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QUALITY in QUANTITY

CHAROLAIS FEMALE SALE

DECEMBER 3, 2026

2:00 PM, THURSDAY - AT THE FARM OAK LAKE, MANITOBA

QUALITY in QUANTITY

sale day phones

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

ATLAS LIVESTOCK MARKETING

Cody Coupland	403-877-0799
Glenn Norton	780-542-0634
Darren Paget	403-323-3985
Jayden Warren	403-307-4330

INSURANCE

Lois McRae	204-573-5192

SALE STAFF

Ward Cutler, Auctioneer
Robert Lind, Ringside
Darren Paget, Ringside

VIEW SALE VIDEOS ONLINE AT: www.cattlevids.ca

Internet Bidding Available

DLMS
www.dlms.ca
Direct Livestock Marketing Systems

For more information call:
Mark Shologan 780-699-5082 or Purebred Team 780-991-3025

WELCOME FROM ATLAS MARKETING

On behalf of the entire Atlas Livestock Marketing team and the Hatch family, it is our pleasure to welcome you to the 2nd Annual Pleasant Dawn Charolais Female Sale, December 3rd at the farm near Oak Lake, Manitoba.

Following the success of last year's inaugural sale, we would like to extend a sincere thank you to everyone who supported the event. The confidence shown by both longtime customers and new buyers is a testament to the reputation the Hatch family has built over the years, and we look forward to building on that momentum in 2026.

"Quality in Quantity" is more than just a motto at Pleasant Dawn. It is a philosophy that has been carried forward through generations of the Hatch family and remains the foundation of their breeding program today. Through years of careful selection and a commitment to the fundamentals that matter, they have assembled a cow herd built on fertility, longevity, performance and, ultimately, profitability.

This year's offering is another excellent representation of what the Pleasant Dawn program is all about. Whether you're searching for a powerful brood cow prospect, a future herd bull producer or a female with the style and presence to compete in the show ring, there is plenty of opportunity throughout this offering.

Adding another exciting dimension to this year's sale is the impressive lineup of service sires represented. Among them is Pleasant Dawn Oasis 657N, the $105,000 high seller from the 2026 Pleasant Dawn Bull Sale. The opportunity to acquire females carrying the service of these exciting young sires adds tremendous value and anticipation to an already impressive offering.

It is a pleasure for our team to work alongside the Hatch family and represent a program that has remained committed to producing practical, functional cattle that work in the real world. Their dedication to the Charolais breed and the cattle industry is evident in the program they have built.

We invite you to join us December 3rd at the farm near Oak Lake for a great day of hospitality, fellowship and outstanding Charolais cattle. If you're unable to attend in person, please don't hesitate to contact myself or any member of the Atlas team. We would be happy to assist with your selections and provide our confidential, conflict-free absentee bidding service.

Cody Coupland

Atlas Livestock Marketing

TERMS: Payment by cash, cheque, e-transfer or wire transfer is due at the time of sale unless prior arrangements have been made. Atlas Livestock Marketing reserves the right to charge 2% monthly interest on overdue accounts, require certified payment and refuse bids from buyers with poor payment history or insufficient credit clearance. Ownership will not transfer until full payment is received. All purchases must be settled with the sale clerks before cattle are released. Unpaid purchases may be resold publicly or privately without further notice, with any losses and expenses charged to the defaulting buyer.

BIDDING: No private sales or by-bidding will be permitted unless otherwise specified in the sale terms.

SALES TAXES: Applicable taxes on semen, embryos and trucking will be based on the buyer's home province.

DISPUTES: In the event of a dispute, bidding will reopen between the parties involved. If no further bids are received, the last accepted bidder will be declared the buyer. The auctioneer's decision is final.

PURCHASER'S RISK: All animals become the purchaser's risk immediately upon sale. Animals will be cared for at the purchaser's risk for a reasonable period.

INSURANCE: Buyers are encouraged to insure purchases immediately. Animals returning to the seller's farm must be insured.

U.S. BUYERS: An additional charge of approximately $300 USD per animal applies for export documentation, veterinary inspections and required testing. Transportation and brokerage costs are the buyer's responsibility.

CATALOGUE INFORMATION: Photos and information are supplied by the seller and believed to be accurate. Atlas Livestock Marketing and catalogue producers assume no responsibility for inaccuracies or alterations in supplied materials.

ANNOUNCEMENTS: Announcements from the auction block take precedence over printed catalogue information.

REGISTRATION: Registration certificates will be transferred to buyers following full payment. Buyers are responsible for confirming certificate acceptance with other breed associations.

SHIPPING: Shipping assistance will be provided, but all costs and risks remain the purchaser's responsibility. Shipping instructions should be provided at settlement.

BREEDERS GUARANTEE: All cattle sell under the applicable Canadian Breed Association Breeding Guarantee guidelines, available at the settlement desk. Seller liability is limited to the purchase price. The guarantee is void if hormonal or surgical reproductive techniques are performed after the sale.

HEALTH: Buyers are responsible for determining provincial or state import health requirements. Atlas Livestock Marketing assumes no responsibility for animal health status.

EMBRYOS & SEMEN: Full payment is required before release. Shipping arrangements must be made within 30 days unless otherwise agreed upon. All shipping costs and arrangements are the purchaser's responsibility.

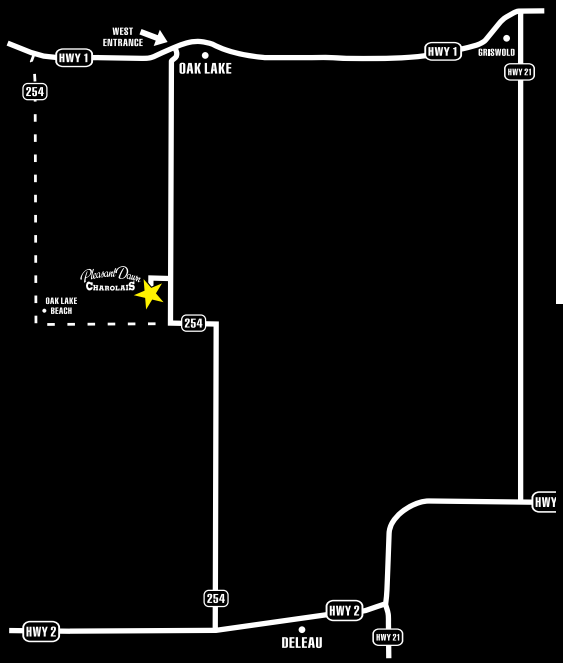
ACCIDENTS: Every precaution will be taken to ensure safety. However, sale management, the auctioneer, consignors and the Association assume no liability for accidents, injuries or property loss.

RIGHTS & OBLIGATIONS: These terms constitute a binding contract between buyer and seller. Any subsequent resale is a separate transaction not covered by these terms.

ATLAS LIVESTOCK MARKETING – AGENT ONLY: Atlas Livestock Marketing acts solely as an agent between buyer and seller and assumes no responsibility for either party's obligations, payment collection or enforcement. Any legal action must be between buyer and seller.

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 ANNUAL "QUALITY IN QUANTITY" FEMALE SALE

Ashley and I, along with our entire family, would like to extend a sincere thank you to our past customers and welcome those joining us for the first time. Your continued support and confidence in our program mean a great deal to us.

My grandfather established the slogan "Quality in Quantity," and it remains the foundation of our breeding program today.

Our herd has been built on a strong maternal foundation, with milking ability, longevity and fertility at the forefront of every breeding decision. Our goal has always been simple: to produce profitable genetics that work for the cattleman.

It all starts with calving ease, followed by performance, because at the end of the day, we still get paid by the pound. Fertility may be one of the hardest traits to measure, but I believe it is also one of the most valuable when it comes to long-term profitability.

The females in this offering are backed by generations of proven maternal genetics. Cows like Honeycomb Jag 41W, who raised 16 calves naturally over 18 years; Pleasant Dawn Blossom 75S, who produced 15 calves in 17 years; and Pleasant Dawn Arrow 214G, who also raised 15 calves naturally over 17 years.

Now that's fertility! Sure, there might be a little luck involved in achieving those numbers, but as I like to say, you've got to be good to be lucky, and lucky to be good!

These females offer an excellent balance of easy-fleshing ability, strong milk production and performance. We've always placed tremendous emphasis on length of spine because it is one of the most effective ways to add pounds without sacrificing calving ease. When you see those cattle hanging on the rail, the value of that extra length becomes even more evident in the production of valuable prime cuts.

The bottom line is simple: performance and pounds pay! Every female in this sale represents generations of carefully selected seedstock, bred to deliver consistency, functionality and profitability.

The future of the Charolais breed has never looked more promising. With strong demand for beef and packers looking for heavier finished cattle in the 1,500–1,650 lb range, the Charolais breed is well positioned to deliver. The ability to add muscle, increase lean meat yield and produce heavier carcasses without unnecessary waste gives Charolais genetics a distinct advantage.

Add in the breed's strengths in feed efficiency, and the opportunity for increased profitability becomes even greater. We believe Charolais genetics have an important role to play in producing more pounds of quality beef, efficiently and economically.

Every selection we make in our seedstock program is guided by a long-term vision. We breed cattle with confidence in the genetics behind them and a commitment to the generations still to come.

We are proud of the females we have assembled for this year's sale and confident in the value they can bring to your program.

Thank you for your interest in Pleasant Dawn Charolais. We look forward to visiting with you and helping you find genetics that will work for your operation.

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















QUALITY in QUANTITY



1

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	9.9	0	76	158	30	10.8	68	1.6	311.15
%RANK	0.25	0.41	0.26	0.17	0.13	0.12	0.17	0.1	-

1 PLEASANT DAWN ELA 925N

FC906711 1/16/2025 TLJ 925N HOMOZYGOUS POLLED

JWX HORIZON 1114H
PLEASANT DAWN PIONEER 352L
PLEASANTDAWN LADY452E

MAIN MAGICO LANZO 36D
PLEASANT DAWN BAHALELA 925K
TURNBULL,ÄôS MISS ALEX 924F

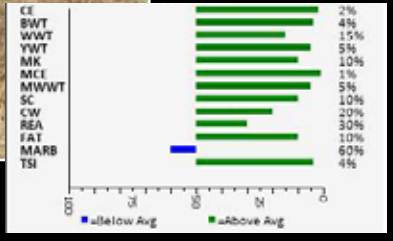
DC/CRJ TANK E108 P
B BAR D MISS DAHLIA 16Y
PLEASANT DAWN CHISUM 216A
PLEASANTDAWN CORRIN 952B
LT LANZA 1427 PLD
MAIN COBB 261Z
CEDARLEA LINCOLN 28D
TURNBULLS DOLLY 749D

A special female offering an outstanding combination of genotype and phenotype. Ela is deep-ribbed, smooth-shouldered and feminine, with exceptional depth through her flank. Her dam has an excellent udder, and with Pioneer as her sire, Ela ranks in the top 10% for Milk. Her genomic EPDs combine calving ease, performance and maternal strength, with a top 1% TSI ranking. Pioneer recorded a 12-month ribeye measurement of 16.81 and an IMF measurement of 4.91, an impressive combination of traits. Ela also ranks in the top 4% for Marbling. Her mating to the $105,000 Pleasant Dawn Oasis offers an exciting opportunity.

AI BRED APRIL 16 TO PLEASANT DAWN OASIS 657N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



SERVICE SIRE :: PLEASANT DAWN OASIS 657N



PLEASANT DAWN OASIS 657N

MC906163 1/10/2025 TLJ 657N HOMOZYGOUS POLLED

CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
16.5	-4.4	73	142	31	16.9	67	1.6	286.18

Bulls like OASIS 657N is what makes the seedstock business such a blessing to be in. From attractiveness to curve bending epds OASIS is a bull that will also be used at Pleasant Dawn for years to come. Unmatched fertility with Blossom and Arrow on his dams side, 2 cows that were 17 years old and calved naturally every year. His sire Transport's mother was 12 and weaned him at 821lbs with no creep feed just on grass Oasis females will also install the early gestation traits his mother has! From highly maternal to highly terminal with a TSI in the top 4% this seedstock Gem commanded a whopping $105,000 going to BEECHINER BROS.

2 PLEASANT DAWN PATTY 5N

FC906717 1/18/2025 TLJ 5N HOMOZYGOUS POLLED

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

MAIN MAGICO LANZO 36D
PLEASANTDAWN PATTY506G
PLEASANT DAWN REGIAN 5Y

CEDARLEA SHOELESS JOE 83C
CTP MISS MADDIE 655C
PLESANT DAWN SIDNEY20W
PLESANT DAWN SOURIS 72W
LT LANZA 1427 PLD
MAIN COBB 261Z
PLEASANTDAWN MARSHALL70P
PLEASANT DAWN XENIA 15M

Patty comes from a long line of heavy-milking females with level udders and desirable teat size. She combines excellent depth of rib with added length of spine.

AI BRED APRIL 2 TO BADLANDS. EXPOSED TO PLEASANT DAWN ROCKET ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**-0.7**	**2**	**63**	**124**	**28**	**4.9**	**60**	**1.7**	**242.22**
%RANK	0.26	0.42	0.3	0.21	0.14	0.15	0.19	0.1	-



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**-1.2**	**3.3**	**76**	**141**	**25**	**1.2**	**62**	**1.3**	**264.75**
%RANK	0.29	0.43	0.31	0.23	0.18	0.19	0.22	0.19	-

3 PLEASANT DAWN IVY 1875N

FC906740 1/23/2025 TLJ 1875N HOMOZYGOUS POLLED

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

MAIN MAGICO LANZO 36D
PLEASANTDAWN IVY 1875G
PLEASANTDAWN LADY 875E

LT AUTHORITY 7229 PLD
LT MADALYNN 6108 PLD
LT LEDGER 0332 P
LK MISS SYBILLE 252
LT LANZA 1427 PLD
MAIN COBB 261Z
PLEASANT DAWN CHISUM 245C
PLEASANTDAWN BLOSSOM 75S

Ivy traces back to the Blossom cow family, known for its fertility. This high-performance daughter of LT Governor offers outstanding weaning-weight potential, a trait that can add value to your calf crop.

EXPOSED APRIL 18 TO PLEASANT DAWN ROCKET 904N ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION

4 PLEASANT DAWN MARGE 851N

FC907501 3/17/2025 TLJ 851N HOMOZYGOUS POLLED

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

ZWB PLEASANTDAWNLEDGER34B
PLEASANTDAWN LADY 851D
PLEASANTDAWN ABBEY851B

WC BIG BEN 9036
WHITE MEADOW MS DANCER 45E
CCC WC RESOURCE 417 P
PLEASANTDAWN KAYLA865F
LT LEDGER 0332 P
PLEASANT DAWN UNREAL 58Z
PLEASANTDAWN SPLENDOR 53Z
PLEASANTDAWN AMBER 51K

Marge is sired by Nero, a proven combination of calving ease and performance that also ranks in the top 1% for Milk. Her dam is a productive 10-year-old cow that never misses.

EXPOSED APRIL 28 TO PLEASANT DAWN ROCKET 904N ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**10.9**	**-3**	**63**	**110**	**28**	**5.3**	**59**	**1.3**	**282.54**
%RANK	0.29	0.43	0.3	0.2	0.15	0.15	0.2	0.11	-



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	10	-1.4	65	132	15	10.5	48	2.1	290.43
%RANK	0.26	0.4	0.25	0.16	0.1	0.11	0.15	0.08	-

5 PLEASANT DAWN TASHIA 609N

FC906078 1/9/2025 TLJ 609N HOMOZYGOUS POLLED

WHITE MEADOW HANK 80H
PLEASANT DAWN RICKY 374L
PLEASANTDAWN RED274F

TERRY CREEK JUDE 508J
PLEASANT DAWN TASHIA 903L
PLEASANTDAWN RED 903F

LT SUNDANCE 2251 PLD
WHITE MEADOW MS RIO 93Y
MAIN MAGICO LANZO 36D
PLEASANTDAWN LADY 74D
PLEASANT DAWN MVP 316Y
PLEASANTDAWN AKARI 508G
PLEASANT DAWN MAXWELL38Z
PLEASANTDAWN LADY 903Z

Tashia traces back to the highly fertile Arrow cow family, highlighted by a female that produced 15 natural calves over 17 years and once ranked in the top 1% for Milk. Her sire, Ricky, consistently produces moderate-framed, deep-bodied females with added length. A full sister to Ricky was a high seller purchased by Larry Brantley of Florida for his elite herd. Tashia herself is feminine, smooth-fronted and square-hipped.

AI BRED APRIL 3 TO BADLANDS. EXPOSED TO TLJ 904N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION

QUALITY in QUANTITY



SERVICE SIRE :: CEDARLEA BADLANDS 25L



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**8.1**	**-1**	**72**	**123**	**31**	**6.7**	**67**	**1.1**	**273.87**
%RANK	0.28	0.42	0.29	0.18	0.13	0.13	0.18	0.11	-

6 PLEASANT DAWN FOXY 716N

FC907586 3/19/2025 TLJ 716N HOMOZYGOUS POLLED

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

PLEASANTDAWN CAPTAIN 675C
PLEASANTDAWN LADY 716E
PLEASANTDAWN RITA 816C

WC BIG BEN 9036
WHITE MEADOW MS DANCER 45E
CCC WC RESOURCE 417 P
PLEASANTDAWN KAYLA865F
LT LEDGER 0332 P
PLEASANTDAWN LADY 975A
VIKSE OVER TIME 104A
PLEASANT DAWN PRETTY716S

Foxy is an attractive, moderate-framed female with excellent neck extension and plenty of body. She also ranks highly across her genomic EPDs.

AI BRED APRIL 3 TO BADLANDS. EXPOSED TO TLJ 904N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION

QUALITY in QUANTITY



SERVICE SIRE :: PLEASANT DAWN ROCKET 904N



Banesha is a moderate-made, attractive female with a refined head and strong carcass traits. She is sired by JMAR Jericho, an outcross bull sourced from Virginia.

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**12.6**	**-2.6**	**53**	**82**	**11**	**9.6**	**38**	**1.7**	**242.1**
%RANK	0.26	0.42	0.3	0.19	0.14	0.13	0.19	0.12	-



Kiwi is a daughter of Silverstream Padra, an outcross sire from New Zealand. The Padra daughters have impressed us with their ability to maintain condition on grass while developing into productive mothers.

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**0.8**	**1.2**	**58**	**105**	**13**	**3.4**	**42**	**0**	**246.33**
%RANK	0.27	0.43	0.31	0.23	0.15	0.15	0.2	0.15	-

7 PLEASANT DAWN BANESHA 216N

FC906760 1/29/2025 TLJ 216N HOMOZYGOUS POLLED

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

WHITE MEADOW GRINGO 20G
PLEASANT DAWN BANESHA 217K
PLEASANTDAWN KARA 417H

SCHURRTOP MIDWEST 2829 P
SCHURRGENE YANA H868 094R P
PVF CAD 0731 PLD
SCC MISS 44M 79T PLD
WC BIG BEN 9036
WHITE MEADOW MS DANCER 45E
PLEASANT DAWN CHRIS 42E
PLEASANTDAWN LADY417C

AI BRED APRIL 6 TO BADLANDS.
EXPOSED TO PLEASANT DAWN ROCKET 904N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION

8 PLEASANT DAWN KIWI 726N

FC906075 1/9/2025 TLJ 726N HOMOZYGOUS POLLED

SILVERSTREAM MAVERICK M183
SILVERSTREAM PADRA P7
SILVERSTREAM IZZY I125

HC BLUE ROCK 2406
THRR BRIANNA 7206E
THRR BRIANNA 4012B

TOPAKI JACKAROO 140003
SILVERSTREAM CHANDLER J129
SILVERSTREAMEVOLUTION E168
THE MAINS C319
LT-HC BLUE ROCK 0368 P
HC SILVER 0129
MERIT ROUNDUP 9508W
THRR BRIANNA 2099Z

NATURALLY BRED APRIL 26 TO PLEASANT DAWN ROCKET 904N.
EXPOSED TO PLEASANT DAWN ROCKET 904N.
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



9

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**9.8**	**-1.1**	**68**	**111**	**19**	**10.1**	**53**	**1.2**	**274.1**
%RANK	0.26	0.42	0.29	0.19	0.15	0.13	0.2	0.1	-

9 PLEASANT DAWN RED DAWN 809N

FC906751 1/26/2025 TLJ 809N HOMOZYGOUS POLLED

WHITE MEADOW HANK 80H
PLEASANT DAWN RICKY 374L
PLEASANTDAWN RED274F

PLEASANT DAWN MAX 70S
PLEASANTDAWN RED 805F
PLEASANTDAWN LADY 905D

LT SUNDANCE 2251 PLD
WHITE MEADOW MS RIO 93Y
MAIN MAGICO LANZO 36D
PLEASANTDAWN LADY 74D
SVS MASTERCARD 2M
PLEASANTDAWN IMPRES 90N
EATONS BIG BUD 10402 P
PLEASANTDAWN BURST 705Y

Red Dawn is a dark red, moderate-made heifer with excellent marbling potential. A maternal sister is working in the Effertz Key Ranch/Generation Two Charolais ET program, while her dam and a maternal brother are working in the Bina program in North Dakota. This female has a promising future.

AI BRED APRIL 1 TO PLEASANT DAWN DETROIT 173M
EXPOSED TO PLEASANT DAWN SATURN 103N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION

QUALITY in QUANTITY



MATERNAL BROTHER, WORKING IN THE BINA HERD :: TLJ 809J

10 PLEASANT DAWN RED LADY 72N

FC906721 1/18/2025 TLJ 72N HOMOZYGOUS 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
PLESANT DAWN SIDNEY20W
PLEASANT DAWN RED 173S
PLEASANT DAWN MAGNUM 56T
PLEASANT DAWN RIO 216P
PLEASANTDAWN MARSHALL70P
PLEASANT DAWN MERNA 712J

Red Lady is a dark red female combining high marbling with tremendous performance. She is backed by a Gold Star grandmother and a fertile, productive 11-year-old dam.

**AI BRED APRIL 4 TO PLEASANT DAWN DETROIT 173M.
EXPOSED TO PLEASANT DAWN SATURN 103N
ULTRASOUND PREG CHECKED,
CONFIRMED SAFE IN VETS' OPINION**



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**0.1**	**1.8**	**64**	**127**	**22**	**6.4**	**54**	**1.8**	**270.96**
%RANK	0.25	0.4	0.27	0.18	0.15	0.14	0.19	0.09	-



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**8.3**	**-2.3**	**71**	**140**	**32**	**5.4**	**67**	**1.2**	**305.05**
%RANK	0.26	0.43	0.27	0.19	0.15	0.14	0.19	0.12	-

11 PLEASANT DAWN DRAYA 11N

FC906729 1/21/2025 TLJ 11N HOMOZYGOUS POLLED

JWX HORIZON 1114H
PLEASANT DAWN PIONEER 352L
PLEASANTDAWN LADY452E

LT LEDGER 0332 P
BAR H MADONNA 1E
BAR H SUGAR PLUM 186C

DC/CRJ TANK E108 P
B BAR D MISS DAHLIA 16Y
PLEASANT DAWN CHISUM 216A
PLEASANTDAWN CORRIN 952B
LT BLUEGRASS 4017 P
LT BRENDA 6120 PLD
CSS SIR GRIDMAKER 2W
WOOD RIVER PRINCESS 101A

Draya offers the depth of rib, body capacity and length of spine we strive for. Pioneer daughters have consistently impressed us with their femininity, body shape and temperament. At Pleasant Dawn, we select genetics that combine calving ease, performance and maternal ability, and Draya is a great example. Her genomic EPDs are exceptional, including top 3% Marbling and top 1% TSI.

**AI BRED APRIL 8 TO PLEASANT DAWN OASIS 657N.
EXPOSED TO PLEASANT DAWN ROCKET 904N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION**



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**10.8**	**-1.3**	**66**	**121**	**26**	**3.3**	**59**	**1.7**	**263.36**
%RANK	0.31	0.43	0.29	0.19	0.15	0.16	0.2	0.14	-

12 PLEASANT DAWN DEB 83N

FC906170 1/13/2025 TLJ 83N HOMOZYGOUS POLLED

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

PLEASANTDAWN HYDRO 675E
MISS TERRYCREEK 83L
PLEASANT DAWN LADY83E

FF ABOUT TIME Y07
OW MISS SANDCREEK 3031 PLD
VPI FREE LUNCH 708T
VPI NANCY 041X
RAWES DUKE 401B
PLEASANTDAWN LADY 975A
LT LEDGER 0332 P
PLEASANT DAWN CELIA 86C

Deb is a direct daughter of JMAR Lead Time, a sire recognized for excellent feet and marbling. Her EPD rankings include top 20% Calving Ease, top 30% Birth Weight, top 35% Weaning Weight, top 35% Yearling Weight, top 35% Milk and top 25% Marbling. A well-rounded combination of calving ease, performance and maternal strength.

BRED APRIL 25 TO PLEASANT DAWN ROCKET 904N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**15**	**-2.5**	**59**	**115**	**26**	**14.8**	**56**	**0.9**	**292.98**
%RANK	0.29	0.41	0.27	0.18	0.14	0.14	0.18	0.1	-

13 PLEASANT DAWN KARA 64N

FC906753 1/26/2025 TLJ 64N HOMOZYGOUS POLLED

PLEASANTDAWN HYDRO 675E
PLEASANTDAWN SERENITY 507G
PLEASANTDAWN LADY508E

PLEASANTDAWN PORTAGE 309H
PLEASANT DAWN KARA 764L
PLEASANTDAWN ROSE 764E

RAWES DUKE 401B
PLEASANTDAWN LADY 975A
LT LEDGER 0332 P
PLEASANTDAWN RUTH 908C
TRI-N CAPTAIN MORGAN 340A
PLEASANTDAWN RUBY 903A
RAWES DUKE 401B
PLEASANTDAWN RED 764U

Kara is a daughter of the calving-ease specialist Serenity and offers the potential to pass those valuable calving-ease traits on to her progeny.

BRED APRIL 18 TO PLEASANT DAWN ROCKET 904N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	8.5	-1.4	81	139	22	9.2	63	0.6	285.98
%RANK	0.28	0.44	0.3	0.2	0.17	0.21	0.21	0.15	-

Spice is ready to add some heat to a breeding program! We have two full sisters to Spice, and both excel in their combination of calving ease, performance and maternal ability. Spice is a feminine female with an attractive neck, bold rib shape, natural spring of rib, a square hip and excellent length from hooks to pins. She also offers plenty of pelvic capacity. Her genomic EPDs rank in the top 30% for Calving Ease, top 25% for Birth Weight, top 3% for Weaning Weight, top 10% for Yearling Weight and top 1% for Marbling. Her mating to WC Encompass 0507P adds another exciting dimension to this offering.

CHOICE LOT



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	8.1	-0.7	89	156	28	6.1	72	1	305.89
%RANK	0.27	0.37	0.2	0.16	0.09	0.13	0.13	0.13	-

This beautiful Encompass daughter combines added chest capacity and thickness with the calving-ease traits we appreciate in her sire. Encompass has impressed us with his consistency for calving ease, performance, maternal strength and good feet. With her maternal background and Encompass influence, this young female offers an exciting combination of profitable traits.

14a PLEASANT DAWN SPICE 32M

FC880084 1/31/2024 TLJ 32M POLLED

WCF MR SILVER GUN 467
JBARW MR TOP GUN 1311
WCF MISS KINGSBURY 4121

WC UNCHARTED 7328 P
PLEASANT DAWN TAYLOR 5H
TAYLOR FANCY 5F

IQCR SILVER GUN Y31P
WCF MISS FASTTRACK 012
WCR KINGSBURY 116P
WCF MS GRID PLUS 0191
CCC WC RESOURCE 417 P
WC BRENDA 4035 P
CEDARDALE CYRUS 95C
TAYLOR PRINCESS TAYL 2Z

14b PLEASANT DAWN SPICE 732P

FC929593 1/26/2026 TLJ 732P HOMOZYGOUS POLLED

WC INFERNO 6561 P
WC ENCOMPASS 0507 P
WC DUTCHESS 7516 P

JBARW MR TOP GUN 1311
PLEASANT DAWN SPICE 32M
PLEASANT DAWN TAYLOR 5H

LT RUSHMORE 8060 PLD
WC ASTA 0505 P
WC MILESTONE 5223 P
WC DUTCHESS 3517 P
WCF MR SILVER GUN 467
WCF MISS KINGSBURY 4121
WC UNCHARTED 7328 P
TAYLOR FANCY 5F

AI BRED APRIL 15 TO WC ENCOMPASS.
EXPOSED TO PLEASANT DAWN INFERNO 1175N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	0.4	0.6	66	123	18	1.2	51	1.3	267.25
%RANK	0.3	0.43	0.28	0.16	0.11	0.18	0.17	0.09	-

Sweets is sired by Pleasant Dawn Select, purchased by Mallory Hnatko of Alberta for his combination of calving ease and performance. She traces back to the fertile Arrow cow family, including a female that produced 15 calves in 17 years. Sweets calved as a first-calf heifer and bred back promptly, demonstrating the fertility we value. She is bred to Pleasant Dawn Inferno 1175N, an ET son of Historic. Three full brothers to Inferno averaged $26,000 in our 2026 bull sale, and Caprock purchased two full sisters.



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	4.9	-0.4	59	103	26	-0.1	55	0.9	259.18
%RANK	0.29	0.41	0.17	0.12	0.09	0.11	0.12	0.08	-

CHOICE LOT

This young female is sired by Skylynx, an excellent calving-ease bull backed by Nero and Australian genetics.

15a PLEASANT DAWN SWEETS 31M

FC879786 1/14/2024 TLJ 31M HOMOZYGOUS POLLED

JMAR LEAD TIME 1L16
PLEASANT DAWN SELECT 205K
PLEASANTDAWN SARGENT 106H

PLEASANTDAWN VESSEL 195H
PLEASANT DAWN SWEETS 431K
PLEASANTDAWN SWEETS531G

OW LEAD TIME 6294 PLD
VPI NANCY 311A
TMJF FLOYD 86F
PLEASANTDAWN LADY 104F
TURNBULL'S FULL MOON 655F
PLEASANT DAWN CELINE 95C
MAIN MAGICO LANZO 36D
PLEASANTDAWN LADY 530E

15b PLEASANT DAWN SWEETS 831P

FC928791 1/29/2026 TLJ 831P HOMOZYGOUS POLLED

PLEASANT DAWN NERO 165K
PLEASANT DAWN SKYLYNX 84M
PLEASANT DAWN DEB 1814K

PLEASANT DAWN SELECT 205K
PLEASANT DAWN SWEETS 31M
PLEASANT DAWN SWEETS 431K

WHITE MEADOW GRINGO 20G
PLEASANTDAWN MADISON 965H
WINCHESTER LOCK N LOAD Q1E
PLEASANTDAWN CASSY514F
JMAR LEAD TIME 1L16
PLEASANTDAWN SARGENT 106H
PLEASANTDAWN VESSEL 195H
PLEASANTDAWN SWEETS531G

BRED APRIL 26 TO PLEASANT DAWN INFERNO 1175N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**1.5**	**0.6**	**55**	**131**	**28**	**4.5**	**55**	**1.9**	**253**
%RANK	0.27	0.43	0.3	0.2	0.14	0.19	0.19	0.08	-

Lady is a beautiful-uddered Transport daughter tracing back to the Arrow cow family. Fertility may not be measured directly by EPDs, but it remains one of the most profitable traits in a cow herd. Lady bred back early and gained time as a first-calf heifer, demonstrating that valuable fertility. She is bred to Badlands, an exciting new sire that has been breeding true to his numbers.



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**14.1**	**-4.2**	**46**	**100**	**30**	**10.7**	**53**	**0.5**	**258.53**
%RANK	0.28	0.41	0.19	0.16	0.1	0.11	0.13	0.08	-

CHOICE LOT

This young Lady female is sired by Gizmo, a calving-ease specialist and maternal brother to the $105,000 high seller Oasis. She ranks in the top 5% for Calving Ease, top 5% for Birth Weight and top 10% for Milk. An exciting combination of calving ease, maternal strength and the fertility of the Arrow cow family.

16a PLEASANT DAWN LADY 814M

FC879787 1/14/2024 TLJ 814M HOMOZYGOUS POLLED

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

CTP MR ARROW 156A
PLEASANTDAWN LADY 514E
PLEASANT DAWN FETTA 714Z

CEDARLEA SHOELESS JOE 83C
CTP MISS MADDIE 655C
PLESANT DAWN SIDNEY20W
PLESANT DAWN SOURIS 72W
PLEASANT DAWN MVP 316Y
RTP MISS PORCELIN 156U
PLEASANTDAWN SPAWN 765W
PLEASANTDAWN VANILLA 14K

16b PLEASANT DAWN LADY 814P

FC927881 1/12/2026 TLJ 814P HOMOZYGOUS POLLED

PLEASANT DAWN NERO 165K
PLEASANT DAWN GIZMO 657M
PLEASANT DAWN LUCY 457J

PLEASANT DAWN TRANSPORT 202K
PLEASANT DAWN LADY 814M
PLEASANTDAWN LADY 514E

WHITE MEADOW GRINGO 20G
PLEASANTDAWN MADISON 965H
PLEASANTDAWN SERENITY 507G
PLEASANTDAWN JAN 757G
TURNBULL'S FULL MOON 655F
PLEASANT DAWN MARSHA 2Z
CTP MR ARROW 156A
PLEASANT DAWN FETTA 714Z

AI BRED APRIL 8 TO BADLANDS. EXPOSED TO TLJ 1175N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	13	-4.8	55	104	30	9.1	57	0.7	267.85
%RANK	0.32	0.44	0.29	0.18	0.13	0.19	0.18	0.11	-

17 PLEASANT DAWN BETH 612M

FC883607 3/5/2024 TLJ 612M HOMOZYGOUS POLLED

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

WINCHESTER LOCK N LOAD Q1E
PLEASANT DAWN BETH 612K
PLEASANTDAWN ELSA 912G

WC BIG BEN 9036
WHITE MEADOW MS DANCER 45E
CCC WC RESOURCE 417 P
PLEASANTDAWN KAYLA865F
VENTURON MAXIMUM IMPACT
WINCHESTER HONOR H13E
SVY WIZARD 707E
PLEASANTDAWN LADY 912A

Beth has done an excellent job raising her bull calf this year. She offers desirable teat size and excellent milk production, ranking in the top 15% for Milk. Her pedigree also carries Australian influence on the dam's side. She is bred to WC Megatron, a sire combining calving ease, performance and high marbling. We believe she may be the only female offered in Canada this fall bred to Megatron.

AI BRED APRIL 12 TO WC MEGATRON. EXPOSED TO TLJ 1175N ULTRA-SOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	4.4	0.5	78	120	18	10	57	1.2	274.34
%RANK	0.25	0.41	0.22	0.18	0.14	0.13	0.17	0.09	-

18 PLEASANT DAWN TOPPS 54N

FC929566 1/26/2025 TLJ 54N HOMOZYGOUS POLLED

WHITE MEADOW HANK 80H
PLEASANT DAWN RICKY 374L
PLEASANTDAWN RED274F

VIKSE OVER TIME 104A
PLEASANT DAWN OVERTOP540D
PLEASANT DAWN MAGGIE 54U

LT SUNDANCE 2251 PLD
WHITE MEADOW MS RIO 93Y
MAIN MAGICO LANZO 36D
PLEASANTDAWN LADY 74D
VFF TIME OUT 172Y
SOS VICTORIA 32T
HEJ MAGNUM 26R
PLEASANT DAWN ROBIN 56N

Topps is one we found especially difficult to part with. She offers an impressive EPD profile from birth through performance, including a 0.39 Marbling EPD ranking in the top 1%. Her red genetics trace back to Leca Sport, a bull we purchased in 1991, and to Honeycomb Jag, a cow that produced 16 natural calves over 18 years. Topps combines proven fertility, attractive phenotype and outstanding numbers in a unique red-influenced package. She is bred to our new dark red heifer bull, with a TSI of 281 ranking in the top 10% and Marbling in the top 1%. These are exciting outcross red genetics. Based on the stated colour inheritance, the expected calf colour probabilities are 50% dark red and 50% tan.

BRED JUNE 5 TO TLJ 103N. EXPOSED TO SATURN ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION

19 PLEASANT DAWN TAMMY 73N

FC907422 3/6/2025 TLJ 73N HOMOZYGOUS POLLED

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

PLEASANT DAWN CHRIS 42E
PLEASANTDAWN TAMMY 173H
PLEASANTDAWN ROSE 873Z

TURNBULL'S FULL MOON 655F
PLEASANT DAWN CELINE 95C
PRO-CHAR WINCHESTER 6D
STEPPLER MISS 316E
CTP MR ARROW 156A
PLEASANT DAWN STAR 82Y
PLESANT DAWN SIDNEY20W
PLEASANT DAWN RED 173S

Tammy is an attractive, deep-bodied heifer AI bred to Pleasant Dawn Max 70S, a red bull we have used successfully on heifers for 19 years. The stated expected calf colour probabilities are 25% dark red, 25% white and 50% tan.

AI BRED TO RKJ 70S. EXPOSED TO PLEASANT DAWN SATURN 103N ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**-0.3**	**1.7**	**48**	**107**	**25**	**4.8**	**49**	**0.9**	**241.04**
%RANK	0.24	0.41	0.28	0.18	0.13	0.12	0.18	0.08	-



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**6.9**	**0.7**	**77**	**125**	**6**	**9.7**	**45**	**1.6**	**265.31**
%RANK	0.25	0.41	0.22	0.19	0.14	0.12	0.17	0.11	-

20 PLEASANT DAWN ROSE 852N

FC929720 1/26/2025 TLJ 852N HOMOZYGOUS POLLED

WHITE MEADOW HANK 80H
PLEASANT DAWN RICKY 374L
PLEASANTDAWN RED274F

TRI-N CAPTAIN MORGAN 340A
PLEASANTDAWN ROSEMARY 854H
PLEASANTDAWNLADY852X

LT SUNDANCE 2251 PLD
WHITE MEADOW MS RIO 93Y
MAIN MAGICO LANZO 36D
PLEASANTDAWN LADY 74D
PRO-CHAR CPTN. MORGAN 8U
TRI-N BUFFY 79T
PLEASANT DAWN MAX 70S
PLEASANT DAWN RED 52S

Rose is another Ricky daughter displaying the consistent depth of rib and body capacity he stamps into his females.

BRED APRIL 12 TO BADLANDS. EXPOSED TO PLEASANT DAWN SATURN ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION

21 PLEASANT DAWN BESTY 924N

FC906749 1/25/2025 TLJ 924N POLLED

WHITE MEADOW HANK 80H
PLEASANT DAWN RICKY 374L
PLEASANTDAWN RED274F

PLEASANT DAWN MAXWELL38Z
PLEASANTDAWN RED94D
PLEASANT DAWN RED 4R

LT SUNDANCE 2251 PLD
WHITE MEADOW MS RIO 93Y
MAIN MAGICO LANZO 36D
PLEASANTDAWN LADY 74D
PLEASANT DAWN MAX 70S
PLESANT DAWN MAGGIE48X
PLEASANT DAWN EVERET 23L
PLEASANT DAWN ESSENCE 14J

Besty is a long-bodied Ricky daughter out of a productive 11-year-old cow that also traces back to the Arrow cow family.

**BRED APRIL 1 TO PLEASANT DAWN DETROIT.
EXPOSED TO PLEASANT DAWN SATURN 103N
ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION**



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**6.8**	**-0.7**	**61**	**103**	**25**	**7.6**	**56**	**1.3**	**257.16**
%RANK	0.25	0.41	0.28	0.18	0.14	0.12	0.19	0.09	-



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**12.7**	**-1.9**	**61**	**84**	**22**	**12.5**	**52**	**0.9**	**255.83**
%RANK	0.2	0.32	0.28	0.19	0.13	0.12	0.18	0.11	-

22 PLEASANT DAWN ROSEY 632N

FC906777 1/31/2025 TLJ 632N HOMOZYGOUSPOLLED

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

PLEASANTDAWN PORTAGE 309H
PLEASANT DAWN ROSE 632K
PLEASANT DAWN MAPLE 632A

SCHURRTOP MIDWEST 2829 P
SCHURRGENE YANA H868 094R P
PVF CAD 0731 PLD
SCC MISS 44M 79T PLD
TRI-N CAPTAIN MORGAN 340A
PLEASANTDAWN RUBY 903A
PLEASANT DAWN RADAR25Y
PLESANT DAWN DANIA32X

Rosey is a tan Jericho daughter bred to Pleasant Dawn Saturn, our new outcross dark red calving-ease bull.

BRED MAY 29. EXPOSED TO PLEASANT DAWN SATURN ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**9.5**	**-1.7**	**72**	**121**	**20**	**5.8**	**56**	**1.2**	**259.64**
%RANK	0.27	0.43	0.31	0.21	0.17	0.17	0.22	0.14	-

23 PLEASANT DAWN JULY 374N

FC907275 2/27/2025 TLJ 374N HOMOZYGOUS POLLED

WCF MR SILVER GUN 467
JBARW MR TOP GUN 1311
WCF MISS KINGSBURY 4121

MAIN MAGICO LANZO 36D
PLEASANTDAWN RED274F
PLEASANTDAWN LADY 74D

IQCR SILVER GUN Y31P
WCF MISS FASTTRACK 012
WCR KINGSBURY 116P
WCF MS GRID PLUS 0191
LT LANZA 1427 PLD
MAIN COBB 261Z
PLEASANT DAWN MAXWELL38Z
PLEASANTDAWN LADY 4A

July is a daughter of JBARW Mr Top Gun, a sire that leaves beautiful udders and small teats on his females. She combines excellent length of body with a strong EPD profile. Her pedigree also connects to Pleasant Dawn Ricky, a bull we retained. July is bred to our new high-selling bull, MSF Norway P00N, an ET son of Encompass with outstanding North American EPD rankings for calving ease, performance, maternal traits and marbling. An exciting genetic cross with tremendous potential.

BRED JUNE 1 TO MSF NORWAY P00N. EXPOSED TO NORWAY ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



Elsa comes from a thick-made cow tracing back to SVY Starstruck. With Top Gun in her pedigree, she is backed by the udder quality we value. She is bred to the exciting $105,000 high seller Pleasant Dawn Oasis, an outcross sire with tremendous potential

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	1	1.1	61	122	9	8.3	40	1.1	265.59
%RANK	0.25	0.42	0.21	0.18	0.13	0.14	0.16	0.08	-



Jessie is a Governor daughter with an impressive EPD profile, ranking in the top 5% for Calving Ease, top 15% for Weaning Weight, top 10% for Yearling Weight, top 2% for Marbling and top 1% for TSI. She is bred to Pleasant Dawn Rocket, our pick of the Jericho sons for his combination of calving ease, performance and carcass quality.

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	14.2	-0.4	72	139	26	13.8	62	1.1	297.5
%RANK	0.28	0.44	0.32	0.23	0.18	0.18	0.23	0.19	-

24 PLEASANT DAWN ELSA 912N

FC908517 3/26/2025 TLJ 912N HOMOZYGOUS POLLED

WCF MR SILVER GUN 467
JBARW MR TOP GUN 1311
WCF MISS KINGSBURY 4121

SVY WIZARD 707E
PLEASANTDAWN ELSA 912G
PLEASANTDAWN LADY 912A .

IQCR SILVER GUN Y31P
WCF MISS FASTTRACK 012
WCR KINGSBURY 116P
WCF MS GRID PLUS 0191
HRJ CROWD FAVOURITE 515C
SVY STARSTRUCK 409B
FOOTPRINTS CROSSFIRE 113Y
PLEASANTDAWNREDSTEAK812R

BRED APRIL 8 TO PLEASANT DAWN OASIS. EXPOSED TO MSF NORWAY P00N ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION

25 PLEASANT DAWN JESSIE 86N

FC906715 1/17/2025 ASH 86N HOMOZYGOUSPOLLED

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

PLEASANTDAWN HYDRO 675E
PLEASANTDAWN JESSIE 806G
PLEASANT DAWN MAGGIE86Z

LT AUTHORITY 7229 PLD
LT MADALYNN 6108 PLD
LT LEDGER 0332 P
LK MISS SYBILLE 252
RAWES DUKE 401B
PLEASANTDAWN LADY 975A
PLEASANT DAWN MAGNUM 56T
PLESANT DAWN CARRIE46W

BRED MAY 6 TO PLEASANT DAWN ROCKET. EXPOSED TO ROCKET 904N ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



26

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**8.5**	**-0.6**	**61**	**109**	**25**	**7.7**	**55**	**0.8**	**261.48**
%RANK	0.3	0.42	0.3	0.21	0.16	0.16	0.21	0.1	-

26 PLEASANT DAWN AVENUE 135N

FC906166 1/11/2025 TLJ 135N HOMOZYGOUS POLLED

MAIN MAGICO LANZO 36D
PLEASANTDAWN MOBILE103F
PLEASANTDAWN LADY103D

PLEASANTDAWN CONNECTION 195G
PLEASANT DAWN AVENUE 175L
HKS MS LANE 175H

LT LANZA 1427 PLD
MAIN COBB 261Z
EATONS BIG BUD 10402 P
PLEASANT DAWN BABE 102W
PLEASANTDAWNBARRACUDA413D
PLEASANT DAWN CELINE 95C
OCR DONE DEAL D101
HKS MS LANE 221C

Avenue's grandmother was the high-selling female at the Super Star Sale. This cow family excels in udder quality and sound foot structure. Avenue is bred to the exciting Pleasant Dawn Oasis, a sire we believe has the potential to make a lasting impact on the Charolais breed.

BRED APRIL 5 TO PLEASANT DAWN OASIS.
EXPOSED TO PLEASANT DAWN ROCKET 904N



SIRE TO LOTS 26 :: PLEASANT DAWN MOBILE 103F



SIRE TO LOTS 28 & 30 :: HWY KRACKER JACK 36K

27 PLEASANT DAWN REBA 503N

FC907319 3/1/2025 TLJ 503N POLLED

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

MAIN MAGICO LANZO 36D
PLEASANT DAWN REBA 203J
PLEASANTDAWN LADY 103C

SCHURRTOP MIDWEST 2829 P
SCHURRGENE YANA H868 094R P
PVF CAD 0731 PLD
SCC MISS 44M 79T PLD
LT LANZA 1427 PLD
MAIN COBB 261Z
SWR AEROSMITH 7A
PLEASANT DAWN BABE 102W

Reba is a younger Jericho daughter bred to the exciting MSF Norway P00N.

BRED JUNE 21 TO MSF NORWAY P00N. EXPOSED TO MSF NORWAY P00N ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**5.2**	**-0.2**	**50**	**96**	**19**	**3**	**44**	**1.5**	**248.44**
%RANK	0.26	0.42	0.3	0.2	0.14	0.13	0.19	0.12	-



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**14.2**	**-4.2**	**70**	**112**	**28**	**11.1**	**63**	**1.6**	**284.01**
%RANK	0.26	0.43	0.3	0.19	0.15	0.15	0.2	0.12	-

28 PLEASANT DAWN SAVERY 613N

FC907500 3/15/2025 ASH 613N POLLED

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

LT LEDGER 0332 P
PLEASANTDAWN SAVERY 513D
PLEASANT DAWN FLO 413B

TURNBULL'S FULL MOON 655F
PLEASANT DAWN CELINE 95C
PRO-CHAR WINCHESTER 6D
STEPPLER MISS 316E
LT BLUEGRASS 4017 P
LT BRENDA 6120 PLD
PLEASANTDAWN SPAWN 765W
PLEASANT DAWN MAGGIE 40Y

Savery is a deep-bodied female out of a feminine, fertile 11-year-old cow with an excellent udder and outstanding feet. Her EPDs rank in the top 5% for Calving Ease, top 5% for Birth Weight, top 20% for Weaning Weight, top 20% for Milk and top 20% for TSI. She is bred to Pleasant Dawn Rocket, our pick of the Jericho bull calves for his excellent birth-weight-to-performance balance and outstanding carcass values.

BRED APRIL 16 TO PLEASANT DAWN ROCKET 904N. EXPOSED TO ROCKET ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION



Swift is another calving-ease Jericho daughter, backed by a dam with outstanding udder quality and teat size. She is bred to the impressive MSF Norway P00N.

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**7.5**	**-2.2**	**56**	**96**	**19**	**3.3**	**47**	**0.9**	**251.64**
%RANK	0.26	0.42	0.3	0.2	0.14	0.14	0.19	0.12	-



Ada is a feminine female with an attractive head, excellent neck extension and plenty of body. She also offers an outstanding EPD profile.

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	**4.4**	**-1.1**	**72**	**142**	**24**	**3.5**	**61**	**1.1**	**279.89**
%RANK	0.27	0.42	0.28	0.17	0.13	0.14	0.18	0.09	-

29 PLEASANT DAWN SWIFT 6N

FC906794 2/6/2025 TLJ 6N HOMOZYGOUS POLLED

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

MAIN MAGICO LANZO 36D
PLEASANT DAWN SWIFT 5K
TAYLOR FANCY 5F

SCHURRTOP MIDWEST 2829 P
SCHURRGENE YANA H868 094R P
PVF CAD 0731 PLD
SCC MISS 44M 79T PLD
LT LANZA 1427 PLD
MAIN COBB 261Z
CEDARDALE CYRUS 95C
TAYLOR PRINCESS TAYL 2Z

BRED MAY 19 TO MSF NORWAY P00N. EXPOSED TO MSF NORWAY P00N ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION

30 PLEASANT DAWN ADAH 154N

FC907502 3/16/2025 TLJ 154N HOMOZYGOUS POLLED

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

PLEASANT DAWN CHRIS 42E
PLEASANTDAWN ADAH 154H
PLEASANTDAWN SHEBA 153E

TURNBULL'S FULL MOON 655F
PLEASANT DAWN CELINE 95C
PRO-CHAR WINCHESTER 6D
STEPPLER MISS 316E
CTP MR ARROW 156A
PLEASANT DAWN STAR 82Y
PLEASANTDAWN CAPTAIN 675C
PLEASANT DAWN LADY 953C

BRED APRIL 3 TO BADLANDS. EXPOSED TO PLEASANT DAWN ROCKET 904N ULTRASOUND PREG CHECKED, CONFIRMED SAFE IN VETS' OPINION

SERVICE SIRES

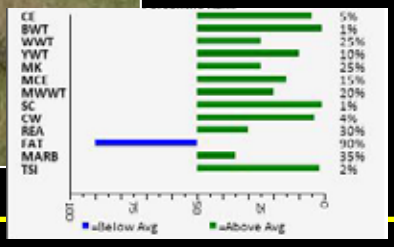
CEDARLEA BADLANDS 25L

PMC856845 1/18/2023 LEO 25L HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	14.3	-6.3	68	140	28	9.9	62	1.9	295.12

BADLANDS is leaving his impact on the Charolais breed. He sired the $160 000 high seller at the Cedarlea 2026 bull sale. He is a proven calving ease sire with top performance and maternal his yearling marbling ratio was 113 with a top 2% TSI.





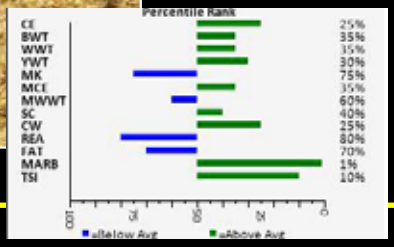
PLEASANT DAWN SATURN 103N

QPMC911859 3/26/2025 LJ 103N HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	9.5	-0.6	66	123	20	7.3	53	1.2	281.36

A total outcross in the red genetics world. He has great feet and maternal also ranks top1% marbling and top 10% TSI.





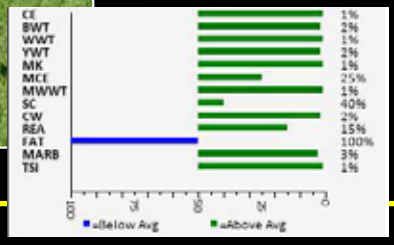
MSF NORWAY P004N

PMC929527 1/19/2025 TLJ 44N HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	17.7	-5.7	91	153	40	8.3	85	1.2	305.93

The high selling bull at Meinders Stock Farms bull sale in Iowa who is a ET calf out of a tremendous female and a top sire from the WC program. I'm always in search for the best calving ease to performance genetics I can find and this guy checked alot of boxes including perfect feet and top carcass traits with a TSI of 305.93 top 1%. His CE Is top 1% bw top 2% ww top1% yw top2% milk top1% marbling top 3%





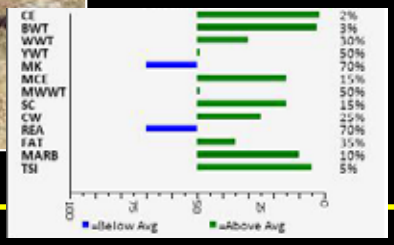
PLEASANT DAWN ROCKET 904N

PMC907269 2/20/2025 TLJ 904N HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	16.3	-4.8	67	114	20	9.7	54	1.5	284.49

We purchased his sire Jericho for his total outcross genetics and his incredible carcass traits of huge 17.25 yearling ribeye and a marbling ratio of 126 from a high marbling contemporary group at JMAR. 2 Antagonistic traits that he excelled in! His full brother is now selling semen at Select Sires. ROCKET is my pick of all the Jericho calves attributing perfect feet, big testicles top 2% ce top 3% bw and top it all off with a top 5% TSI





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PLEASANT DAWN
charolais