



QUALITY
in **QUANTITY**

CHAROLAIS FEMALE SALE

DECEMBER 4, 2025

1:00 PM, THURSDAY - AT THE FARM OAK LAKE, MANITOBA

QUALITY in QUANTITY

sale day phones

Trent Hatch 204-721-3078
Tully Hatch 204-748-7595

TRANSCON LIVESTOCK

Jay Good 403-556-5563
Glenn Norton 780-542-0634
Darren Paget 403-323-3985
Cody Coupland 403-877-0799

SALE STAFF

Ward Cutler, Auctioneer
Robert Lind, Ringside

INSURANCE

Lois McRae 204-573-5192

VIEW SALE VIDEOS ONLINE AT:

www.transconlivestock.com
and www.cattlevids.ca

Internet Bidding Available



For more information call:

Mark Shologan 780-699-5082 or Purebred Team 780-991-3025

WELCOME FROM TRANSCON LIVESTOCK

On Behalf of the team at Transcon & the entire Hatch family we would like to formally invite you to the inaugural Pleasant Dawn Charolais Female Sale to be held at the farm near Oak Lake, MB on December 4th at 1:00pm.

On behalf of the Transcon team, I would also like to congratulate Mr. Helge By on his retirement and recognize his impactful and dedicated career within the Charolais breed.

Although this sale comes to you with a new look and a new location, the Hatch family continues to bring the same top-quality females the industry strives for.

"Quality in Quantity" is something you will hear about, read about, & talk about at Pleasant Dawn. It's more than just a quote — it's a multi-generational motto that still holds true today. These Pleasant Dawn females represent some of the most honest and productive cattle in the breed. Over the years, the Hatch family has meticulously built a cow herd focused on productivity and profitability. The guesswork has been taken out of the equation — what you see is the finished product, ready for your appraisal.

There's truly something for everyone in this first annual offering. Whether you're searching for a powerful herd bull maker or a fancy show prospect to hang a halter on, you'll find it here — all backed by the fertility, longevity, and quality that drive profitability.

Please plan to join us for some great fellowship & outstanding cattle on offer at the farm December 4th. If you're unable to attend in person, please don't hesitate to reach out to myself or any member of the Transcon team to take advantage of our conflict-free absentee bidder representation.

We look forward to visiting with you on sale day!
Cody Coupland



Jay Good
25+ years
Transcon Team
403-556-5563



Glenn Norton
16-years
Transcon Team
780-542-0634



Darren Paget
13-years
Transcon Team
403-323-3985



Cody Coupland
4-years
Transcon Team
403-877-0799



Ward Cutler
Auctioneer



Robert Lind
Ringside

TRANSCON'S ABSENTEE BUYER REPRESENTATION:

The Transcon Team is available to anyone that cannot personally attend to confidentially appraise, bid and buy on your behalf. This service is conflict free as we are not paid any buying incentive fees by the sellers and we are not active Charolais breeders. This service is also provided free of charge to all prospective buyers. Please call our cell phones for any assistance you may require.

PAYMENT TERMS:

Due at time of sale. Accepted methods of payment are cash, cheque, e-transfer or wire. Invoices will be sent to the email address provided or by regular mail. Please advise if not received within 3 days of the sale

HEAD OFFICE
Box 300 Sundre, AB T0M 1X0
403-638-9377



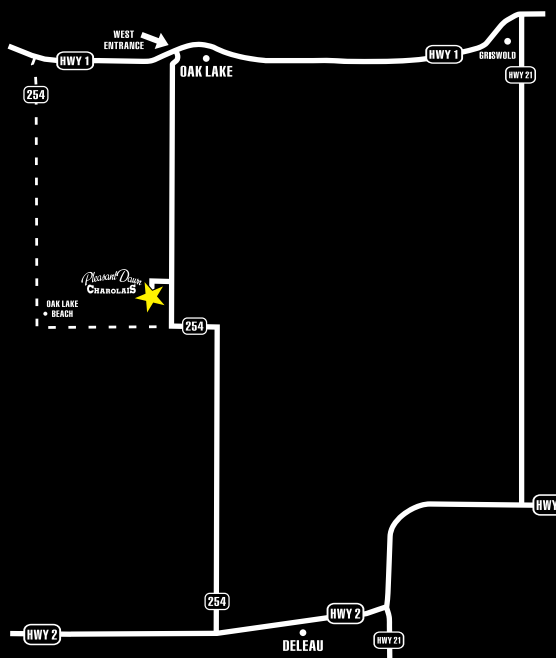
FIELD OFFICE
Box 1944 Minnedosa, MB R0J 1E0
403-638-7741



VIDEO SALE

This is a video sale. Be sure to come early to view all the females thoroughly in the pens beside the sale barn.

AT THE FARM OAK LAKE, MANITOBA



GOOGLE MAPS : PLEASANT DAWN CHAROLAIS

DELIVERY

If you are able to bring your trailer on sale day, we will take \$200 of the purchase of your female. We offer free delivery to central points in western Canada and N.D. USA and will work with you on all other destinations.

USA BUYERS

We guarantee our females exportable. We will do the health testing and arrange delivery. U.S export testing and trucking costs outside N.D. are at the buyers expense.

WELCOME TO OUR FIRST ANNUAL "QUALITY IN QUANTITY" FEMALE SALE!

It's with great pleasure that Ashley and I, along with our whole family, invite you to our first annual "Quality in Quantity" Female Sale. Quality in Quantity is more than just a slogan—it's a motto my grandfather started, and it still holds true today.

Our herd is built on a strong maternal foundation, with milking ability, longevity, and fertility being of utmost importance. I know over the years those fertile cows—the ones that calve on their own and breed back every year—are the ones that truly make money. It's not really measured, but it's probably the most valuable asset a cattleman can have.

Most of these females trace back to foundational females like *Honeycomb Jag 41W*, who was 18 years old and produced 16 natural calves. *Blossom 75S* and *Arrow 214G* were also 17 years old with 15 natural calves each and both earned their Gold Star Dam status.

These females are a nice balance of easy-fleshing and good milk. The bottom line is beef performance and pounds pay! Length of spine is the easiest way to add pounds without sacrificing calving ease, and these females have generations of seedstock bred into them for consistency and the capacity to gain pounds.

The future for Charolais has never been so promising as it is today With a shortage of beef, packers are demanding 1500-1650 lb fats with less waste. Lean meat yield is truly getting paid and Charolais can increase yield by 3 to 5% just by genetics. Then tap in the feed efficiency stats that Charolais dominant and you have genetics that are just more profitable.

Every selection in our seedstock program is made with a vision of confidence in what we hope for and assurance of what we do not see yet.

Sincerely,
Trent Hatch



TRENT & ASHLEY HATCH

Box 132, Oak Lake, MB R0M 1P0
Trent & Ashley Hatch
204-855-3078 • cell 204-721-3078
www.pleasantdawn.com

www.pleasantdawn.com



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	4	0.2	79	145	26	7.3	65	1.9	275.14
%RANK	0.22	0.37	0.24	0.13	0.1	0.09	0.15	0.04	-

1

PLEASANT DAWN SHEBA 154M

FC883583 2/27/2024 TLJ 154M HOMOZYGOUS POLLED

TURNBULL'S FULL MOON 655F
PLEASANT DAWN TRANSPORT 202K
 PLEASANT DAWN MARSHA 2Z

PLEASANTDAWN CAPTAIN 675C
PLEASANTDAWN SHEBA 153E
 PLEASANT DAWN LADY 953C

CEDARLEA SHOELESS JOE 83C
 CTP MISS MADDIE 655C
 PLEASANT DAWN SIDNEY20W
 PLEASANT DAWN SOURIS 72W
 LT LEDGER 0332 P
 PLEASANTDAWN LADY 975A
 PLEASANT DAWN EXTRA 70Z
 PLEASANTDAWN PRETTY 853Y

Pleasant Dawn SHEBA stems from top cow families with Blossom and Arrow on the bottom side, both cows were 17 years old and gave me 15 calves naturally, never a foot problem udder or calving problem ever. Sheba's top side grandmother is 13 and the mother of Transport 202K. Foundational fertility! Sheba has that calving ease to performance that we strive for with extra length of spine! Here's a chance to get a very top epd heifer combined with genotype to lay down a solid foundation. With her mating to WC Encompass 0507P I envision a explosive genetic lineage!

AI BRED APRIL 1 TO WC ENCOMPASS 0507P
 Ultrasound preg checked - confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M



DAM OF LOT 1 :: **PLEASANT DAWN SHEBA 153E**



SIRE TO LOTS 1 & 12 :: **PLEASANT DAWN TRANSPORT 202K**

FULL SISTERS

Pleasant Dawn Vanity is an ET calf out of Fink Vanity. Fink Vanity has 67 registered progeny in the US. With her top calving ease to performance with maternal and very high marbling in the top 1% I knew I wanted those genetics in our operation. We used Chisum for a mating knowing it'll continue to increase value in all aspects! You would have to look very very hard to find a bull that after 10 years is still better than breed average for calving ease to performance with total maternal and Pleasant Dawn Chisum does that! As an added bonus she has that curious temperament that Chisum gives.



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	2.8	-0.4	82	149	14	4.3	55	1	285.23
%RANK	0.25	0.35	0.28	0.26	0.21	0.21	0.23	0.17	-

2



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	6.7	-2.3	67	132	15	5.8	48	1.1	282.21
%RANK	0.25	0.35	0.28	0.26	0.21	0.21	0.23	0.17	-

3



DAM: FINK VANITY 7548 3877 BF

2

PLEASANT DAWN VANITY 9M

FC883706 1/13/2024 TLJ 9M HOMOZYGOUS POLLED

EATONS BIG BUD 10402 P

PLEASANT DAWN CHISUM 216A

PLEASANT DAWN MAGGIE 316X

ONE PENNY BLANCOFLASH6424

FINK VANITY 7548 3877 BF

FINK VANITY 3877 0293 GS

EATONS TREASURE 8076
MISS GRAND HOUSE 360
PLEASANT DAWN MAGNUM 56T
PLEASANT DAWN RIO 216P
HCR FLASH 5074 POLLED
DOUBLE-H BOBSY 424P
FINK GOLD STANDARD 0153
FINK VANITY 0293 7778 BG

PASTURE EXPOSED - BRED APRIL 25 TO TERRY CREEK MAVERICK 371M
Ultrasound preg checked - confirmed safe in vet's opinion

3

PLEASANT DAWN VANITY 608M

FC884377 1/15/2024 TLJ 608M HOMOZYGOUS POLLED

EATONS BIG BUD 10402 P

PLEASANT DAWN CHISUM 216A

PLEASANT DAWN MAGGIE 316X

ONE PENNY BLANCOFLASH6424

FINK VANITY 7548 3877 BF

FINK VANITY 3877 0293 GS

EATONS TREASURE 8076
MISS GRAND HOUSE 360
PLEASANT DAWN MAGNUM 56T
PLEASANT DAWN RIO 216P
HCR FLASH 5074 POLLED
DOUBLE-H BOBSY 424P
FINK GOLD STANDARD 0153
FINK VANITY 0293 7778 BG

AI BRED APRIL 16 TO PLEASANT DAWN GIZMO 657M
Ultrasound preg checked - confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M

4

PLEASANT DAWN YANA 726M

FC879606 1/4/2024 TLJ 726M HOMOZYGOUS POLLED

SCHURRTOP CHANNEL 430Y P

JMAR JERICHO 1C721

SCC MISS PV731 72Y PLD

HC BLUE ROCK 2406

THRR BRIANNA 7206E

THRR BRIANNA 4012B

SCHURRTOP MIDWEST 2829 P

SCHURRGENE YANA H868 094R P

PVF CAD 0731 PLD

SCC MISS 44M 79T PLD

LT-HC BLUE ROCK 0368 P

HC SILVER 0129

MERIT ROUNDUP 9508W

THRR BRIANNA 2099Z

Pleasant Dawn Yana is the first female available out of JMAR JERICHO. With females being the foundation We had to have Jericho once we learned his mother was 12 and had perfect feet, she boasts a lifetime weaning ratio of 105 and yearling 108 with a marbling of 105. Yana has a beautiful uddered mother with nice teats. Some outcross genetics being bred to BADLANDS will leave you with excitement when calving day comes.

AI BRED APRIL 2 TO CEDARLEA BADLANDS 25L

Ultrasound preg checked - confirmed safe to AI in vet's opinion

PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	14.2	-3.7	65	113	13	9.7	45	1.4	271.55
%RANK	0.22	0.37	0.25	0.15	0.11	0.1	0.16	0.09	-

QUALITY in QUANTITY



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	4.3	0	75	118	22	7.5	59	1.2	260.96
%RANK	0.26	0.42	0.3	0.2	0.16	0.14	0.21	0.14	-

5

PLEASANT DAWN LENIA 61M

FC885193 2/21/2024 TLJ 61M POLLED

WCF MR SILVER GUN 467

JBARW MR TOP GUN 1311

WCF MISS KINGSBURY 4121

IQCR SILVER GUN Y31P

WCF MISS FASTTRACK 012

WCR KINGSBURY 116P

WCF MS GRID PLUS 0191

LT LEDGER 0332 P

ZWB PLEASANTDAWNLEDGER34B

PLEASANT DAWN LENIA61E

PLEASANT DAWN BRIDGET 41A

PLEASANT DAWN UNREAL 58Z

EATONS BIG BUD 10402 P

PLEASANT DAWNPRINCESS41P

Pleasant Dawn Lenia is out of JBARW MR TOP GUN and he is leaving absolutely beautiful udders with small teats. Lenia comes from the Honeycomb cow family, she was 18 years old and gave 16 calves all natural. It's hard to get them this thick and deep with that extra length of spine that is so desirable!

Small bw and a ww ratio of 122.

AI BRED APRIL 16 TO PLEASANT DAWN GIZMO 657M

Ultrasound preg checked - confirmed safe to AI in vet's opinion

PASTURE EXPOSED TO TERRY CREEK MAVERICK 371MSIRE TO LOT 4 :: **JMAR JERICHO 1C721**SIRE TO LOTS 5-7 :: **JBARW MR TOP GUN 1311**

6

PLEASANT DAWN BRITNEY 507M

FC880072 1/25/2024 TLJ 507M HOMOZYGOUS POLLED

WCF MR SILVER GUN 467

JBARW MR TOP GUN 1311

WCF MISS KINGSBURY 4121

LT LEDGER 0332 P

PLEASANTDAWN LADY508E

PLEASANTDAWN RUTH 908C

IQCR SILVER GUN Y31P

WCF MISS FASTTRACK 012

WCR KINGSBURY 116P

WCF MS GRID PLUS 0191

LT BLUEGRASS 4017 P

LT BRENDA 6120 PLD

EATONS BIG BUD 10402 P

PLEASANTDAWN TEASER 708Y

Pleasant Dawn Britney also stems from a great family tree, her grandmother is 10 years old and still producing strong. Britney is a maternal sister to Serenity 507G the outstanding calving ease sire. Very dominant calving ease bred in this heifer. Another Top Gun daughter with length of spine and body width.

AI BRED APRIL 9 TO CEDARLEA BADLANDS 25L

Ultrasound preg checked - confirmed safe to AI in vet's opinion

PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	11.8	-3.1	55	107	17	12.8	44	1.4	271.78
%RANK	0.23	0.37	0.26	0.16	0.13	0.13	0.17	0.12	-



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	3.9	1.9	77	140	17	10.9	55	1.5	284.57
%RANK	0.22	0.37	0.26	0.15	0.12	0.11	0.17	0.1	-

7

PLEASANT DAWN SALT 621M

FC891412 2/15/2024 TLJ 621M HOMOZYGOUS POLLED

WCF MR SILVER GUN 467

JBARW MR TOP GUN 1311

WCF MISS KINGSBURY 4121

RAWES DUKE 401B

PLEASANTDAWN LADY721F

PLEASANTDAWN STEAK 712A

IQCR SILVER GUN Y31P

WCF MISS FASTTRACK 012

WCR KINGSBURY 116P

WCF MS GRID PLUS 0191

RAWES SIR T 123Y

RAWES DUCHESS 109W

EATONS BIG BUD 10402 P

PLEASANT DAWN MARSHA 21X

Pleasant Dawn Salt has a gold star grandmother continuing in the consistent performance we strive for. Salt has top carcass sires like Top Gun, Duke, Big Bud. Being bred to Pleasant Dawn Gizmo and his top carcass traits will leave you a next generation of complete pasture to plate genetics.

AI BRED APRIL 13 TO PLEASANT DAWN GIZMO 657M

Ultrasound preg checked - confirmed safe to AI in vet's opinion

PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M



8

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	3.7	1.5	77	131	21	6.1	60	1.7	273.14
%RANK	0.22	0.36	0.24	0.13	0.09	0.09	0.14	0.05	-

8

PLEASANT DAWN NITRO 913M

FC883102 2/23/2024 TLJ 913M HOMOZYGOUS POLLED

SOS APEX PLD 139F
HWY KHROME 12K
 SOS PEACHES 42B

TURNBULL'S GROUND BALL 740G
PLEASANT DAWN NITRO 13J
 PLEASANTDAWN KARLA 130G

LT LEDGER 0332 P
 TMJF BERYLE 447B
 GERRARD PASTOR 35Z
 ALT SPUR ZOE 255W
 CEDARLEA SHOELESS JOE 83C
 TURNBULLS DELICACY 740D
 PLEASANTDAWN HYDRO 675E
 PLEASANTDAWN LADY 230B

Pleasant Dawn Nitro is out of HWY KHROME 12K a high seller at the HWY Bull Sale. Khrome is a top feed efficient sire that knocked it out of the park for feed efficiency and also his calving ease to performance.

AI BRED APRIL 2 TO PLEASANT DAWN GIZMO 657M
 Ultrasound preg checked - confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M

9

PLEASANT DAWN KARLA 130M

FC879778 1/10/2024 TLJ 130M HOMOZYGOUS POLLED

LT BADGE 9184 PLD
LT GOVERNOR 1560 PLD
 LT SYBILLE 6476 PLD

PLEASANTDAWN HYDRO 675E
PLEASANTDAWN KARLA 130G
 PLEASANTDAWN LADY 230B

LT AUTHORITY 7229 PLD
 LT MADALYNN 6108 PLD
 LT LEDGER 0332 P
 LK MISS SYBILLE 25Z
 RAWES DUKE 401B
 PLEASANTDAWN LADY 975A
 PLEASANTDAWN WOLF 632Z
 PLEASANTDAWN LADY 430Z

Pleasant Dawn Karla is the only Governor daughter in the sale, big barrel with length of spine and nice neck extension. Governor is one of the top performance bulls out there. Karla stems from one of our heaviest milking females with consistent calving ease.

AI BRED APRIL 12 TO PLEASANT DAWN GIZMO 657M
 Ultrasound preg checked - confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M



9

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	9.2	-0.4	89	157	14	8.7	58	2	301
%RANK	0.27	0.43	0.32	0.22	0.15	0.15	0.21	0.18	-

10

PLEASANT DAWN WILLOW 22M

FC883680 3/20/2024 ASH 22M HOMOZYGOUS POLLED

WHITE MEADOW GRINGO 20G

PLEASANT DAWN NERO 165K

PLEASANTDAWN MADISON 965H

JWX HORIZON 1114H

PLEASANT DAWN WILLOW 22K

PLEASANTDAWN BRISTOL22G

WC BIG BEN 9036

WHITE MEADOW MS DANCER 45E

CCC WC RESOURCE 417 P

PLEASANTDAWN KAYLA865F

DC/CRJ TANK E108 P

B BAR D MISS DAHLIA 16Y

CAMPBELLS BOMBSHELL 15B

PLEASANTDAWN ETTA 202C

Pleasant Dawn Willow is one fancy lady! She's got super deep rib with a deep flank and extra length of spine with that nice feminine neck extension.

AI BRED APRIL 5 TO CEDARLEA BADLANDS 25L

Ultrasound preg checked - confirmed safe to AI in vet's opinion

PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M

10

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	9.7	-0.9	63	112	34	9.4	66	1.1	277.45
%RANK	0.26	0.35	0.22	0.09	0.07	0.07	0.12	0.05	-

11

PLEASANT DAWN VELDA 789M

FC883609 3/4/2024 TLJ 789M HOMOZYGOUS POLLED

WHITE MEADOW GRINGO 20G

PLEASANT DAWN NERO 165K

PLEASANTDAWN MADISON 965H

MAIN MAGICO LANZO 36D

PLEASANT DAWN VELVET 789K

PLEASANTDAWN TANNIS 789G

WC BIG BEN 9036

WHITE MEADOW MS DANCER 45E

CCC WC RESOURCE 417 P

PLEASANTDAWN KAYLA865F

LT LANZA 1427 PLD

MAIN COBB 261Z

PLEASANT DAWN CHISUM 216A

PLEASANTDAWN ROSE789Y

Pleasant Dawn Velda has Rockstar epds with an eye appealing look! Her grandsire MAIN MAGICO is 10 years old and still breeding in the Martin's herd, feet, legs and fertility. She's the only one for sale bred to the calving ease specialist PD Pioneer 352L going back to tank.

AI BRED APRIL 1 TO PLEASANT DAWN PIONEER 352L

Ultrasound preg checked - confirmed safe to AI in vet's opinion

PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M

11

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	11	-2.8	69	115	35	6	69	1.3	274.42
%RANK	0.27	0.36	0.23	0.1	0.08	0.09	0.13	0.06	-

QUALITY in QUANTITY

SIRE TO LOTS 8, 24 & 25 :: **HWY KHROME 12K**SIRE OF NERO (SIRE TO LOTS 9-11) :: **WHITE MEADOW GRINGO 20G**



12

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	11.3	-2.9	62	115	21	9.5	52	1.8	254.49
%RANK	0.29	0.37	0.26	0.17	0.18	0.18	0.21	0.15	-

Pleasant Dawn Terry is an Authority daughter that has Chisum and Ledger on the dams side. The Chisum Ledger cross always clicked and Authority as her sire makes this a very consistent pedigree. Bred to BADLANDS will leave a lasting impact on any herd!



13

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	-2.1	2.3	59	126	23	6.4	52	1.4	250.5
%RANK	0.22	0.37	0.26	0.14	0.11	0.1	0.16	0.04	-

Pleasant Dawn Fay also has a 11 year old dam still going strong from the Footprints Crossfire sire. Length of spine on this girl with a nice hip and built in fertility. Bred to CEDARLEA BADLANDS gives you consistent profitable genetics with longevity.

12

PLEASANT DAWN TERRY 198M

FC879880 1/22/2024 TLJ 198M HOMOZYGOUS POLLED

LHD CHOTEAU B1669 P
LT AUTHORITY 7229 PLD
LT KATY 4273 PLD

PLEASANTDAWN HYDRO 675E
MISS TERRY CREEK 198K
PLEASANT DAWN CHIC198E

JDJ JUSTICE U319
LHD MS CIGARSON T983
LT STAGECOACH 8068 PLD
LT KATY 8042 PLD
RAWES DUKE 401B
PLEASANTDAWN LADY 975A
PLEASANT DAWN CHISUM 216A
PLEASANT DAWN LANA 98B

AI BRED APRIL 14 TO CEDARLEA BADLANDS 25L
Ultrasound preg checked – confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M

13

PLEASANT DAWN FAY 176M

FC883090 2/14/2024 TLJ 176M POLLED

TURNBULL'S FULL MOON 655F
PLEASANT DAWN TRANSPORT 202K
PLEASANT DAWN MARSHA 2Z

FOOTPRINTS CROSSFIRE 113Y
PLEASANT DAWN FAY 176B
PLEASANT DAWN ARLENE 176X

CEDARLEA SHOELESS JOE 83C
CTP MISS MADDIE 655C
PLEASANT DAWN SIDNEY20W
PLEASANT DAWN SOURIS 72W
FOOTPRINTS COWBOYUP 822U
CAVE MISS EMILIE 39R
PLEASANT DAWNARAGORN 2P
PLEASANT DAWN PRESTO 76P

AI BRED APRIL 3 TO CEDARLEA BADLANDS 25L
Ultrasound preg checked – confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M



14

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	9.8	-1.5	62	113	28	8.5	59	1.5	266.2
%RANK	0.25	0.35	0.23	0.12	0.1	0.1	0.14	0.05	-



PLEASANT DAWN VERMILION 483M

FC880060 1/23/2024 TLJ 483M HOMOZYGOUS POLLED

PLEASANT DAWN MAX 70S

PLEASANT DAWN LAVA 173K

PLEASANTDAWN ROSE 873Z

MAIN MAGICO LANZO 36D

PLEASANT DAWN DECIDE 583K

PLEASANTDAWN RED TOP 583E

SVS MASTERCARD 2M

PLEASANTDAWN IMPRES 90N

PLEASANT DAWN SIDNEY20W

PLEASANT DAWN RED 173S

LT LANZA 1427 PLD

MAIN COBB 261Z

JS HANSOME 114M

PLEASANTDAWN LADY 683B

Pleasant Dawn Vermillion is another top calving ease to performance with maternal female with rock solid epds. She's also bred to Pleasant Dawn Detroit 173M. Great things are happening with this mating.

AI BRED APRIL 2 TO PLEASANT DAWN DETROIT 173M
 Ultrasound preg checked - confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M



SERVICE SIRE :: **PLEASANT DAWN DETROIT 173M**



SIRE TO LOT 14, 15, 17 :: **PLEASANT DAWN LAVA 173K**

15 PLEASANT DAWN NOVEMBER 30M

FC880079 1/27/2024 TLJ 30M HOMOZYGOUS POLLED

PLEASANT DAWN MAX 70S
PLEASANT DAWN LAVA 173K
PLEASANTDAWN ROSE 873Z

CRG CROWN ROYAL 19B
SWR DECEMBER 30D
SWR ZAIDA 30Z

SVS MASTERCARD 2M
PLEASANTDAWN IMPRES 90N
PLEASANT DAWN SIDNEY20W
PLEASANT DAWN RED 173S
TR PZC MR TURTON 0794 ET
WOOD RIVER PRINCESS 13Y
JWX WADSWORTH 5W
HOPEWELL REBA 646S

Pleasant Dawn November comes from another cow that has done nothing but make money from her fertility to performance and maternal traits! From temperament to overall mass bred to DETROIT will leave you anticipating her next offspring.

AI BRED APRIL 6 TO PLEASANT DAWN DETROIT 173M
Ultrasound preg checked – confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	4.3	0.9	55	96	22	4	49	1.1	249.31
%RANK	0.21	0.36	0.24	0.12	0.11	0.09	0.15	0.06	-



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	13.1	-2.9	58	98	18	9.6	47	1.2	269.57
%RANK	0.22	0.37	0.25	0.14	0.12	0.1	0.16	0.08	-

16 PLEASANT DAWN RUBY 904M

FC879780 1/11/2024 TLJ 904M HOMOZYGOUS POLLED

SCHURRTOP CHANNEL 430Y P
JMAR JERICHO 1C721
SCC MISS PV731 72Y PLD

PLEASANT DAWN MAX 70S
PLEASANTDAWN RED 309F
PLEASANTDAWN RUBY 903A

SCHURRTOP MIDWEST 2829 P
SCHURRGENE YANA H868 094R P
PVF CAD 0731 PLD
SCC MISS 44M 79T PLD
SVS MASTERCARD 2M
PLEASANTDAWN IMPRES 90N
EATONS BIG BUD 10402 P
PLEASANT DAWN RED 902S

Pleasant Dawn Ruby is the first colored JMAR JERICHO daughter that I have to offer. Her dam's sire Pleasant Dawn Max is a sire that I still AI to 19 years later. Obviously using a sire for 19 years on heifers he just plain works. He's a model for calving ease to performance with maternal for us with adding muscle mass. Her mating to Pleasant Dawn Detroit 173M will leave you some pretty awesome red genetics.

AI BRED APRIL 6 TO PLEASANT DAWN DETROIT 173M
Ultrasound preg checked – confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	12.5	-2.7	54	111	34	11.8	61	1.3	273.17
%RANK	0.26	0.41	0.28	0.19	0.16	0.14	0.2	0.09	-

17 PLEASANT DAWN MAPLE 72M

FC880058 1/22/2024 TLJ 72M POLLED

PLEASANT DAWN MAX 70S
PLEASANT DAWN LAVA 173K
PLEASANTDAWN ROSE 873Z

PLEASANT DAWN MVP 316Y
PLEASANTDAWN LADY 21D
PLEASANT DAWN MARSHA 21X

SVS MASTERCARD 2M
PLEASANTDAWN IMPRES 90N
PLEASANT DAWN SIDNEY20W
PLEASANT DAWN RED 173S
PLEASANT DAWN MAGNUM 56T
PLEASANT DAWN RIO 216P
PLEASANTDAWN MARSHALL70P
PLEASANT DAWN MERNA 712J

Pleasant Dawn Maple is a top dark red female from outcross red genetics! Her grandmother is a gold star dam. Her dam is 10 years old and still producing strong! She is bred to a tanned curve bending sire Pleasant Dawn Detroit 173M who's ratio is over 100 in every trait he was measured in.

AI BRED APRIL 4 TO PLEASANT DAWN DETROIT 173M
Ultrasound preg checked – confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M



18

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	5.2	0.1	64	122	21	5.9	54	1.8	260.5
%RANK	0.23	0.37	0.26	0.15	0.11	0.11	0.16	0.07	-

18

PLEASANT DAWN ROXY 374M

FC883060 2/8/2024 TLJ 374M HOMOZYGOUS POLLED

LT SUNDANCE 2251 PLD

WHITE MEADOW HANK 80H

WHITE MEADOW MS RIO 93Y

MAIN MAGICO LANZO 36D

PLEASANTDAWN RED 274F

PLEASANTDAWN LADY 74D

LT LEDGER 0332 P

LT BALLET 9219 POLLED

PLEASANT DAWN RIO 26P

WHITE MEADOW STAR 46K

LT LANZA 1427 PLD

MAIN COBB 261Z

PLEASANT DAWN MAXWELL38Z

PLEASANTDAWN LADY 4A

Pleasant Dawn Roxy is as deep ribbed and big barrel with extra length of spine that you will find! You can find deep ribbed blocky females but to find them with extra length of spine is another task. I kept a full brother to Roxy 374M because of these same traits. I even used her full brother Ricky 374L on selected heifers with great results. Bred to Gizmo the calving ease, carcass specialist.

AI BRED APRIL 2 TO PLEASANT DAWN GIZMO 657M

Ultrasound preg checked - confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M



SERVICE SIRE :: **PLEASANT DAWN GIZMO 657M**



SIRE TO LOT 18, 20-22 :: **WHITE MEADOW HANK 80H**



19

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	10.3	-2.5	53	95	31	6.0	58	1.2	257.18
%RANK	20	15	80	85	10	55	30	40	55

Pleasant Dawn Ekla also comes from the Savery bloodline. PD Savery is 9 years old and still has perfect feet excellent condition and lots of milk with nice small teats.



20

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	1.7	1.7	54	106	15	6.6	42	1.6	248.08
%RANK	0.23	0.37	0.26	0.16	0.11	0.1	0.16	0.06	-

Pleasant Dawn Bobby has a 10 year old mother and she still milks really well with small teats, when a cow produces for 10 years straight and absolutely no problems those are keepers and foundation cows. Bobby's sire White Meadow Hank is leaving beautiful females with lots of middle in them.

19

PLEASANT DAWN EKLA 813M

FC883622 3/7/2024 ASH 813M POLLED

WHITE MEADOW GRINGO 20G
PLEASANT DAWN NERO 165K
PLEASANTDAWN MADISON 965H

TURNBULL'S FULL MOON 655F
PLEASANT DAWN EKLA 413K
PLEASANTDAWN OLIVIA 613F

WC BIG BEN 9036
WHITE MEADOW MS DANCER 45E
CCC WC RESOURCE 417 P
PLEASANTDAWN KAYLA865F
CEDARLEA SHOELESS JOE 83C
CTP MISS MADDIE 655C
MAIN MAGICO LANZO 36D
PLEASANTDAWN SAVERY 513D

AI BRED APRIL 11 TO CEDARLEA BADLANDS 25L

Ultrasound preg checked - confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M

20

PLEASANT DAWN BOBBY 402M

FC883094 2/17/2024 TLJ 402M HOMOZYGOUS POLLED

LT SUNDANCE 2251 PLD
WHITE MEADOW HANK 80H
WHITE MEADOW MS RIO 93Y

PLEASANTDAWN WOLF 632Z
PLEASANTDAWN BOBBY302B
PLEASANTDAWN LADY 102Z

LT LEDGER 0332 P
LT BALLET 9219 POLLED
PLEASANT DAWN RIO 26P
WHITE MEADOW STAR 46K
PLEASANT DAWN RIO136X
PLEASANT DAWN DANIA32X
PLEASANT DAWN SIDNEY20W
PLEASANT DAWN PRETTY104P

AI BRED APRIL 3 TO CEDARLEA BADLANDS 25L

Ultrasound preg checked - confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M



21

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	6.5	-0.1	57	115	17	9	45	1.7	255.76
%RANK	0.21	0.36	0.25	0.13	0.1	0.09	0.15	0.07	-



MATERNAL SISTER

Pleasant Dawn Sally is a maternal sister to the 2023 high selling Canadian National Sale female. Another cow family with calving ease and maternal strength.



22

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	3.1	0.3	56	117	17	7.5	44	1.5	258.26
%RANK	0.22	0.37	0.26	0.14	0.12	0.11	0.17	0.08	-



DAM: PLEASANT DAWN LADY 53E

PICTURED AT 8 YEARS OLD

Pleasant Dawn Lady is out of one of my favorite cow families. I got her matron in 1996 from my dad for her consistent calving ease with muscling back then. Also a gold star cow Arrow the 17 year old cow that gave me 15 calves in a row in the pedigree. Lady's mother is an 8 year old cow that maintains all the attributes I strive for.

21

PLEASANT DAWN SALLY 143M

FC883097 2/21/2024 TLJ 143M POLLED

LT SUNDANCE 2251 PLD
WHITE MEADOW HANK 80H
WHITE MEADOW MS RIO 93Y

PLEASANTDAWN OPTICAL173F
PLEASANTDAWN SALLY 43H
SADDLERIDGE MOLSON 11E

LT LEDGER 0332 P
LT BALLET 9219 POLLED
PLEASANT DAWN RIO 26P
WHITE MEADOW STAR 46K
PLEASANT DAWN MAXWELL38Z
PLEASANTDAWN ROSE 873Z
LT BLUEGRASS 4017 P
SADDLERIDGE FARGO MOLSON 23C

PASTURE EXPOSED - BRED APRIL 21 TO TERRY CREEK MAVERICK 371M
Ultrasound preg checked - confirmed safe in vet's opinion

22

PLEASANT DAWN LADY 853M

FC883087 2/15/2024 TLJ 853M HOMOZYGOUS POLLED

LT SUNDANCE 2251 PLD
WHITE MEADOW HANK 80H
WHITE MEADOW MS RIO 93Y

EATONS BIG BUD 10402 P
PLEASANTDAWN LADY 53E
PLEASANTDAWN AMBER 953B

LT LEDGER 0332 P
LT BALLET 9219 POLLED
PLEASANT DAWN RIO 26P
WHITE MEADOW STAR 46K
EATONS TREASURE 8076
MISS GRAND HOUSE 360
HBSF EXTRA 2X
PLEASANTDAWN PRETTY 853Y

PASTURE EXPOSED - BRED MAY 20 TO TERRY CREEK MAVERICK 371M
Ultrasound preg checked - confirmed safe in vet's opinion



23

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	3.7	-0.7	57	104	25	4.3	53	1.1	256.8
%RANK	0.25	0.36	0.23	0.11	0.07	0.08	0.12	0.05	-

23

PLEASANT DAWN SALLY 534M

FC880074 1/27/2024 TLJ 534M HOMOZYGOUS POLLED

JMAR LEAD TIME 1L16

PLEASANT DAWN SELECT 205K

PLEASANTDAWN SARGENT 106H

PLEASANTDAWN CONNECTION 195G

PLEASANT DAWN SALLY 530K

PLEASANTDAWN ENVY430C

OW LEAD TIME 6294 PLD

VPI NANCY 311A

TMJF FLOYD 86F

PLEASANTDAWN LADY 104F

PLEASANTDAWNBARRACUDA413D

PLEASANT DAWN CELINE 95C

EATONS BIG BUD 10402 P

PLEASANTDAWN LADY630X

Pleasant Dawn Sally also has a great grandmother who was a gold star dam and was 15 years old and gave me 13 calves. Her sire Select is a JMAR Lead Time son who I kept semen on for his great calving ease with top marbling and muscling.

AI BRED APRIL 1 TO CEDARLEA BADLANDS 25L

Ultrasound preg checked – confirmed safe to AI in vet's opinion

PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M



SERVICE SIRE :: CEDARLEA BADLANDS 25L



SIRE TO LOT 23 :: PLEASANT DAWN SELECT 205K



24

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	1.0	2.7	76	129	24	5.3	62	1.6	271.25
%RANK	80	85	10	15	45	60	15	10	20

24

PLEASANT DAWN POPPIE 20M

FC880094 2/2/2024 TLJ 20M HOMOZYGOUS POLLED

SOS APEX PLD 139F
HWY KHROME 12K
 SOS PEACHES 42B

WC MILESTONE 5223
BAR H POPPIE 116G
 RPJ SONIA 166Y

LT LEDGER 0332 P
 TMJF BERYLE 447B
 GERRARD PASTOR 35Z
 ALT SPUR ZOE 255W
 WC BENELLI 2134 P ET
 WC LADY BLUE 0506
 JWX SILVER BULLET 524W
 RPJ SONIA 347N

Pleasant Dawn Poppie is also out of the HWY KHROME 12K, he sired the highest selling group of bulls in our 2025 sale. He's a leader for feed efficiency and top performance. Poppie's mother is sired by WC Milestone and do I wish I had more of them. She's a broody cow with capacity and excellent udder! Also bred to BADLANDS

AI BRED APRIL 2 TO CEDARLEA BADLANDS 25L
 Ultrasound preg checked – confirmed safe to AI in vet's opinion
PASTURE EXPOSED TO TERRY CREEK MAVERICK 371M

25

PLEASANT DAWN MADEMMA 205M

FC879871 1/21/2024 TLJ 205M HOMOZYGOUS POLLED

SOS APEX PLD 139F
HWY KHROME 12K
 SOS PEACHES 42B

TMJF FLOYD 86F
PLEASANTDAWN SARGENT 106H
 PLEASANTDAWN LADY 104F

LT LEDGER 0332 P
 TMJF BERYLE 447B
 GERRARD PASTOR 35Z
 ALT SPUR ZOE 255W
 PLEASANTDAWN PRADA 604B
 TMJF DAISY 570D
 ZWB PLEASANTDAWNLEDGER34B
 PLEASANTDAWN ETTA 4Z

Pleasant Dawn Mademma is a little greener as I wasn't going to put her in the sale but one of the other heifers didn't work out. She is sired by the feed efficiency tested HWY KHROME and her dam goes back to the arrow cow family. Her grandmother is a gold star dam so some pretty tried and tested genetics here.

PASTURE EXPOSED - BRED APRIL 20 TO PLEASANT DAWN SKYLYNX 84M
 Ultrasound preg checked – confirmed safe in vet's opinion



25

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	7.8	0	76	118	20	12.5	58	1.3	271.71
%RANK	0.26	0.41	0.29	0.19	0.14	0.13	0.19	0.1	-



Pleasant Dawn MS Doubt is an ET calf from SVY Historic and JMAR MS DOUBT. Historic's will be legendary for their calving ease to performance with maternal and then double up those genetics with JMAR MS DOUBT having the same dominant traits with top marbling and carcass traits. You will have no doubt what genetics you're getting here.



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	16.5	-2.8	75	138	24	13.8	61	1.2	297.64
%RANK	PE	PE	PE	PE	PE	PE	PE	PE	-



**FULL
SISTERS**

Pleasant Dawn MS Emily is an ET calf from Historic and JMAR MS DOUBT. Historic's will be legendary for their calving ease to performance with maternal and then double up those genetics with JMAR MS DOUBT having the same dominant traits with top marbling and carcass traits. You will have no doubt what genetics you're getting here.

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	16.5	-2.8	75	138	24	13.8	61	1.2	297.64
%RANK	PE	PE	PE	PE	PE	PE	PE	PE	-

26

PLEASANT DAWN MS DOUBT 814N

FC908008 1/26/2025 TLJ 814N HOMOZYGOUS POLLED

LT COUNTDOWN 9712 PLD
SVY HISTORIC 241K
M6 MS NEW GERMAINE 484 P

SCHURRTOP V351 E423
JMAR MS DOUBT 3E27
DCR MS DOUBT Z208

BROBERG'S RSOURCE D20
LT MADELINE 6113 PLD
M6 NEW STANDARD 842 P ET
M6 COOL GERMAINE 1145 P ET
SCHURRTOP 3001 V351 P
SCHURRTOP 7006
EC NO DOUBT 2022P
JCH MS BLANCO U163

27

PLEASANT DAWN MS EMILY 514N

FC908009 1/26/2025 TLJ 514N HOMOZYGOUS POLLED

LT COUNTDOWN 9712 PLD
SVY HISTORIC 241K
M6 MS NEW GERMAINE 484 P

SCHURRTOP V351 E423
JMAR MS DOUBT 3E27
DCR MS DOUBT Z208

BROBERG'S RSOURCE D20
LT MADELINE 6113 PLD
M6 NEW STANDARD 842 P ET
M6 COOL GERMAINE 1145 P ET
SCHURRTOP 3001 V351 P
SCHURRTOP 7006
EC NO DOUBT 2022P
JCH MS BLANCO U163



28

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	3.3	1.4	68	127	18	5.8	52	1	261.71
%RANK	0.23	0.37	0.2	0.14	0.07	0.1	0.11	0.09	-

Pleasant Dawn Olivia is out of SilverStream Padra and I have been very happy with them after calving out his first set of females. Olivia still has her 9 year old grandmother with perfect feet and udder. Olivia has that nice deep rib with a soggy presence and muscling.



29

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	-1.3	4.1	82	139	19	4.2	60	1.3	266.19
%RANK	0.24	0.38	0.2	0.19	0.11	0.13	0.14	0.14	-

Pleasant Dawn Florence is a power house with a feminine look to her. Just love the overall capacity and hip on her with beauty hair.

28

PLEASANT DAWN OLIVIA 413N

FC906738 1/21/2025 ASH 413N POLLED

SILVERSTREAM MAVERICK M183
SILVERSTREAM PADRA P7
SILVERSTREAM IZZY I125

MAIN MAGICO LANZO 36D
PLEASANTDAWN OLIVIA 613F
PLEASANTDAWN SAVERY 513D

TOPAKI JACKAROO 140003
SILVERSTREAM CHANDLER J129
SILVERSTREAMEVOLUTION E168
THE MAINS C319
LT LANZA 1427 PLD
MAIN COBB 261Z
LT LEDGER 0332 P
PLEASANT DAWN FLO 413B

29

PLEASANT DAWN FLORENCE 211N

FC906080 1/11/2025 ASH 211N POLLED

LT BADGE 9184 PLD
LT GOVERNOR 1560 PLD
LT SYBILLE 6476 PLD

PLEASANTDAWN CLASSIC 707C
PLEASANTDAWN FLORENCE 511E
PLEASANT DAWN CANDISE 1Y

LT AUTHORITY 7229 PLD
LT MADALYNN 6108 PLD
LT LEDGER 0332 P
LK MISS SYBILLE 252
PLEASANT DAWN CHISUM 216A
PLEASANT DAWN EXTRA 70A
SVY KABOOM PLD 7113T
PLEASANT DAWN EDGE61W



30

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	5.9	-1.5	63	114	20	7.2	52	1.2	
%RANK	PE	PE	PE	PE	PE	PE	PE	PE	-

30

PLEASANT DAWN VEEDA 92N

FC909993 2/26/2025 TLJ 92N POLLED

PLEASANTDAWN VESSEL 195H
HWY KRACKER JACK 36K
MAIN WINCHESTER 912G

PLEASANTDAWN SERENITY 507G
PLEASANT DAWN VEEDA 91J
PLEASANTDAWN CAY 930G

TURNBULL'S FULL MOON 655F
PLEASANT DAWN CELINE 95C
PRO-CHAR WINCHESTER 6D
STEPLER MISS 316E
PLEASANTDAWN HYDRO 675E
PLEASANTDAWN LADY508E
PLEASANTDAWN CLASSIC 707C
PLEASANTDAWN LADY 930C

Pleasant Dawn Veeda is another deep ribbed heifer with length of spine and from a top cow family. Out in pasture she always turned heads with her eye appealing presence.

31

PLEASANT DAWN ELLA 18N

FC906720 1/18/2025 TLJ 18N POLLED

OW LEAD TIME 6294 PLD
JMAR LEAD TIME 1L16
VPI NANCY 311A

PLEASANTDAWN HYDRO 675E
MISS TERRY CREEK 5L
MISS TERRY CREEK 5G

FF ABOUT TIME Y07
OW MISS SANDCREEK 3031 PLD
VPI FREE LUNCH 708T
VPI NANCY 041X
RAWES DUKE 401B
PLEASANTDAWN LADY 975A
PLEASANTDAWN ESSENCE701E
PLEASANT DAWN NANETTE5E

Pleasant Dawn Ella is out of the calving ease specialist JMAR Lead Time and her mother comes from the 17 year old Blossom and Arrow cow families that were both 17 years old and gave me 15 calves. Just awesome fertility and calving ease as dominant traits in Ella.



31

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	14.5	-4.8	44	105	28	7.8	50	1.2	272.76
%RANK	0.26	0.36	0.15	0.12	0.07	0.1	0.1	0.08	-



QUALITY in **QUANTITY**

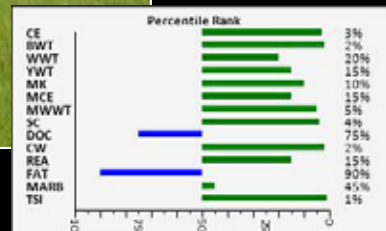
SERVICE SIRE

CEDARLEA BADLANDS 25L

MC856845 1/18/2023 LEO 25L HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	15.4	-5.7	70	132	32	10.4	67	1.7	299.24

I was extremely thankful to get the opportunity to have Badlands semen! He holds his body condition well with outstanding calving ease to performance with maternal. Combined with his ultrasound data with 15.20 Ribeye and 5.00 IMF 2 antagonist traits.

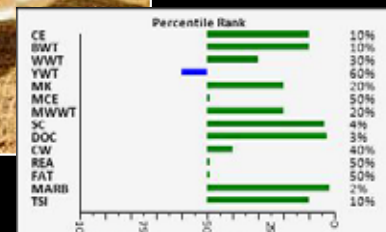


PLEASANT DAWN DETROIT 173M

MC885192 2/21/2024 TLJ 173M POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	13.7	-3.8	65	107	28	6.6	60	1.7	278.31

Detroit was a high seller that I kept semen on for his red genetics, his proven bloodline for calving ease to performance with top ultrasound carcass traits.

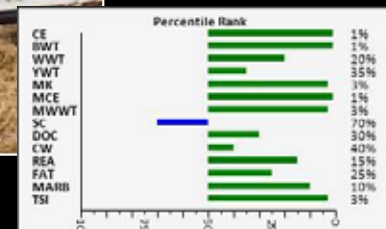


PLEASANT DAWN GIZMO 657M

MC883077 2/13/2024 TLJ 657M HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	21.2	-6.6	70	119	34	15.9	69	0.9	286.86

Gizmo is the real deal when it comes to calving ease I've never helped a heifer calve to Nero and his mother's sire Serenity I've never had anyone tell me they've helped a heifer calve to Serenity from New Zealand, Australia or Canada. I know that's part luck but you've got to be good to be lucky and lucky to be good! His actual Ultrasound data at 11 months was 15.6 inch ribeye 3.9 IMF and a incredible 67% lean meat yield that's some carcass data!

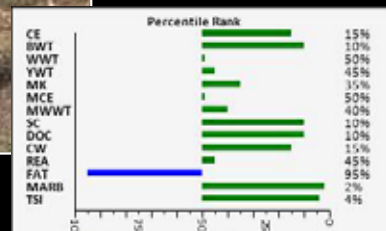


TERRY CREEK MAVERICK 371M

MC886536 1/2/2024 TCC 371M HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	12.0	-3.4	61	113	25	6.2	56	1.6	285.10

Maverick is out of JMAR Lead Time and I'd calve out Lead Time genetics all day for his calving ease. When I found Maverick to be Homozygous polled and his dam out of 2 cow families I know extremely well my confidence grew tremendously that I had to buy him! His dam's great grandmother's both are out of Blossom 75S on the sire side and Arrow 214G on the dams side. Blossom and Arrow were both 17 years old and gave me 15 calves in a row naturally never ever had a foot problem, temperament r udder problem.



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SHIPPING - Assistance will be given in making shipment after the sale but no risk is assumed by the Sales Management or Seller. Expenses incurred are the responsibility of the purchaser. Purchasers are requested to furnish shipping instructions when making settlement.

BREEDERS GUARANTEE - As per applicable Canadian Breed Association Breeding Guarantee guidelines. Copies are available at the sale settlement desk to be picked up by the buyer at any time. In no event shall the seller be responsible for reimbursing more than the purchase price.

EXCEPTION TO GUARANTEE - In cases where the animal is subjected to any hormonal or surgical reproduction techniques after the sale, the guarantee shall be null and void.

HEALTH - It is the buyer's responsibility to determine health requirements for importing any animal into his province or state. Transcon Livestock Corp. assumes no responsibility for the health status of any animal in the sale.

EMBRYO & SEMEN - Full settlement must be made before release is done and shipping arrangements should be done within 30 days of the sale unless arrangements made between buyer and seller prior to the sale. Shipping arrangements and costs are the expense of the purchaser once release has been given.

ACCIDENTS - Although every precaution will be taken to protect the safety and comfort of buyers, neither the Sales Management, auctioneer, consignors, or Association assumes any responsibility in this matter and disclaims any liability legal or otherwise in the event of accident or loss of property.

RIGHTS AND OBLIGATIONS - The above terms and conditions of the sale shall constitute a contract between the buyer and the seller and be equally binding to both. Resale of animals following purchase in this sale shall constitute a separate transaction and the rights and obligations of the two parties connected thereto are not covered by the terms and conditions of this sale.

TRANSCON LIVESTOCK CORP. IS AGENT ONLY - It is to be clearly understood that Transcon Livestock Corp. is only acting as a medium between buyer and seller and is not in any way responsible for any failure on the part of either party to live up to his obligations. Neither does Transcon Livestock Corp. assume any financial obligations to collect or enforce collection of any monies between parties. Any legal action that may be taken, in exceptional cases, must be between buyer and seller.

join us for our annual **BULL SALE** SATURDAY MARCH 21, 2026

catalogue design by



Transcon Livestock Corp
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