	10



Ultrasound: Marbling 5.00 Backfat 8.12 REA (in²) 13.72 Lean Meat Yield 61.60

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4th Gen Pld



Ultrasound: Marbling 4.60 Backfat 8.59 REA (in²) 13.66 Lean Meat Yield 61.07

59**PLEASANT DAWN SLIDDER 854J**

PMC811775

TLJ 854J

February 23 2021

BW 116
205 DW 763
365 DW 1467

CTP MR ARROW 156A(P)

PLEASANT DAWN CHRIS 42E(P)

PLEASANT DAWN STAR 82Y(P)

PLEASANT DAWN MAX 70S(QP)

PLEASANTDAWN LADY 852X(QP)

PLEASANT DAWN RED 52S(QP)

A little more birth weight on this guy but was born unassisted. Great length and hip on this guy, from a 13-year old cow.

	CE	BW	WW	YW	M	TM
EPD	1	4.5	51	109	25	50
% Rank	90	100	20	10	20	10

4th Gen Pld



Ultrasound: Marbling 4.30 Backfat 5.75 REA (in²) 13.39 Lean Meat Yield 63.76

60**PLEASANT DAWN EXPANSE 521J**

PMC811774

TLJ 521J

February 24 2021

BW 102
205 DW 777
365 DW 1399

CEDARLEA SHOELESS JOE 83C(P)

TURNBULL'S FULL MOON 655F(P)

CTP MISS MADDIE 655C(P)

CAMPBELLS BOMBSHELL 15B(P)

PLEASANTDAWN SALLY 53F(P)

PLEASANTDAWN AMBER 953B(P)

He has excellent feet, a strong wide top, a good quarter, from a good milking mother.

	CE	BW	WW	YW	M	TM
EPD	4.5	1.2	48	94	27	51
% Rank	65	60	35	35	10	10

4th Gen Pld



Ultrasound: Marbling 4.00 Backfat 6.77 REA (in²) 14.50 Lean Meat Yield 63.61

61**PLEASANT DAWN JOEL 291J**

PMC828503

ASH 291J

February 25 2021

BW 87
205 DW 735
365 DW 1260

CEDARLEA SHOELESS JOE 83C(P)

TURNBULL'S FULL MOON 655F(P)

CTP MISS MADDIE 655C(P)

VIKSE OVER TIME 104A(P)

PLEASANTDAWN FARA 202D(P)

PLEASANT DAWN MARSHA 2Z(P)

He has length, with good width and hip, from a cow with good milk and nice teat size.

	CE	BW	WW	YW	M	TM
EPD	10.4	-1.1	45	92	23	46
% Rank	15	25	55	35	30	35

4th Gen Pld



Ultrasound: Marbling 4.60 Backfat 5.71 REA (in²) 14.72 Lean Meat Yield 64.87

62**PLEASANT DAWN JET 834J**

PMC811777

TLJ 834J

February 26 2021

BW 94
205 DW 695
365 DW 1315

LT LANZA 1427 PLD

MAIN MAGICO LANZO 36D(P)

MAIN COBB 261Z(P)

PLEASANTDAWN RAZOR 14W(P)

PLEASANTDAWN LADY 834A(P)

PLEASANT DAWN RED 734S(QP)

This guy's mom always gives me smaller BW calves. Her sons have been used on heifers with good success. Extra milk and hair on this guy.

	CE	BW	WW	YW	M	TM
EPD	7.6	-1.2	33	79	31	47
% Rank	35	20	95	75	1	25

Polled/s

63**PLEASANT DAWN NASH 136J**

PMC812030 TLJ 136J March 05 2021

BW 92
205 DW 813
365 DW 1453

CEDARLEA SHOELESS JOE 83C(P)
TURNBULL'S FULL MOON 655F(P)
CTP MISS MADDIE 655C(P)
CTP MR ARROW 156A(P)
PLEASANTDAWN LADY 130F(P)
PLEASANTDAWN LADY 230B(P)

From calving ease to performance, with maternal traits, this guy has you covered. He's even got the extra hair the feedlots love. Check out these top EPDs.

	CE	BW	WW	YW	M	TM
EPD	9.2	-1.1	51	100	30	55
% Rank	20	25	20	20	2	2

Ultrasound: Marbling 4.60 Backfat 7.62 REA (in²) 15.79 Lean Meat Yield 63.79



4th Gen Pld

64**PLEASANT DAWN TACTICAL 752J**

PMC812034 TLJ 752J March 05 2021

BW 99
205 DW 812
365 DW 1347

CTP MR ARROW 156A(P)
PLEASANT DAWN CHRIS 42E(P)
PLEASANT DAWN STAR 82Y(P)
TMJF BRAYSHAW 339B(P)
PLEASANTDAWN LADY752D(P)
PLEASANTDAWN CORRIN 952B(P)

He comes from a consistent calving ease cow family, with a nice tidy udder and small teats. Extra length with this guy.

	CE	BW	WW	YW	M	TM
GEPD	5.3	.3	45	92	22	45
% Rank	60	45	50	35	40	40

Ultrasound: Marbling 5.00 Backfat 8.10 REA (in²) 14.74 Lean Meat Yield 62.45



Homo Pld

65**PLEASANT DAWN MACK 601J**

PMC812165 ASH 601J March 12 2021

BW 86
205 DW 826
365 DW 1531

PLEASANTDAWN PRADA 604B(P)
TMJF FLOYD 86F(P)
TMJF DAISY 570D(P)
PLEASANTDAWN CAPTAIN 675C(P)
PLEASANTDAWN PEARL 501E(P)
PLEASANTDAWN EDEN 50C(P)

Mack had tremendous muscle development at an early age. Curve Bending EPDs and stats that correlate to increase many desirable traits for the beef industry. He is from an excellent milking, tidy uddered female, tracing back to Chisum and MVP. **Retaining 1/4 semen interest.**

	CE	BW	WW	YW	M	TM
EPD	9.8	-2.5	55	104	22	49
% Rank	20	10	10	15	45	15

Ultrasound: Marbling 4.60 Backfat 5.71 REA (in²) 14.01 Lean Meat Yield 64.30



4th Gen Pld

66**PLEASANT DAWN CHAMBER 613J**

PMC812161 ASH 613J March 18 2021

BW 86
205 DW 730
365 DW 1456

CTP MR ARROW 156A(P)
PLEASANT DAWN CHRIS 42E(P)
PLEASANT DAWN STAR 82Y(P)
LT LEDGER 0332 P(P)
PLEASANTDAWN SAVERY 513D(P)
PLEASANT DAWN FLO 413B(P)

Here is a younger calf from a top producing cow family. He's long, thick and muscled, with excellent calving ease.

	CE	BW	WW	YW	M	TM
EPD	8.5	-1.6	44	92	27	49
% Rank	25	20	55	35	10	15

Ultrasound: Marbling 4.00 Backfat 5.24 REA (in²) 14.47 Lean Meat Yield 65.16



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Reference Sires



PLEASANTDAWN CONNECTION 195G 4th Gen Pld

GEPD	CE 3.9	BW -1.8	WW 43	YW 84	M 30	TM 52
% Rank	70	15	60	60	1	1

12 sons sell

Will add calving ease, extra rib, with top marbling calves, with top maternal traits and great feet.



TURNBULL'S FULL MOON 655F Homo Pld

GEPD	CE 10	BW -1.1	WW 51	YW 102	M 30	TM 55
% Rank	15	25	20	15	2	2

10 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.



LT AFFINITY 6221 PLD Polled

GEPD	CE 18.6	BW -6.9	WW 40	YW 76	M 25	TM 45
% Rank	1	1	80	80	15	40

5 sons sell

Affinity has good early gestation for calving ease and great temperament.



MAIN MAGICO LANZO 36D Homo Polled

GEPD	CE 5.1	BW -.5	WW 47	YW 107	M 28	TM 51
% Rank	60	30	40	10	5	10

10 sons sell - Magico was also a high seller at the Char-Maine bull sale. Definitely a bull to leave a long lasting impact. His attributes include calving ease and performance with maternal and structural correctness. Great temperament and is leaving females with small teats with lots of milk.



PLEASANT DAWN CHRIS 42E Homo Polled

GEPD	CE 2.7	BW 3	WW 52	YW 115	M 28	TM 54
% Rank	80	90	20	3	4	2

7 sons sell

He sires calves with lots of length, strong topline and good muscle.



CCC WC RESOURCE 417 P 3rd Gen Polled

EPD	CE 8.2	BW -1.3	WW 46	YW 87	M 24	TM47
% Rank	30	20	45	50	25	25

4 sons sell

An outcross bull we used for calving ease and phenotype.

Reference Sires



TRI-N CAPTAIN MORGAN 340A Homo Polled

EPD	CE 7.1	BW -.6	WW 59	YW 105	M 13	TM 42
% Rank	40	30	5	10	100	60

4 sons sell

Morgan gives us the red gene while adding good feet with structural correctness. Also calves very well with excellent performance. One of the best Homozygous Red bulls we've used.



TURNBULL'S GROUND BALL 740G Polled

GEPD	CE 7.9	BW 1.1	WW 52	YW 101	M 25	TM 51
% Rank	30	60	20	20	20	

4 sons sell



PLEASANT DAWN CHISUM 216A Polled

GEPD	CE 7.7	BW -.1.1	WW 61	YW 124	M 24	TM 55
% Rank	35	25	3	1	25	2

3 sons sell

Chisum is a true curve bender, from calving to performance with good maternal. He has been used all around the world.



PLEASANTDAWN SERENITY 507G Polled

GEPD	CE 18.3	BW -7.8	WW 43	YW 88	M 26	TM 47
% Rank	1	1	65	45	15	25

3 sons sell

The best heifer bull ever used at Pleasant Dawn. After 2 years, still 100% unassisted and still leaves good performance and muscle.



SADDLERIDGE FREIGHTER 1F Homo Polled

GEPD	CE 7.4	BW .7	WW 60	YW 102	M 19	TM 49
% Rank	35	50	4	15	70	15

2 sons sell

Selected for his calving ease to performance ratio, in an eye appealing package.

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 Andrew Vanbeselaere • Medora, Manitoba



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