

Pleasant Dawn Farms

8th Annual
Charolais Bull Sale

Saturday, March 20, 2010 - 1:00 p.m.
Heartland Livestock, Virden, Man



Our goal...customer satisfaction!

Welcome to Our 8th Annual Bull Sale...

Thanks to all our valued customers over the past 30 years. Your support and comments are appreciated. It gives us great satisfaction when we deliver bulls and see so many well kept herds and bulls that we sold you in the past looking so good.

The four bulls we showed were fed a creep feed and the other bulls had no creep feed. Pleasant Dawn 765W was the Grand Champion Charolais bull and Reserve All Breeds Champion at the Manitoba Livestock Expo. Please compare our EPD's and you will find most of them to be above or average for performance and milk and below or average for birth weight.

If you can't make it to the sale, give us a ring and let us know what you are looking for. We will do our best to make sure you are satisfied with a bull.

Our selection goals are geared to getting you the best bull possible for your program.

We trust our customers and if you have any concerns we will do our best to see you are satisfied.

Sincerely, Tully, Arlene, Trent, Kevin & Suzanne

P.S... We are offering an outstanding group of bulls this year and hope to see you on March 20.



Pleasant Dawn Farms

Tully, Arlene, Trent, Kevin & Suzanne Hatch
Box 40, Oak Lake, MB R0M 1P0
204/855-2402 (Tully) Cell: 204/748-7595
204/855-3078 (Trent)
403/935-2370 (Kevin)
email: tahatch@rnow.com



...grandsons - Carter, Austin, Tyson and Cole - helping out on the ranch

**View the catalogue online at
www.pleasantdawn.com**



**Trent, Tully and Ashley
moving cows.**

Pleasant Dawn Farms

8th Annual Charolais Bull Sale
Saturday, March 20, 2010 1:00 pm
Heartland Livestock, Virden, MB

Sale Day Phones

Heartland Livestock..... 204/748-2809
Dale's Cell 306/221-2480
Pleasant Dawn Cell 204/748-7595

Sales Staff

Ward Cutler 204/851-2614..... Auctioneer
Helge By 306/584-7937..... Charolais Banner/Ring
cell 306/536-4261
Robin Hill 204/838-2246..... Ring

Semen Testing

All the bulls will be semen tested within 30 days of the sale.

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 \$50 for 200 km. We will work with you on other destinations.

No place to put your bull...

We can look after your bull at Pleasant Dawn Farms at no charge until May 1. Bulls left at the farm must be insured.

Insurance

Will be available sale day.

Breed Average EPD's 2010

BW 2.0 WW 40.2 YW 76.4 MILK 20.3 TM 40.4

Accommodations

Jay's Inn 204/748-2223
Countryside Inn 204/748-1244

Door Prize - Be sure to enter!

Join us for coffee and donuts
courtesy of Oak Lake Credit Union

Sale Manager:

D Bar L
L I V E S T O C K

Dale or Lesley Norheim
Box 56, RR5 Saskatoon, SK S7K 3J8
Ph 306/933-3111 Fax 306/975-7039 Cell 306/221-2480
Email: dlnorheim@yourlink.ca
www.dbarllivestock.com

Offering...58 Bulls

46 Yearlings • 12 Two Year Olds
• All Polled • 14 Red Factor

Cattlemen,

Welcome to the 8th Annual Bull Sale for Pleasant Dawn Farms.

It has been a real pleasure working for the last 8 years with the Hatch family on their bull sale. Their commitment to producing sound, functional bulls with performance, muscle, maternal strength, and calving ability is unwavering. The testimonials in this catalogue from past customers are solid examples of satisfaction with the bulls they have purchased and the good people that the Hatches are to deal with.



Trent has made an effort in the last three years to get back on the show road and present their bulls and breeding program to the public. The results have been rewarding and confirm that Pleasant Dawn bulls can walk with the "Best in the Business."

The Lot 1 bull in this sale, Pleasant Dawn Spawn, was named the Grand Champion Charolais Bull at the 2009 Manitoba Livestock Expo and the Reserve Champion over All Breeds in the Jackpot Show. Spawn is a tremendous herdbull prospect. He is so complete – performance, balance, muscle, style, and a fabulous hair coat. His stall mates carry the same qualities and were very popular on the road.

The quality of bulls for this sale does not only extend to their show calves. Their bull pen has quality from front to back with something for everyone – whether you want a two year old bull, a calving ease bull, a power bull, or a high quality, red factor bull – you can find what you need at Pleasant Dawn. These are bulls with quality and a great set of balanced EPD's.

Please call if I can assist you in any way with your purchase.

Sincerely,

Dale Norheim

D Bar L Livestock

Buyers – if you are unable to attend due to weather or other circumstances, we can select a bull for your program. We guarantee you will like him. Just give us a call, and we can assist you.

The Yearlings...



1 PLEASANT DAWN SPAWN 765W POLLED
 TLJ 765W PMC324760 January 24, 2009

PLEASANTDAWN MARSHALL70P (P) LEK ARNOLD 14J (P)
 PLEASANT DAWN GERI 702J (P)
 PLEASANT DAWN RIO 65P (P) LT RIO BLANCO 1234 P (P)
 PLEASANT DAWN SUZAN 965A (P)

This Marshall son was Grand Champion at Manitoba Livestock Expo. Spawn is the Total Package - testicle, hair, feet, depth of rib and flank and he's sharp and correct - A Champion! He comes from a top cow family - his Grandma is a Gold Star dam.
Retaining 1/3 semen interest, no possession.

BW: 3.2	WW: 49	YW: 98	Milk: 21.3	TM: 46
Birth Wt: 104	205 DW: 778	creep fed	365 DW: 1439	



2 PLEASANT DAWN DIAMOND18W POLLED/RED
 RKJ 18W QPMC324896 January 24, 2009

PLEASANT DAWN MAX 70S (Q) (P) SVS MASTERCARD 2M (Q) (P)
 PLEASANTDAWN IMPRES 90N (P)
 PLEASANTDAWNBELMONT 98N (Q) (P) BELMONT'S INDIANA 9J (Q) (P)
 PLEASANT DAWN REDDY 198L (Q) (P)

Diamond 18W placed 2nd in their split beside the Grand Champion Bull at the Livestock Expo in Brandon. Diamond is a complete package - this good red bull is long and smooth with a powerful top and great feet. He is very quiet and comes from a good milking cow family.
Retaining 1/3 semen interest, no possession.

BW: -1.2	WW: 49	YW: 91	Milk: 23.2	TM: 48
Birth Wt: 98	205 DW: 867	creep fed	365 DW: 1523	

3 PLEASANT DAWN HYBRID 37W POLLED
 TLJ 37W PMC324742 January 20, 2009

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANT DAWN RIO 137P (P) LT RIO BLANCO 1234 P (P)
 PLEASANTDAWNSAPPHIRE731L (P)

Hybrid is the ideal calf! This bull is what Pleasant Dawn strives for...calving ease, maternal, structural soundness and performance.

Retaining 1/3 semen interest, no possession.

BW: -2.5	WW: 45	YW: 88	Milk: 26.5	TM: 49
Birth Wt: 96	205 DW: 846	creep fed	365 DW: 1440	



Lot 3: TLJ 37W

4 PLEASANT DAWN CARMAN 401W POLLED/RED
 RKJ 401W QPMC324844 January 25, 2009

PLEASANT DAWN MAX 70S (Q) (P) SVS MASTERCARD 2M (Q) (P)
 PLEASANTDAWN IMPRES 90N (P)
 PLEASANTDAWN CHERRY 301M (P) LLW RED HEAT PLD 25D (P)
 PLEASANT DAWN SPORT 201C (Q) (P)

Carman has a powerful top and lots of length. He is a very sound bull who is deep, thick and hairy with a great quarter. We should have had this bull at the shows in 2009.

Retaining 1/3 semen interest, no possession.

BW: 0.3	WW: 47	YW: 85	Milk: 18.0	TM: 42
Birth Wt: 106	205 DW: 815	creep fed	365 DW: 1466	



Lot 4: RKJ 401W

5 PLEASANT DAWN SUDOKU 145W POLLED
 RKJ 145W PMC324833 January 5, 2009

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANT DAWN NORMA 45R (P) BAR J NORMAN 57N (P)
 PLEASANT DAWN EXCELL 45H (P)

Sudoku is very long with a strong top and good quarter. He is out of an excellent dam who has a perfect udder.

BW: 0.8	WW: 41	YW: 84	Milk: 28.4	TM: 49
Birth Wt: 100	205 DW: 729		365 DW: 1287	



Lot 5: RKJ 145W

6 PLEASANT DAWN FLAME 7W POLLED/RED
 TLJ 7W QPMC324739 January 7, 2009

PLEASANT DAWN MAX 70S (Q) (P) SVS MASTERCARD 2M (Q) (P)
 PLEASANTDAWN IMPRES 90N (P)
 PLEASANTDAWN ARNETTA 14N (P) LEK ARNOLD 14J (P)
 PLEASANT DAWN ARROW 214G (P)

Calving ease tank here! Lean meat yield with milk, 4 generations polled and awesome EPD's.

Retaining 1/3 semen interest, no possession.

BW: -2.0	WW: 46	YW: 90	Milk: 24.0	TM: 47
Birth Wt: 94	205 DW: 738		365 DW: 1327	



Lot 6: TLJ 7W

11 PLEASANT DAWN GOLD 852W POLLED/RED
 TLJ 852W QPMC324764 January 16, 2009

PLEASANT DAWN MAX 70S (Q) (P) SVS MASTERCARD 2M (Q) (P)
 PLEASANT DAWN RED 52S (Q) (P) PLEASANTDAWN IMPRES 90N (P)
 PLEASANT DAWN RIO 26P (P)
 PLEASANT DAWN ROSE 715N (Q) (P)

This smooth Max son is well muscled with depth of rib, guts and nuts! He is four generations polled.

BW: -0.5	WW: 50	YW: 96	Milk: 22.7	TM: 48
Birth Wt: 96	205 DW: 793	365 DW: 1377		



12 PLEASANT DAWN CREEK 436W POLLED
 RKJ 436W PMC324846 January 16, 2009

PLEASANT DAWN MAGNUM 56T (Q) (P) HEJ MAGNUM 26R (P)
 PLEASANT DAWN REDDY 51E (Q) (P)
 PLEASANT DAWN IRIS 236M (P) PLEASANT DAWN U WIN 2K (P)
 PLEASANT DAWN MAY 36K (P)

Dawn Creek is the complete package - long, smooth, hairy and he will leave you females with excellent udders.

BW: 0.9	WW: 45	YW: 89	Milk: 23.4	TM: 46
Birth Wt: 98	205 DW: 699	365 DW: 1267		

13 PLEASANT DAWN RED 348W POLLED/RED
 TLJ 348W QPMC324751 January 17, 2009

PLEASANT DAWN MAX 70S (Q) (P) SVS MASTERCARD 2M (Q) (P)
 PLEASANTDAWN IMPRES 90N (P)
 PLEASANT DAWN TEA 748T (Q) (P) PLEASANT DAWN HYDRO 713R (P)
 PLEASANT DAWN INDIANA 48P (P)

Here is a tan, calving ease bull with lots of hair

BW: 0.4	WW: 48	YW: 89	Milk: 21.2	TM: 45
Birth Wt: 95	205 DW: 720	365 DW: 1310		

14 PLEASANT DAWN EXPAND 9W POLLED
 HTK 9W PMC325133 January 18, 2009

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANT DAWN XCEL 89P (P) PLEASANT DAWN EXCEL 403H
 PLEASANT DAWN ANNA 219L (P)

His dam, 89P, always leaves us top calves. Expand 9W is no exception - he is a performer with length and a good top.

BW: 0.9	WW: 43	YW: 89	Milk: 28.9	TM: 50
Birth Wt: 102	205 DW: 779	365 DW: 1368		



15 PLEASANT DAWN TAURIS 176W POLLED
 RKJ 176W PMC324836 (twin) January 18, 2009

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANT DAWN PRESTO 76P (P) PLEASANT DAWN PRESTO141L (P)
 PLEASANT DAWN KAREN 156J (P)

Tauris is long and smooth and out of a very quiet dam. She will always come to visit us when we are out in the pasture and her calves are the same.

BW: 0.7	WW: 40	YW: 87	Milk: 25.1	TM: 45
Birth Wt: 85	205 DW: 706	365 DW: 1269		

16 PLEASANT DAWN KNIGHT 930W POLLED
 TLJ 930W PMC324770 January 18, 2009

PLEASANTDAWN MARSHALL70P (P) LEK ARNOLD 14J (P)
 PLEASANT DAWN GERI 702J (P)
 PLEASANT DAWN LIZ 730R BAR J NORMAN 57N (P)
 PLEASANTDAWN BEAUTY 720L (P)

Knight is a long, thick Marshall son with calving ease.

BW: 0.2	WW: 46	YW: 89	Milk: 20.3	TM: 43
Birth Wt: 101	205 DW: 785	365 DW: 1372		



17 PLEASANT DAWN WHITE MUD 576W POLLED
 RKJ 576W PMC324849 (twin) January 18, 2009

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANT DAWN PRESTO 76P (P) PLEASANT DAWN PRESTO141L (P)
 PLEASANT DAWN KAREN 156J (P)

Lots 15 and 17 are twins out of a very quiet dam on the farm. White Mud 576W is a lot like his twin brother with even more hair.

BW: 0.7	WW: 40	YW: 87	Milk: 25.1	TM: 45
Birth Wt: 85	205 DW: 657	365 DW: 1246		



18 PLEASANT DAWN SAGA 17W POLLED
 TLJ 17W PMC324741 January 20, 2009

PLEASANTDAWN MARSHALL70P (P) LEK ARNOLD 14J (P)
 PLEASANT DAWN GERI 702J (P)
 PLEASANT DAWN SUN 710N (P) PLEASANT DAWN PRESTO196L (P)
 EVC ERIN 10E (P)

This Marshall son is out of a heaving milking mother with nice teats.

BW: 0.8	WW: 42	YW: 83	Milk: 20.8	TM: 42
Birth Wt: 102	205 DW: 760	365 DW: 1306		



19 PLEASANT DAWN ANGIE 60W POLLED/RED
 RKJ 60W QPMC324895 January 20, 2009

PLEASANT DAWN MAX 70S (Q) (P) SVS MASTERCARD 2M (Q) (P)
 PLEASANTDAWN IMPRES 90N (P)
 PLEASANT DAWN KAREN 132R (Q) (P) PLEASANT DAWN EVERET 23L (Q) (P)
 PLEASANT DAWN LADY 32J (P)

A red, calving ease bull with lots of hair and thickness.

BW: -1.2	WW: 43	YW: 81	Milk: 20.6	TM: 42
Birth Wt: 92	205 DW: 684	365 DW: 1292		



20 PLEASANT DAWN IMPERIAL 748W POLLED/RED
 TLJ 748W QPMC324758 January 20, 2009

PLEASANT DAWN MAGNUM 56T (Q) (P) HEJ MAGNUM 26R (P)
 PLEASANT DAWN REDDY 51E (Q) (P)
 PLEASANT DAWN INDIANA48P (Q) (P) BELMONT'S INDIANA 9J (Q) (P)
 PLEASANT DAWN ARNETTA 4M (P)

Imperial is a dark red, good butted calf from a good milking Indiana dam.

BW: -1.3	WW: 39	YW: 80	Milk: 26.1	TM: 45
Birth Wt: 97	205 DW: 761	365 DW: 1396		

21 PLEASANT DAWN TORO 38W POLLED
 RKJ 38W PMC324897 January 22, 2009

CAD TRIPLE PLAY 44P (P) M6 GRID MAKER 104 PET (P)
 CAD WHITELADY 107H (P)
 PLEASANT DAWN PRESTO138S (P) PLEASANT DAWN PRESTO141L (P)
 PLEASANT DAWN KAREN 38J (P)

Toro has lots of thickness and quarter. This cow family always has smaller birthweight calves.

BW: -1.1	WW: 34	YW: 76	Milk: 24.8	TM: 42
Birth Wt: 88	205 DW: 744	365 DW: 1301		



22 PLEASANT DAWN ELIMINATOR 59W POLLED
 RKJ 59W PMC324818 January 22, 2009

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANT DAWN IMPRES 79N (P) PF IMPRESSED 620 P ET (P)
 PLEASANT DAWN EVA 79H (P)

Long, smooth and deep with lots of hair and testicle. His dam, Impres 79N, is one of our top cows.

BW: 1.9	WW: 37	YW: 78	Milk: 24.6	TM: 43
Birth Wt: 103	205 DW: 706	365 DW: 1370		



23 PLEASANT DAWN STEADY 715W POLLED
 TLJ 715W PMC324753 January 22, 2009

PLEASANT DAWN RIO 26P (P) LT RIO BLANCO 1234 P (P)
 PLEASANTDAWN PRINCESS76H (P)
 PLEASANTDAWN LILY 15L (P) EVC HOTSHOT 50E (P)
 PLEASANT DAWN GLORY 51J (P)

I would be keeping this bull if he wasn't related to so much of our genetics. Calving ease and explosive performance!
Retaining 1/3 semen interest, no possession.

BW: 1.2	WW: 43	YW: 92	Milk: 25.5	TM: 47
Birth Wt: 104	205 DW: 819	365 DW: 1574		



24 PLEASANT DAWN VICTOR 14W POLLED/RED
 RKJ 14W QPMC324810 January 23, 2009

PLEASANT DAWN MAX 70S (Q) (P) SVS MASTERCARD 2M (Q) (P)
 PLEASANTDAWN IMPRES 90N (P)
 PLEASANT DAWN PRINCES431S (Q) (P) PLEASANT DAWN EVERET 23L (Q) (P)
 PLEASANT DAWN CARMEL231M (Q) (P)

Here is a great bull for your heifers. Victor is a thick, calving ease bull with lots of hair...plus he's red!

BW: -4.0	WW: 39	YW: 75	Milk: 22.1	TM: 41
Birth Wt: 75	205 DW: 707	365 DW: 1337		





25 PLEASANT DAWN SAM 65W POLLED
 RKJ 65W PMC324852 January 25, 2009

LT WESTERN EDGE 4057 PLD (P) LT WESTERN SPUR 2061 PLD (P)
 LT DUCHESS OF MAC 7076 P
 PLEASANT DAWN RIO 165P LT RIO BLANCO 1234 P (P)
 PLEASANT DAWN PERFECT65E (P)

Sam is a long, smooth bull with lots of testicle.

BW: 0.1	WW: 44	YW: 91	Milk: 16.8	TM: 39
Birth Wt: 100	205 DW: 733	365 DW: 1397		

Lot 25: RKJ 65W

26 PLEASANT DAWN GROWER 15W POLLED
 HTK 15W PMC325130 January 23, 2009

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANT DAWNBROOKLYN35R (P) DBAR EXCEL 329N (P)
 PLEASANTDAWN IMPRESS165M (P)

A very correct bull with a good top and take a look at those EPD's - low birthweight EPD and above average on the rest.

BW: 1.4	WW: 43	YW: 83	Milk: 24.1	TM: 46
Birth Wt: 97	205 DW: 728	365 DW: 1307		



27 PLEASANT DAWN ARKAY 41W POLLED
 RKJ 41W PMC324815 (twin) January 23, 2009

PLEASANTDAWN MARSHALL70P (P) LEK ARNOLD 14J (P)
 PLEASANT DAWN GERI 702J (P)
 PLEASANT DAWNPRINCESS41P PLEASANT DAWN U WIN 2K (P)
 AAP MS HONEYCOMB JAG 41W

Arkay 41W is a smooth, eye appealing bull with lots of quarter, length and hair.

BW: 0.5	WW: 43	YW: 79	Milk: 19.0	TM: 41
Birth Wt: 90	205 DW: 760	365 DW: 1373		

28 PLEASANT DAWN EXPO 276W POLLED
 RKJ 276W PMC324853 January 25, 2009

PLEASANT DAWNARAGON 2P (P) LT RIO BLANCO 1234 P (P)
 PLEASANTDAWNSTEAK 702G (P)
 PLEASANT DAWN IMPRES76S (P) WCR SIR IMPRESSIVE 8191P (P)
 PLEASANT DAWN KAREN 156J (P)

Expo 276W is an exceptionally good bull out of Pleasant Dawn Aragon 2P. Aragon 2P sired many high sellers at Glen & Kay McMillan's sales.

BW: 1.9	WW: 35	YW: 83	Milk: 21.6	TM: 39
Birth Wt: 97	205 DW: 767	365 DW: 1454		

Lot 28: RKJ 276W



29 PLEASANT DAWN MAGNA 5W POLLED
 HTK 5W PMC325131 January 28, 2009

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANT DAWN XENIA 15M (P) BALDRIDGE FASTTRACK 82F (P)
 PLEASANT DAWN PRINCESS65J (P)

Magna 5W is another long, smooth bull who will leave you calving ease, performance and great udders.

BW: -0.2	WW: 44	YW: 80	Milk: 27.9	TM: 50
Birth Wt: 102	205 DW: 744	365 DW: 1317		

Lot 29: HTK 5W



34 PLEASANT DAWN HAMMER 876W POLLED
 TLJ 876W PMC324765 February 4, 2009

PLEASANT DAWN FIRE 176S (P) PLEASANT DAWN FIRE 53N (Q) (P)
 PLEASANT DAWN PRESTO 76P (P)
 PLEASANT DAWN LADY 276S (P) CAD TRIPLE PLAY 44P (P)
 PLEASANT DAWN KARLA 672P (P)

This guy is a little bigger framed and will add a few more pounds.

BW: 1.5	WW: 49	YW: 98	Milk: 21.2	TM: 46
Birth Wt: 107	205 DW: 866	365 DW: 1504		

35 PLEASANT DAWN ROMEO 79W POLLED
 RKJ 79W PMC324823 February 4, 2009

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANT DAWN EVA 79H (P) EVC HOTSHOT 50E (P)
 PLEASANT DAWN CARLA 319Y (P)

Romeio 79W is long, deep and smooth with good hair, quarter and testicle. He is from a top performing dam at Pleasant Dawn.

BW: 3.8	WW: 36	YW: 77	Milk: 27.8	TM: 46
Birth Wt: 107	205 DW: 730	365 DW: 1415		



36 PLEASANT DAWN HYBORIAN 851W POLLED
 TLJ 851W PMC324763 February 5, 2009

PLEASANTDAWN MARSHALL70P (P) LEK ARNOLD 14J (P)
 PLEASANT DAWN GERI 702J (P)
 PLEASANTDAWN AMBER 51K (P) SKE GANGSTER 16G (P)
 ALLISONS SUREPRESTO 751G (P)

A smooth, deep sided Marshall son.

BW: 0.3	WW: 41	YW: 76	Milk: 24.0	TM: 45
Birth Wt: 98	205 DW: 737	365 DW: 1379		

37 PLEASANT DAWN FINDER'S FEE 296W POLLED/RED
 RKJ 296W OPMC324842 February 10, 2009

PLEASANT DAWN MAGNUM 56T (Q) (P) HEJ MAGNUM 26R (P)
 PLEASANT DAWN REDDY 51E (Q) (P)
 PLEASANTDAWN ARNETTA196M (P) LEK ARNOLD 14J (P)
 PLEASANTDAWN SPORTEST96E (P)

A performance bull with lots of length and depth!

BW: -0.5	WW: 45	YW: 87	Milk: 27.0	TM: 49
Birth Wt: 102	205 DW: 846	365 DW: 1387		

38 PLEASANT DAWN ITALY 78W POLLED
 RKJ 78W PMC324822 February 11, 2009

PLEASANT DAWN RIO 26P (P) LT RIO BLANCO 1234 P (P)
 PLEASANTDAWN PRINCESS76H (P)
 PLEASANT DAWN TURBO 207R (P) PLEASANT DAWN EXCEL 73M (P)
 PLEASANT DAWN ROWAN 47M (Q) (P)

Long, deep and hairy with lots of performance!

BW: 1.3	WW: 46	YW: 92	Milk: 25.3	TM: 49
Birth Wt: 100	205 DW: 737	365 DW: 1350		

39 PLEASANT DAWN SILVERADO 64W POLLED
 RKJ 64W PMC324819 February 12, 2009

PLEASANT DAWN MAX 70S (Q) (P) SVS MASTERCARD 2M (Q) (P)
 PLEASANTDAWN IMPRES 90N (P)
 PLEASANT DAWN TRACY 6S (Q) (P) CAD TRIPLE PLAY 44P (P)
 PLEASANT DAWN LECA 76E (Q) (P)

Check out the super weights on this high performance bull and just look at the length on him.

BW: 0.2	WW: 48	YW: 91	Milk: 21.4	TM: 45
Birth Wt: 96	205 DW: 830	365 DW: 1489		

40 PLEASANT DAWN CONAN 314W POLLED
 TLJ 314W PMC324746 February 13, 2009

PLEASANTDAWN MARSHALL70P (P) LEK ARNOLD 14J (P)
 PLEASANT DAWN GERI 702J (P)
 PLEASANTDAWN EMILY 14L (P) SKE GANGSTER 16G (P)
 PLEASANT DAWN ARROW 214G (P)

Conan is thick and hairy and out of a heavy milking mom.

BW: 2.1	WW: 48	YW: 92	Milk: 22.8	TM: 47
Birth Wt: 104	205 DW: 791	365 DW: 1404		



Lot 40: TLJ 314W

41 PLEASANT DAWN SID 146W POLLED
 RKJ 146W PMC324834 February 16, 2009

PLEASANT DAWN MAX 70S (Q) (P) SVS MASTERCARD 2M (Q) (P)
 PLEASANTDAWN IMPRES 90N (P)
 PLEASANT DAWN TRACY 46S (P) CAD TRIPLE PLAY 44P (P)
 PLEASANT DAWN KAREN 96J

Sid 146W is very long, smooth and hairy with a good quarter.

BW: -0.1	WW: 51	YW: 91	Milk: 24.5	TM: 50
Birth Wt: 99	205 DW: 792	365 DW: 1346		



Lot 41: RKJ 146W

42 PLEASANT DAWN MONTANA 816W POLLED
 TLJ 816W PMC324761 February 16, 2009

PLEASANT DAWN RIO 26P (P) LT RIO BLANCO 1234 P (P)
 PLEASANTDAWN PRINCESS76H (P)
 PLEASANT DAWN PRETTY716S (P) WCR SIR IMPRESSIVE 8191P (P)
 PLEASANTDAWN TIFFANY713P (P)

These Pleasant Dawn Rio sons have rib, guts and hair.

BW: 2.0	WW: 50	YW: 102	Milk: 24.3	TM: 49
Birth Wt: 102	205 DW: 793	365 DW: 1475		



Lot 42: TLJ 816W

43 PLEASANT DAWN HOOKED 94W POLLED/RED
 TLJ 94W QPMC324743 February 18, 2009

PLEASANT DAWN MAGNUM 56T (Q) (P) HEJ MAGNUM 26R (P)
 PLEASANT DAWN REDDY 51E (Q) (P)
 PLEASANT DAWN RED 4R (Q) (P) PLEASANT DAWN EVERET 23L (Q) (P)
 PLEASANT DAWN ESSENCE 14J (P)

Outcross dark red genetics, - feet, hair, milk and calving ease!

BW: -0.3	WW: 39	YW: 78	Milk: 26.9	TM: 46
Birth Wt: 98	205 DW: 776	365 DW: 1422		



Lot 43: TLJ 94W



Lot 44: TLJ 310W

44 PLEASANT DAWN BONUS 310W POLLED
 TLJ 310W PMC324745 February 19, 2009

PLEASANT DAWN MAGNUM 56T (Q) (P) HEJ MAGNUM 26R (P)
 PLEASANT DAWN REDDY 51E (Q) (P)
 PLEASANT DAWN RED 710P (P) PLEASANT DAWN EVERET 23L (Q) (P)
 EVC ERIN 10E (P)

"Bonus" here - triple polled with length and milk!

BW: 0.1	WW: 40	YW: 80	Milk: 25.3	TM: 45
Birth Wt: 103	205 DW: 790	365 DW: 1472		



Lot 45: TLJ 902W

45 PLEASANT DAWN CONQUEST 902W POLLED
 TLJ 902W PMC324766 February 19, 2009

PLEASANTDAWN MARSHALL70P (P) LEK ARNOLD 14J (P)
 PLEASANT DAWN GERI 702J (P)
 PLEASANT DAWN BETTY 907P (P) LT RIO BLANCO 1234 P (P)
 PLEASANT DAWN SUEDE 709L (P)

This Marshall son is thick, hairy, strong topped and...triple polled.

BW: 1.8	WW: 56	YW: 108	Milk: 19.6	TM: 47
Birth Wt: 101	205 DW: 857	365 DW: 1427	creep fed	



Lot 46: RKJ 85W

46 PLEASANT DAWN JON 85W POLLED
 RKJ 85W PMC324828 February 26, 2009

PLEASANT DAWN MAGNUM 56T (Q) (P) HEJ MAGNUM 26R (P)
 PLEASANT DAWN REDDY 51E (Q) (P)
 PLEASANT DAWN STAR 185P (P) PLEASANT DAWN SONIC 173M (P)
 PLEASANTDAWN ARNETTA 85M (P)

Very thick and hairy bull. He is a 1/2 brother to RKJ 85U who sells as Lot 54.

BW: 0.7	WW: 54	YW: 103	Milk: 25.2	TM: 52
Birth Wt: 105	205 DW: 886	365 DW: 1385		

...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 heavily on EPD's. 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 Hatches' 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, Man

The Two Year Olds...

47 PLEASANT DAWN TANGO 834U POLLED
 TLJ 834U PMC318164 January 13, 2008

CAD TRIPLE PLAY 44P (P) M6 GRID MAKER 104 PET (P)
 CAD WHITELADY 107H (P)
 PLEASANT DAWN RED 34S (Q) (P) SVS MASTERCARD 2M (Q) (P)
 PLEASANT DAWN FAITH 732J (P)

Tango is a heavy muscled bull with calving ease and milk.

BW: -2.3 WW: 44 YW: 85 Milk: 26.3 TM: 48
 Birth Wt: 82 205 DW: 810 365 DW: 1432



Lot 47: TLJ 834U

48 PLEASANT DAWN MAGNUM 396U POLLED/RED
 RKJ 396U QPMC317572 February 5, 2008

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANT DAWN FIRE 96R (Q) (P) PLEASANT DAWN FIRE 53N (Q) (P)
 PLEASANTDAWNBELMONT 16N (Q) (P)

Magnum is a strong topped, long and smooth, calving ease bull.

BW: -0.8 WW: 33 YW: 69 Milk: 21.1 TM: 38
 Birth Wt: 92



Lot 48: RKJ 396U

49 PLEASANT DAWN MAGNUM 561U POLLED
 RKJ 561U PMC317510 February 8, 2008

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANT DAWN PRESTO156L (P) PF IMPRESSED 620 P ET (P)
 PLEASANT DAWN FANCY 156F (P)

Deep body, hairy and smooth with calving ease.

BW: 3.2 WW: 47 YW: 94 Milk: 20.5 TM: 44
 Birth Wt: 105 205 DW: 732 365 DW: 1324



Lot 49: RKJ 561U

50 PLEASANT DAWN WINK 831U POLLED
 TLJ 831U PMC317996 February 4, 2008

PLEASANT DAWN RIO 26P (P) LT RIO BLANCO 1234 P (P)
 PLEASANTDAWN PRINCESS76H (P)
 PLEASANT DAWN RED 731R (Q) (P) PLEASANT DAWN EXCEL 73M (P)
 PLEASANT DAWN ALLIS 31J (P)

Wink 831U is a calving ease Pleasant Dawn Rio son.

BW: -2.5 WW: 31 YW: 66 Milk: 21.2 TM: 37
 Birth Wt: 81 205 DW: 649 365 DW: 1284

51 PLEASANT DAWN KASINO 3U POLLED
 TLJ 3U PMC317990 February 11, 2008

PLEASANTDAWN MARSHALL70P (P) LEK ARNOLD 14J (P)
 PLEASANT DAWN GERI 702J (P)
 PLEASANT DAWN RED 703P (Q) (P) VDK ROYAL DUKE 3L (Q) (P)
 PLEASANT DAWN LITE 63E (P)

A Marshall son with hair, length of spine and calving ease.

BW: 3.0 WW: 50 YW: 95 Milk: 14.0 TM: 39
 Birth Wt: 107 205 DW: 767 365 DW: 1442



Lot 52: RKJ 26U

52 PLEASANT DAWN MARSHALL 26U POLLED
 RKJ 26U PMC317414 March 16, 2008

PLEASANTDAWN MARSHALL70P (P) LEK ARNOLD 14J (P)
 PLEASANT DAWN GERI 702J (P)
 PLEASANTDAWN PRINCESS76H (P) BAR J HOT POINT 63F (P)
 PLEASANT DAWN CARLA 6A (P)

We used a son of this bull's dam for four years because of her excellent feet and conformation. Marshall 26U has performance and muscling plus he is very sound.

BW: 0.9 WW: 35 YW: 76 Milk: 20.5 TM: 38
 Birth Wt: 102 205 DW: 612

...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 Hatch's are a legend in the Charolais breed.

Harmon's 101 Ranch
 Glen & Sheila Harmon
 Kevin & Jennifer Harmon and family

53 PLEASANT DAWN SOY 912U POLLED
 TLJ 912U PMC318160 March 5, 2008

HEJ MAGNUM 26R (P) SDC FERRUGO 45N (P)
 HEJ NIKOLA 43N (P)
 PLEASANTDAWNREDSTEAK812R (Q) BELMONT'S INDIANA 9J (Q) (P)
 PLEASANT DAWN STEAK 712N (P)

This good Magnum son will add milk and pounds to your herd.

BW: 2.1 WW: 42 YW: 87 Milk: 27.0 TM: 48
 Birth Wt: 104



Lot 54: RKJ 85U

54 PLEASANT DAWN FIRE 85U POLLED
 RKJ 85U PMC317538 April 1, 2008

PLEASANT DAWN FIRE 176S (P) PLEASANT DAWN FIRE 53N (Q) (P)
 PLEASANT DAWN PRESTO 76P (P)
 PLEASANT DAWN STAR 185P (P) PLEASANT DAWN SONIC 173M (P)
 PLEASANTDAWN ARNETTA 85M (P)

Fire 85U has a very deep body, he's hairy and thick, and he is very correct. His homozygous polled sire sold to B Bar D Charolais in Ontario last year.

Retaining 1/3 semen interest, no possession.

BW: 0.1 WW: 41 YW: 83 Milk: 21.6 TM: 42
 Birth Wt: 91 205 DW: 706



Y8

Lot 55: RKJ 156U

55 PLEASANT DAWN MARSHALL 156U POLLED/RED
 RKJ 156U OPMC317511 (twin) April 3, 2008

PLEASANTDAWN MARSHALL70P (P) LEK ARNOLD 14J (P)
 PLEASANT DAWN GERI 702J (P)
 PLEASANT DAWN ROSE 56M (Q) (P) LLW DOUBLE TAKE PLD 104H (P)
 PLEASANT DAWN REDDY 51E (Q) (P)

Lots 55 and 56 are twins. They come from a big, thick, tan cow. Marshall 156U is long and smooth, hairy and correct.

BW: 0.9 WW: 40 YW: 82 Milk: 23.4 TM: 44
 Birth Wt: 76

56 PLEASANT DAWN MARSHALL356U POLLED/RED
 RKJ 356U QPMC317512 (twin) April 3, 2008

PLEASANTDAWN MARSHALL70P (P) LEKARNOLD 14J (P)
 PLEASANT DAWN GERI 702J (P)
 PLEASANT DAWN ROSE 56M (Q) (P) LLW DOUBLE TAKE PLD 104H (P)
 PLEASANT DAWN REDDY 51E (Q) (P)

Marshall 356U is an image of his twin brother, Lot 55.

BW: 0.9	WW: 40	YW: 82	Milk: 23.4	TM: 44
Birth Wt: 76				



57 PLEASANT DAWN MEAT 18U POLLED
 TLJ 18U PMC325956 April 8, 2008

PLEASANT DAWN FIRE 176S (P) PLEASANT DAWN FIRE 53N (Q) (P)
 PLEASANT DAWN PRESTO 76P (P)
 PLEASANT DAWN SEARS 718M (P) PLEASANT DAWN EXCEL 25K (P)
 ALLISONS MISS KITTY 718G (P)

Length of spine and big butt = "Meat".

BW: 0.9	WW: 37	YW: 76	Milk: 21.9	TM: 41
Birth Wt: 96				

58 PLEASANT DAWN SAVY 7184U POLLED
 TLJ 7184U PMC325955 December 23, 2008

PLEASANT DAWN RIO 26P (P) LT RIO BLANCO 1234 P (P)
 PLEASANTDAWN PRINCESS76H (P)
 ALLISONS MISS KITTY 718G (P) PLEASANTDAWN SURESHOT49D (P)
 ALLISONS MS UNIVERSE118D (P)

Savy is a long, deep sided Pleasant Dawn Rio son.

BW: 1.6	WW: 40	YW: 88	Milk: 25.2	TM: 45
Birth Wt: 99				

TERMS & CONDITIONS

TERMS: The terms of the sale are cash or cheque payable at par at the sale unless satisfactory credit arrangements have been made previous to the sale. The right of property shall not pass until after settlement is made. All settlements must be made with the clerks of the sale before any cattle will be released. All monies are in Canadian funds. Sale is not complete until final payment is received.

DISPUTES: In case of disputes, bidding will be reopened between the parties involved. If no further bid is made, the buyer will be the person from whom the auctioneer accepted the last bid. The auctioneer's decision in such matters is final.

PURCHASERS RISK: Each animal becomes the risk of the purchaser as soon as sold. Animals will be cared for at the purchaser's risk for a reasonable length of time. All bulls left at Pleasant Dawn Farms must be insured.

ANNOUNCEMENTS: Errors discovered in the catalogue will be corrected by announcements from the auction stand at sale time and such corrections will take precedence over the printed matter in the catalogue. Buyers are cautioned to pay close attention to announcements.

CERTIFICATE OF REGISTRY: Each animal will carry papers issued by the Canadian Charolais Association. A certificate of registry duly transferred will be furnished to the buyer for each animal after settlement has been made.

DELIVERY: Assistance will be given in making delivery after the sale. The animal shall be at the purchaser's risk from the time of sale and Pleasant Dawn Farms assume no responsibility for injury to, or the death of any animal. The purchaser agrees that shipping arrangements will be at the convenience of the seller, but will be as soon as practical after the sale.

BREEDER'S GUARANTEE, BULLS: Should any bull (14) fourteen months of age or over, fail to prove a breeder after being used on cows known to be breeders, the matter shall be reported in writing to the seller within (6) six months following the date of purchase or (6) six months after the bull has reached (14) fourteen months of age. The seller will then have the right and privilege of (6) six months to prove the bull a breeder. No guarantee is given that semen collected from the bull will freeze.

In no event shall the seller be responsible for more than the purchase price.

The seller is not responsible for damage caused by foreign bodies after the animal has been sold nor for sickness not apparent at sale time.

EXCEPTION GUARANTEE: In case where the animal is subjected to any hormonal or surgical reproductive techniques after the sale, this guarantee shall be null and void.

SETTLEMENT: Transportation charges on animals returned to the seller are for account of the purchaser. No incidental expenses such as feed, care, A.I., signing fees, interest, veterinary charges, etc., will be charged by either party when making settlement. If the seller is successful in proving the animal in question a breeder, the said animal will be reclaimed by the purchaser at his expense. Should the seller fail to so prove the animal a breeder, then the buyer is guaranteed a satisfactory replacement F.O.B. ranch or location of origin or a refund of the actual price. Should a dispute arise over the quality of a replacement animal, the Sale Management will appoint a mediator.

ACCIDENTS: Although every precaution will be taken to protect the safety and comfort of buyers, neither the sale manager, auctioneer, or sellers assume any responsibility in this matter and disclaim any liability, legal or other wise, in the event of accident or loss of property.

D BAR L LIVESTOCK IS AGENT ONLY: D Bar L Livestock is only acting as a medium between the 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, or for the truth of any warranties or representations, express or implied. Neither does D Bar L Livestock assume any financial obligations to collect or enforce collection of any monies between parties. D Bar L Livestock assumes no responsibility for any credit extended by the seller to the buyer. Any legal action that may in exceptional cases be taken, must be between the buyer and the seller. The buyer must look to the seller for fulfillment of all guarantees and representations.

MAIL OR TELEPHONE BIDS: Bidders unable to attend the sale may phone or mail their bids and instructions to the sale manager, auctioneer or special representatives. Bids must be received in sufficient time prior to the sale.

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, which is not covered by the terms and conditions of this sale.

INSURANCE: Insurance will be available sale day.

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TLJ 765W - Reserve Champion over all breeds - Jackpot Bull Show Manitoba Livestock Expo. He sells - Lot 1.

8th Annual Charolais Bull Sale

Reference Sires...



PLEASANT DAWN MARSHALL 70P HOMOZYGOUS POLLED

BW: 0.1 WW: 48 YW: 90 Milk: 18.3 TM: 42

Marshall 70P is truly a winner - calving ease, length, quarter, hair, excellent feet, great disposition.



HEJ MAGNUM 26R

HOMOZYGOUS POLLED

BW: 0.4 WW: 44 YW: 87 Milk: 29.1 TM: 51

Magnum 26R has proven to be just what we were hoping for. His calves are born easily, grow quickly and mature early. They are long, smooth, very strong topped with excellent feet and all are polled.



PLEASANT DAWN RIO 26P

DOUBLE POLLED/S

BW: 1.3 WW: 44 YW: 105 Milk: 25.6 TM: 48

Good calving with performance and fleshing ability.



LT WESTERN EDGE 4057 PLD HOMOZYGOUS POLLED

BW: 0.8 WW: 48 YW: 94 Milk: 13.1 TM: 37

Western Edge is a homozygous polled, calving ease bull. His sons show excellent performance with extra length and capacity and quiet dispositions.



PLEASANT DAWN MAX 70S

HOMOZYGOUS POLLED/RED

BW: -2.5 WW: 56 YW: 98 Milk: 19.2 TM: 47

Calving ease - used on heifers and cows. Very correct and moderate frame - adds thickness, quarter, testicles and good feet.



PLEASANT DAWN MAGNUM 56T

HOMOZYGOUS POLLED/RED

BW: -0.7 WW: 48 YW: 95 Milk: 27.2 TM: 51

A very correct, stylish, calving ease bull with extra length, great hair and a strong top. He will add calving ease, performance and milk to his offspring.

D BAR L LIVESTOCK
Box 56, R.R. 5
Saskatoon, SK S7K 3J8
Phone: 306/933-3111



Our goal...customer satisfaction!

**Pleasant Dawn Farms
March 20, 2010 1:00 p.m.
Heartland Livestock
Virden, MB**



See you next year!