



*twenty fourth annual*

**2 PM MONDAY**

**BULL SALE**

**MARCH 23, 2026**

**OAK LAKE, MANITOBA**



**SALE GROSS \$922,000.00**

**56 BULLS AVERAGED \$16,464.00**

**HIGH SELLING BULLS**

LOT 01	\$105,000.00	BEECHINOR BROS CHAROLAIS, BENTLEY, AB
LOT 15	\$ 35,000.00	FERN CREEK SIMMENTAL/PINE BLUFF FARMS, LOVE, SK
LOT 43	\$ 35,000.00	DOMEK CHAROLAIS, WIBAUX, MT
LOT 13	\$ 23,000.00	MUTRIE FARMS, GLENAVON, SK
LOT 45	\$ 21,000.00	HEITKAMP FARMS, WYNDMERE, ND
LOT 10	\$ 20,000.00	TERRY CREEK CHAROLAIS, BALTIMORE, ON
LOT 46	\$ 20,000.00	FAUL LAND & LIVESTOCK LTD, LANGENBURG, SK
LOT 59	\$ 20,000.00	MCLEOD LIVESTOCK, COCHRANE, AB
LOT 42	\$ 19,000.00	RUPERT FARM INC, LAC DU BONNET, MB
LOT 53	\$ 19,000.00	ROCKING S RANCH, MOOSOMIN, SK
LOT 24	\$ 18,500.00	C-B CHAROLAIS, MONTPELIER, ND
LOT 09	\$ 18,000.00	SKE CHAROLAIS, HARTNEY, MB
LOT 22	\$ 18,000.00	STILL FARMS LTD, ISABELLA, MB
LOT 40	\$ 18,000.00	STILL FARMS LTD, ISABELLA, MB
LOT 48	\$ 18,000.00	JEFF DENBOW, SOURIS, MB
LOT 51	\$ 18,000.00	DELTON MARTIN, STRATTON, ON

**TRANSCON ON ORDER**

**11 LOTS TOTALLING \$284,000.00**





## 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](http://www.transconlivestock.com)  
and [www.cattlevids.ca](http://www.cattlevids.ca)

## Internet Bidding Available



For more information call:

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

## WELCOME FROM THE TRANSCON LIVESTOCK TEAM!

Although this sale comes to you with a fresh new look, the Hatch family continues to offer the same top-quality bulls the industry has come to expect. We would like to once again congratulate Mr. Helge By on his retirement and recognize his impactful and dedicated career within the Charolais breed. We are very excited to work alongside Trent, Ashley, and the entire Hatch family this year at their 24th annual bull sale.

There is no doubt in my mind that you don't make it through 23 bull sales without offering an outstanding product backed by exceptional customer service. "Quality in Quantity" is something you will hear about, read about, and talk about at Pleasant Dawn. It's more than just a quote — it's a multi-generational motto that still holds true today.

Once again, the Hatch family has assembled an impressive lineup of future herd sires. These bulls come from cows that have truly stood the test of time, with multiple generations of proven longevity and profitability behind them. The matings selected for these no-miss females are carefully studied and chosen throughout the year, advancing the program year after year.

I was thoroughly impressed with the Pleasant Dawn Transport 202K sire group during my early January tour, instantly noticing a standout in Pleasant Dawn Oasis 657N — a bull that is sure to generate significant buzz. With cattle markets still hovering around all-time highs and Charolais cross calves consistently topping the market, there has never been a better time to invest in a Charolais bull.

These bulls are extremely quiet, strong-footed, and carry an abundance of hair. Whether you're searching for calving ease or added power, you'll find exactly what you need in this offering.

Please join us on March 23rd at the farm near Oak Lake, Manitoba, to select your next herd sire. If you're unable to attend in person, don't hesitate to call any of us at Transcon. We look forward to visiting with you at the sale or on the phone.

Cody Coupland



Jay Good  
30- years  
Transcon Team  
403-556-5563



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



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



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



Ward Cutler  
Auctioneer



Robert Lind  
Ringside

### DELIVERY

If you are able to bring your trailer on sale day, we will take \$200 of the purchase of your bull. We offer free delivery to central points in western Canada and N.D. USA and will work with you on all other destinations. All bulls can be kept until June 1st, 2026 at no charge.

### VOLUME BUYER

3 bulls bought by a single owner = 5% discount

### USA BUYERS

We guarantee our bulls 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.

### 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



**WELCOME FOR THE HATCH FAMILY**

It is with great pleasure that Ashley and I, along with our entire family would like to introduce you to our 24th annual bull sale! I would like to thank you for your support over the years! It's truly a blessing to be able to work with so many great people like you in the cattle industry. I've met so many great cattle producers over the years. I truly enjoy learning from all of you and have made great friendships over the years!

How exciting are these times in the cattle industry? It is easy to take these good prices and sit back. But I feel these are the times we can be prepared for the future to take advantage and increase our genetic lineage. You can't increase what you don't measure. From measuring and recording birth weights, weaning to yearling performance, feed efficiency testing and utilizing ultrasound data. Talking about measuring, I would like to brag on my son's 4-H steer, Seften's only white 4-H steer, the carcass was graded and was placed 3rd highest in Marbling out of 32 4-H steers! Talk about a good measurement! 24% of the beef is in the hind quarter and produces high lean meat yield. As Industry demands grow for predictable, functional and profitable cattle, measuring is critical for delivering genetics built for real-world conditions.

It's always been a staple at Pleasant Dawn Charolais for calving ease to performance with maternal and structural soundness. Pleasant Dawn bloodlines like the Honeycomb Jag 41w, Blossom 75s and Arrow 214g. These bloodlines were 17 or 18 years old and calved every year without a miss. They are examples of fertility, longevity and structural soundness that are almost impossible to achieve but so desirable for foundation and profitably! Another trait that my Dad drilled into me is length of spine and I'm very confident you won't find another herd with more consistent length of spine. Length of spine ads overall profitably!

Our pastures are very different, from sand hills with cactus, sandy marshland to good quality grass. We can measure very different weaning weights with the same genetics. We used 205wt instead of weaning weight because birth date and weaning date changes the pounds a lot. We also use genomic epds as a tool to help with selection to improve our genetics. As you will find, our birth EPDs are consistently below breed average and maternal and performance EPDs above breed average.

We thank you for your time and interest! If I can be of any help feel free to phone as I always enjoy talking cattle.

Sincerely *Trent Hatch*

**JOIN US SALE DAY**  
*March 23, 2026*

	BREED AVERAGE EPDS								
	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	5.5	0.2	61.2	112.7	23	5.7	53.6	1.1	259.3
%RANK	0.25	0.35	0.28	0.26	0.21	0.21	0.23	0.17	-

**VIDEO SALE**

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

**AT THE FARM**  
**OAK LAKE, MANITOBA**

**GOOGLE MAPS : PLEASANT DAWN CHAROLAIS**



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 Trent & Ashley Hatch  
 204-855-3078 • cell 204-721-3078

*www.pleasantdawn.com*



**\$105,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	17.5	-5.1	71	138	30	16.8	65	1.6	287.43
%RANK	0.25	0.41	0.27	0.17	0.12	0.1	0.17	0.08	-

BW: 78 lbs 205 WT: 734 lbs ADJ YW: 1441 lbs

**PLEASANT DAWN OASIS 657N**

MC906163 1/10/2025 TLJ 657N HOMO POLLED

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

PLEASANTDAWN SERENITY 507G  
**PLEASANT DAWN LUCY 457J**  
 PLEASANTDAWN JAN 757G



**homozygous polled**

Pleasant Dawn Oasis is the epitome of calving ease to performance with maternal! His striking body dimensions on a great set of feet and Awesome temperament are just some desirable traits. Tap in the seedstock on his dams side of Blossom 75S and Arrow 214G both 17 year old cows that calved every year naturally and gave me 15 calves each. Unmatched fertility with structural soundness. His sire

Transport's mother also a 14 year old cow. His maternal brother Gizmo was 2025 second high selling bull going to Kirlene Cattle CO.

And also a heifer bull specialist. Oasis genomic epds are off the charts top 1% for CE top 3% for BW top 15% for WW top 5% YW top 15% milk top 1% for MCE 10% MTL. From proven bloodlines to his unreal depth of rib with length of spine and true muscle pattern with tremendous width of base and natural spring of rib in one smooth package leaves Oasis as a special genetic phenomenon! He will be a

bull used in the Pleasant Dawn Program for years!

**retaining 1/4 semen interest**





BW: 94 lbs  
 205 WT: 787 lbs  
 ADJ YW: 1472 lbs

**PLEASANT DAWN LUCKY 7208N**

MC906071 1/4/2025 TLJ 7208N HOMO POLLED

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



PLEASANT DAWN CHRIS 42E  
**PLEASANT DAWN MIKEALA 7209J**  
 THRR LADY LUCK 7279E

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	7.5	-1.1	68	124	33	8.8	67	1.6	259.68
%RANK	0.25	0.42	0.29	0.18	0.13	0.12	0.18	0.09	-

**\$10,500.00**

**homozygous polled**

This big boy will cover some ground. Cow power with top end epds.

—————BW: 104 lbs 205 WT: 809 lbs ADJ YW: 1498 lbs

**PLEASANT DAWN POWERED 453N**

MC907581 1/5/2025 TLJ 453N HOMO POLLED

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



SADDLERIDGE FREIGHTER 1F  
**PLEASANT DAWN MISTY 453H**  
 PLEASANTDAWN BETTY 753C

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	-4	2.6	67	129	24	2.4	58	1.7	251.95
%RANK	0.24	0.41	0.29	0.17	0.12	0.12	0.18	0.08	-



**\$10,500.00**

**homozygous polled**

Powerful bull that nocked it out of the park on the feed efficiency tests. I only put a few on test as it's a long haul and does set the bulls back transferring them around a few times But another tool. Huge 205wt with feed efficiency that Charolais are known for.



**TRANSPORT 202K**

MC835544 1/24/2022 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	6	-1.2	72	152	30	7.9	66	2.1	266.77
%RANK	0.40	0.72	0.57	0.43	0.19	0.18	0.32	0.12	-

**SIRE TO LOTS 1 - 9**

Used to increase depth of rib and maintain calving ease to performance out of an exceptional 13 year old mother with excellent milk.



BW: 95 lbs  
 205 WT: 753 lbs  
 ADJ YW: 1359 lbs

**PLEASANT DAWN HARVEST 105N**

MC906079 1/10/2025 TLJ 105N HOMO POLLED

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



ZWB PLEASANTDAWNLEDGER34B  
**PLEASANTDAWN LADY 104F**  
 PLEASANTDAWN ETTA 4Z

**\$14,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	6.4	-0.9	51	114	27	6.5	53	1.6	249.9
%RANK	0.25	0.41	0.29	0.18	0.14	0.12	0.19	0.08	-

**homozygous polled**

Depth of rib with loads of hair end extra length of spine.

BW: 82 lbs 205 WT: 734 lbs ADJ YW:1324 lbs

**PLEASANT DAWN PREMIER 205N**

MC908088 1/14/2025 TLJ 205N HOMO POLLED

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



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

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	10.4	-3.9	58	118	48	1.7	48	1.7	244.28
%RANK	0.25	0.41	0.29	0.18	0.13	0.12	0.18	0.08	-

**homozygous polled**

Will increase depth of rib with extra calving ease.



**\$11,000.00**

BW: 112 lbs 205 WT: 750 lbs

**PLEASANT DAWN HAMMER 812N**

MC906713 1/16/2025 TLJ 812N HOMO POLLED

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



CCC WC RESOURCE 417 P  
**PLEASANTDAWN CHARM 812H**  
 PLEASANTDAWN LADY 912A

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	-1.9	2.3	69	132	28	3.5	62	1.5	257.25
%RANK	0.22	0.37	0.26	0.13	0.11	0.1	0.16	0.06	-

**homozygous polled**

Great middle and depth on this guy.



**OUT**



BW: 98 lbs  
 205 WT: 660 lbs  
 ADJ YW: 1447 lbs

**PLEASANT DAWN TAHONTA 757N**

MC906739 1/22/2025 TLJ 757N HOMO POLLED

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



EATONS BIG BUD 10402 P  
**PLEASANT DAWN CATE 57C**  
 PLEASANT DAWN JOURNEY 57Y

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	5.6	-0.5	63	135	27	8.3	59	1.3	267.44
%RANK	0.22	0.37	0.27	0.15	0.12	0.1	0.17	0.05	-

**\$16,000.00**

**homozygous polled**

As females are the foundation at Pleasant Dawn this guy's mother is a 10 year old cow and the great grandmother of Oasis Lot 1. Consistent muscle mass all the way through with extra length and wide top!  
**retaining 1/4 semen interest**

BW: 96 lbs 205 WT: 746 lbs ADJ YW: 1421 lbs

**PLEASANT DAWN HELIX 12N**

MC906730 1/21/2025 TLJ 12N HOMO POLLED

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



TMJF FLOYD 86F  
**PLEASANTDAWN TANNIS 12H**  
 PLEASANTDAWN LADY712F

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	4.6	-1.9	59	109	33	4.8	62	1.3	258.15
%RANK	0.25	0.41	0.29	0.17	0.13	0.11	0.18	0.08	-



**\$13,000.00**

**homozygous polled**

Another transport bull with good hair and lots of length.

BW: 92 lbs 205 WT: 719 lbs ADJ YW: 1328 lbs

**PLEASANT DAWN HOLLYWOOD 395N**

MC906748 1/25/2025 TLJ 395N HOMO POLLED

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



ZWB PLEASANTDAWNLEDGER34B  
**PLEASANTDAWN SPLASH 295H**  
 PLEASANTDAWN RITA95E

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	0.4	1.5	71	134	21	6.1	56	1.6	256.43
%RANK	0.25	0.41	0.29	0.18	0.14	0.12	0.19	0.09	-



**\$18,000.00**

**homozygous polled**

This guy will add depth of rib and milking.  
 Out of a great milking mother.



**\$20,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	14.1	-4.6	80	144	26	5.6	66	1.8	292.75
%RANK	0.25	0.4	0.27	0.15	0.14	0.13	0.18	0.1	-

BW: 86 lbs 205 WT: 740 lbs ADJ YW: 1334 lbs

**PLEASANT DAWN VERTIGO 346N**

MC907264 2/16/2025 TLJ 346N HOMO POLLED

LT ATLAS 0251 PLD  
**LVB WORLD WIDE 3051**  
 LVB MISS CHUMLEY 4017



MAIN LEDGER UP 105E  
**PLEASANTDAWN CHANEL 846H**  
 MAIN CHANEL CHISUM 846F

**homozygous polled**

Heifer bull alert here with top notch epds. You'll drive the wheels off your vehicle looking for a bull with the combination of BW to WW EPD's

**WORLD WIDE 3051**

PMC880229 2/4/2023 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	10.2	-1.0	84	143	27	6.7	69	1.5	306.71
%RANK	0.32	0.49	0.36	0.23	0.19	0.19	0.25	0.19	-

**SIRE TO LOTS 10 - 12**

We picked up World Wide from Bina's in N.D For his muscling abilities out of the calving ease sire Lt Atlas. His mother never weaned a calf indexing under 100.





BW: 92 lbs  
205 WT: 746 lbs  
ADJ YW: 1239 lbs

**PLEASANT DAWN BUMBLE 561N**

MC907271 2/24/2025 TLJ 561N HOMO POLLED

LT ATLAS 0251 PLD  
**LVB WORLD WIDE 3051**  
LVB MISS CHUMLEY 4017

PLEASANT DAWN CHRIS 42E  
**PLEASANTDAWN BECKY517G**  
PLEASANTDAWN LADY 517Z



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	6.7	-2.5	66	104	30	9	63	1.1	274.74
%RANK	0.24	0.4	0.2	0.15	0.13	0.12	0.15	0.09	-

**OUT**

**homozygous polled**

Another Bina son with that calving ease to performance ratio.  
Hair with rib and thickness.

BW: 87 lbs 205 WT: 734 lbs ADJ YW: 1389 lbs

**PLEASANT DAWN NASH 602N**

MC909991 2/12/2025 TLJ 602N HOMO POLLED

LT ATLAS 0251 PLD  
**LVB WORLD WIDE 3051**  
LVB MISS CHUMLEY 4017

MAIN MAGICO LANZO 36D  
**PLEASANT DAWN LAYLA 802J**  
PLEASANTDAWN LADY 702D



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	10.1	-1	69	121	29	9	63	1.3	282.81
%RANK	0.21	0.34	0.23	0.09	0.09	0.08	0.14	0.06	-

**polled scurred**

Lots of extra length of spine with this guy and a huge hip full of muscle that world wide puts on.



**\$10,000.00**

**testimonial**

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

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**\$23,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	7.3	-1.1	81	146	21	5	61	1.8	279.04
%RANK	0.27	0.43	0.31	0.23	0.16	0.16	0.21	0.18	-

BW: 88 lbs 205 WT: 826 lbs ADJ YW: 1574 lbs

**PLEASANT DAWN ASHER 82N**

MC906165 1/10/2025 TLJ 82N HOMO POLLED

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



PLEASANTDAWN OPTICAL173F  
**PLEASANT DAWN FLORA 72H**  
 PLEASANTDAWN LADY 21D

**homozygous polled**

Females are the foundation of our program and Asher has a great mother! She has the arrow 214g cow family and a gold star grandmother. Extra milk with a nice level udder and good teats. Last year's high seller going to Pine Bluff Charolais was a maternal brother! Asher wraps up what we want when it comes to calving ease to performance. His physical stats match his genomic epds. Look at his depth of rib with extra volume and length of spine. Hair with extra volume and muscling.

**retaining 1/4 semen interest**



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**\$16,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	7.6	0.8	92	174	17	11.5	63	1.9	305.14
%RANK	0.27	0.42	0.31	0.23	0.16	0.16	0.21	0.19	-

BW: 87 lbs 205 WT: 858 lbs ADJ YW: 1541 lbs

**PLEASANT DAWN MEGATRON 311N**

MC907582 1/5/2025 TLJ 311N HOMO POLLED

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

PLEASANT DAWN CHISUM 216A  
**PLEASANT DAWN BRISTOL 211J**  
 WRANGLER MS NIKKI 11F



**homozygous polled**

Megatron will transform your program when it comes to calving ease to performance! Low BW with a 205WT of 858lbs. I remember weighing him up and thinking wow if I had 200 steers like him that would be awesome payment!

Top 1% weaning and yearling WT EDP's.



**GOVERNOR 1560**

MC852777 2/3/2021 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	8.5	2.1	100	170	9	6.9	59	1.5	302.06
%RANK	0.53	0.90	0.84	0.79	0.29	0.32	0.47	0.67	-

SIRE TO LOTS 13 & 14.

A true performance bull with good calving on COWS.



**\$35,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	4.5	-0.4	73	126	21	2.7	58	1.3	275.85
%RANK	0.22	0.33	0.26	0.21	0.17	0.15	0.20	0.13	-

BW: 90 lbs 205 WT: 736 lbs ADJ YW: 1465 lbs

**PLEASANT DAWN CALEB 276N**

MC906785 2/4/2025 TLJ 276N HOMO POLLED

SCHURRTOP CHANNEL 430Y P

**JMAR JERICHO 1C721**

SCC MISS PV731 72Y PLD

PLEASANT DAWN MAGNUM 56T

**PLEASANT DAWN MAGGIE 316X**

PLEASANT DAWN RIO 216P



**homozygous polled**

Caleb is a ET calf and his recipe mother wasn't the best milking but wow has he gained well since weaning. Caleb's mother is the mother of Chisum who Kirlene bought and she also lasted 13years. This guy has the hair and length with a good square hip. Beautiful head and temperament.



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**LETHBRIDGE AB**  
403-394-9371

**BRANDON MB**  
204-727-7807

**WINNIPEG, MB**  
204-237-8107



BW: 93 lbs  
 205 WT: 835 lbs  
 ADJ YW: 1429 lbs

**PLEASANT DAWN SHOWTIME 219N**

MC906761 1/29/2025 TLJ 219N HOMO POLLED

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



CEDARLEA THE COUNT 175F  
**CEDARLEA WILHELMINA 219J**  
 CEDARLEA WILHELMINA 83G

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	10.3	-1.6	83	142	24	6.3	65	1.7	296.55
%RANK	0.26	0.42	0.3	0.2	0.14	0.13	0.19	0.11	-

**\$17,000.00**

**homozygous polled**

I bought the mother of show time From Cedarlea she had the calving ease to performance I was looking for. She had a 81lbs BW a 782 lbs 205 WT with a ratio of 127 and yearling ratio of 116. Double up those genetics with Jericho and you have very consistent calving ease to performance genetics that correlate with his actual stats and genomic EPD's.

BW: 85 lbs 205 WT: 754 lbs ADJ YW: 1440 lbs

**PLEASANT DAWN STELLER 607N**

MC907075 2/6/2025 TLJ 607N HOMO POLLED

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



JWX HORIZON 1114H  
**PLEASANT DAWN STELLA 605K**  
 PLEASANTDAWN PATTY506G

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	12.8	-3.7	70	118	31	4.6	66	1.1	300.24
%RANK	0.25	0.42	0.3	0.17	0.14	0.12	0.19	0.12	-



**\$14,000.00**

**polled scurred**

Steller is a Jericho with extra length and good hip with outstanding EPD's.

**JERICO 1C721**

MC836840 3/3/2021 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	14.8	-4.1	72	109	13	8.0	49	1.3	280.07
%RANK	0.42	0.73	0.58	0.22	0.22	0.21	0.34	0.24	-

**SIRE TO LOTS 15 - 23**

His dam was 12 years old with perfect feet. She never ratioed under 105, Jericho had a 12 month 17.25 inch ribeye and a marbling ratio of 125.



# OUT

BW: 87 lbs  
205 WT: 852 lbs  
ADJ YW: 1396 lbs

## PLEASANT DAWN STRATUS 1135N

MC906793 2/6/2025 TLJ 1135N HOMO POLLED

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



WHITE MEADOW GRINGO 20G  
**PLEASANT DAWN BETH 1312K**  
PLEASANTDAWN CHARM 812H

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	12.8	-1.6	84	115	17	8.7	59	1.4	273.04
%RANK	0.26	0.41	0.3	0.17	0.14	0.12	0.19	0.12	-

**homozygous polled**

A bigger framed Jericho with calving ease and a excellent milking mother.

# LIFETIME CASH BENEFITS ON THE FARM



BW: 84 lbs 205 WT: 728 lbs ADJ YW: 1353 lbs

## PLEASANT DAWN IMPERIAL 204N

MC907078 2/8/2025 TLJ 204N HOMO POLLED

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



WCR COMMISSIONER 593 P  
**PFC KITTY 204K**  
PFC HONEY 5H

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	16.2	-3.6	68	112	18	11.4	52	1.2	270.05
%RANK	0.22	0.36	0.25	0.12	0.1	0.1	0.15	0.08	-

**homozygous polled**

Another calving ease Jericho with that wide top.



BW: 91 lbs 205 WT: 714 lbs ADJ YW: 1364 lbs

## PLEASANT DAWN ICONIC 305N

MC907262 2/15/2025 TLJ 305N HOMO POLLED

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



JWX HORIZON 1114H  
**PLEASANT DAWN NETFLIX 105K**  
PLEASANTDAWN LADY 104F

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	10.4	-0.7	64	115	19	8.8	51	1.2	280.41
%RANK	0.21	0.36	0.26	0.12	0.09	0.09	0.15	0.07	-

**homozygous polled**

Iconic has a great mother with good length



**testimonial**

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



**OUT**

BW: 79 lbs  
205 WT: 725 lbs  
ADJ YW: 1331 lbs

**PLEASANT DAWN ROCKET 904N**

MC907269 2/20/2025 TLJ 904N HOMO POLLED

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

MAIN MAGICO LANZO 36D  
**PLEASANT DAWN NEV 902K**  
PLEASANTDAWN ADA 802F



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	15.4	-4.5	65	109	21	10.2	53	1.4	274.13
%RANK	0.22	0.36	0.26	0.12	0.1	0.09	0.15	0.08	-

**homozygous polled**  
Just love the extra muscle on this guy!  
Calving ease specialist on a perfect set of feet.  
**retaining 1/4 semen interest**

BW: 88 lbs 205 WT: 722 lbs ADJ YW: 1296 lbs

**PLEASANT DAWN CASPER 173N**

MC907270 2/23/2025 TLJ 173N HOMO POLLED

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

PLEASANTDAWN SERENITY 507G  
**PLEASANT DAWN AVA 73K**  
PLEASANTDAWN TAMMY 173H



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	13.8	-3.1	63	107	18	10	50	1.4	273.99
%RANK	0.22	0.36	0.26	0.12	0.09	0.08	0.15	0.07	-

**homozygous polled**  
Smaller framed but packed with extra meat.



**\$18,000.00**

BW: 89 lbs 205 WT: 766 lbs ADJ YW: 1378 lbs

**PLEASANT DAWN SPENCER 534N**

MC907658 3/20/2025 TLJ 534N HOMO POLLED

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

PLEASANTDAWN CONNECTION 195G  
**PLEASANT DAWN SALLY 530K**  
PLEASANTDAWN ENVY430C



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	8.8	-2.0	65	107	20	5.9	52	1.2	267.88
%RANK	0.22	0.36	0.24	0.13	0.10	0.10	0.15	0.07	-

**homozygous polled**  
A younger calf with just a great hip on him. His maternal sister sold to Thurston's



**\$14,000.00**



BW: 86 lbs  
 205 WT: 761 lbs  
 ADJ YW: 1599 lbs

**PLEASANT DAWN DAXTON 1N**

MC906173 1/15/2025 TLJ 1N POLLED

JWX HORIZON 1114H  
**PLEASANT DAWN PIONEER 352L**  
 PLEASANTDAWN LADY452E

PLEASANTDAWN VESSEL 195H  
**PLEASANT DAWN RITA 1K**  
 BAR H MADONNA 1E



**\$18,500.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GE PD	5.7	-1.1	62	129	27	4.2	58	0.9	285.65
%RANK	0.23	0.39	0.25	0.15	0.12	0.11	0.16	0.08	-

**polled**  
 This guy is as long as a freight train and as deep as the grand canyon with a beautiful small head. Super smooth with extra capacity.

BW: 86 lbs 205 WT: 736 lbs ADJ YW: 1230 lbs

**PLEASANT DAWN RACHET 701N**

MC920378 2/12/2025 TLJ 701N HOMO POLLED

JWX HORIZON 1114H  
**PLEASANT DAWN PIONEER 352L**  
 PLEASANTDAWN LADY452E

EATONS BIG BUD 10402 P  
**PLEASANTDAWN SHELBY 1B**  
 PLEASANT DAWN ARROW 14T



**\$11,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GE PD	7.7	-1.6	68	137	26	8.9	60	1.2	296.67
%RANK	PE	PE	PE	PE	PE	PE	PE	PE	-

**homozygous polled**  
 Calving ease specialist out of a 12 year old cow.

BW: 78 lbs 205 WT: 683 lbs ADJ YW: 1262 lbs

**PLEASANT DAWN SCOUT 275N**

MC906718 1/17/2025 TLJ 275N HOMO POLLED

JWX HORIZON 1114H  
**PLEASANT DAWN PIONEER 352L**  
 PLEASANTDAWN LADY452E

MAIN MAGICO LANZO 36D  
**PLEASANT DAWN SAGE 75J**  
 PLEASANTDAWN BABE 875C



**\$17,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GE PD	11.6	-3.5	55	118	27	9.6	54	1.2	281.29
%RANK	0.2	0.34	0.23	0.11	0.09	0.09	0.14	0.05	-

**homozygous polled**  
 A smaller framed calving ease bull going back to the 17 year old blossom cow.

BW: 86 lbs 205 WT: 800 lbs ADJ YW: 1276 lbs

### PLEASANT DAWN KNOX 365N

MC906719 1/18/2025 TLJ 365N HOMO POLLED

PLEASANT DAWN IMPACT 953J  
PLEASANT DAWN NITRO 143L  
PLEASANT DAWN SLIPPER43J



SILVERSTREAM PADRA P7  
PLEASANT DAWN KAWERAU 365L  
PLEASANTDAWN KAY 465F

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	7.8	0.3	65	117	22	10.9	54	0.4	277.61
%RANK	0.27	0.39	0.26	0.15	0.1	0.1	0.15	0.09	-

**homozygous polled**

He's got that good muscling going back to SilverStream Padra with extra hair.



BW: 77 lbs 205 WT: 791 lbs ADJ YW: 1325 lbs

### PLEASANT DAWN ZEAL 351N

MC910346 1/9/2025 ASH 351N

PLEASANT DAWN IMPACT 953J  
PLEASANT DAWN NITRO 143L  
PLEASANT DAWN SLIPPER43J



PLEASANTDAWN VESSEL 195H  
PLEASANT DAWN DRESSY 51L  
PLEASANTDAWN DRESSY 51H

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	11.3	-3.4	59	100	30	11.1	59	0.9	273.04
%RANK	0.24	0.34	0.2	0.09	0.06	0.07	0.11	0.03	-

**4th generation polled**

Out of a first calf heifer.  
Lots of body and depth with length.



### PIONEER 352L

MC861805 3/6/2023 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	9.5	-2.2	70	151	31	10.1	66	1.3	310.62
%RANK	0.29	0.48	0.34	0.29	0.18	0.16	0.23	0.13	-

SIRE TO LOTS 24 - 26

A calving ease cow bull that will add depth of rib and excellent females.



### NITRO 143L

MC857458 1/10/2023 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	15.4	-5.4	47	85	28	12.9	51	0.6	274.80
%RANK	0.32	0.46	0.31	0.25	0.11	0.12	0.18	0.09	-

SIRE TO LOTS 27 & 28

BW: 84 lbs 205 WT: 683 lbs ADJ YW: 1252 lbs

### PLEASANT DAWN RYKER 14N

MC906174 1/16/2025 TLJ 14N HOMO POLLED

PLEASANTDAWN HYDRO 675E  
**PLEASANTDAWN SERENITY 507G**  
PLEASANTDAWN LADY508E



SILVERSTREAM PADRA P7  
**PLEASANT DAWN PORIRUA 514L**  
PLEASANTDAWN LADY 514E

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	13.5	-2.8	52	104	20	12.5	46	0.9	268.56
%RANK	0.26	0.36	0.25	0.13	0.1	0.11	0.15	0.06	-

**homozygous polled**

Out of the calving ease specialist Serenity and his mother being a SilverStream you get that calving ease with muscling.



**\$17,000.00**

BW: 96 lbs 205 WT: 736 lbs ADJ YW: 1446 lbs

### PLEASANT DAWN SLINGER 375N

MC907243 2/15/2025 TLJ 375N HOMO POLLED

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



PLEASANT DAWN CHISUM 216A  
**PLEASANTDAWN SARA 875G**  
PLEASANTDAWN BLOSSOM 75S

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	2.5	-0.3	64	128	17	4.4	49	2.1	276.53
%RANK	0.27	0.43	0.31	0.21	0.17	0.16	0.22	0.15	-

**homozygous polled**

He's the only calf out of Hank as Hank got injured. This guy sure has that nice Hank hip.



**\$9,500.00**



### SERENITY 507G

MC769212 1/18/2019 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	24.1	-9.5	51	100	23	19.3	48	1.2	283.64
%RANK	0.56	0.69	0.54	0.47	0.31	0.29	0.39	0.16	-

SIRE TO LOT 29



### HANK 80H

MC830598 6/22/2020 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	0.2	2.3	61	127	11	4.6	41	2.2	256.08
%RANK	0.39	0.67	0.56	0.45	0.24	0.23	0.35	0.22	-

SIRE TO LOT 30



**\$9,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	6.4	0	52	107	23	6.9	49	1	258.77
%RANK	0.24	0.4	0.2	0.16	0.12	0.11	0.15	0.08	-

—————BW: 87 lbs 205 WT: 704 lbs ADJ YW: 1258 lbs

**PLEASANT DAWN RED WOLF 903N**

MC906743 1/24/2025 TLJ 903N HOMO POLLED

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

PLEASANT DAWN MAXWELL38Z  
**PLEASANTDAWN RED 903F**  
 PLEASANTDAWN LADY 903Z



**homozygous polled**

A dark red Ricky son with lots of middle and good hip.



**RICKY 374L**

MC861024 2/26/2023 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	6.5	0.2	79	138	18	7.4	58	1.8	276.48
%RANK	0.32	0.52	0.38	0.29	0.16	0.15	0.23	0.13	-

**SIRE TO LOTS 31 - 36**

A tanned bull used to add muscling and rib.



BW: 97 lbs  
 205 WT: 753 lbs  
 ADJ YW: 1379 lbs

**PLEASANT DAWN JASPER 830N**

MC906726 1/18/2025 TLJ 830N HOMO POLLED

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

PLEASANTDAWN REDZONE852Z  
**PLEASANTDAWN TEA830E**  
 PLEASANTDAWN COLA830C



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GE PD	8.3	-1.9	67	108	17	6	50	1.3	262.35
%RANK	0.25	0.4	0.27	0.16	0.13	0.11	0.18	0.1	-

**\$12,000.00**

**homozygous polled**

Out of a tremendous mother with extra milk.

BW: 95 lbs 205 WT: 712 lbs ADJ YW: 1375 lbs

**PLEASANT DAWN 854N**

MC906741 1/23/2025 TLJ 854N HOMO POLLED

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

TERRY CREEK JUDE 508J  
**PLEASANT DAWN BRITNEY 854L**  
 PLEASANTDAWNLADY852X



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GE PD	4.1	2.1	62	119	20	7.4	51	1.4	261.08
%RANK	0.23	0.34	0.21	0.1	0.07	0.07	0.12	0.04	-



**\$15,000.00**

**homozygous polled**

I sure liked Ricky for his muscling and middle and this guy also has it.

**testimonial**

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

**HEAD FOR THE HILLS**  
 VETERINARY HEALTH SERVICES  
 AND PET CREMATORIUM  
 Dr. R. Clarke Hill - DVM  
 Dr. Christine Ewert Hill - DVM

Redvers, SK - #1 Service Road - (306)452-3558  
 Carlyle, SK - Hwy. #13 North - (306) 453-2446  
 Kipling, SK - #905 Main St. - (306) 736-2516

BW: 88 lbs 205 WT: 826 lbs ADJ YW: 1493 lbs

### PLEASANT DAWN RANCHER 294N

MC906746 1/24/2025 TLJ 294N

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

TURNBULL'S FULL MOON 655F  
PLEASANT DAWN NORA 894K  
PLEASANTDAWN RED 794F



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	6	-0.3	66	116	21	6.3	54	1.4	262.82
%RANK	0.2	0.35	0.15	0.1	0.07	0.08	0.1	0.04	-

#### 4th generation polled

Talk about a thick tank! This guy is moderate framed and has really good length combined with thickness.



**\$16,000.00**

BW: 96 lbs 205 WT: 727 lbs ADJ YW: 1265 lbs

### PLEASANT DAWN ASTROID 418N

MC906779 1/31/2025 TLJ 418N

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

TRI-N CAPTAIN MORGAN 340A  
PLEASANT DAWN METRIC 518J  
PLEASANTDAWN ROSE 518Z



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	8.5	0.5	73	124	20	9.6	57	1.4	274.18
%RANK	0.21	0.35	0.23	0.11	0.09	0.09	0.14	0.06	-

#### 4th generation polled

Long and deep.



**\$8,000.00**

BW: 90 lbs 205 WT: 719 lbs ADJ YW: 1339 lbs

### PLEASANT DAWN BOBBY 209N

MC920380 3/13/2025 TLJ 209N

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

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



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	7.8	-0.4	65	116	21	8.6	53	1.6	269.32
%RANK	PE	PE	PE	PE	PE	PE	PE	PE	-

#### 4th generation polled

Another younger calf but thick and long.



**\$10,000.00**



BW: 96 lbs  
 205 WT: 799 lbs  
 ADJ YW: 1466 lbs

### PLEASANT DAWN TANGO 707N

MC907682 3/22/2025 ASH 707N

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



PLEASANT DAWN CHISUM 216A  
**PLEASANTDAWN BEV707D**  
 PLEASANT DAWN EXTRA 70A

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	-2.5	2.2	80	137	24	5.5	64	1.4	270.42
%RANK	0.21	0.36	0.25	0.14	0.1	0.1	0.15	0.06	-

**\$14,000.00**

**4th generation polled**

This big boy has that extra meat in his hind quarter.

BW: lbs 205 WT: 752 lbs ADJ YW: 1363 lbs

### PLEASANT DAWN RETRO 673N

MC920382 3/13/2025 TLJ 673N

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



PLEASANT DAWN MAXWELL38Z  
**PLEASANTDAWN LADY 673F**  
 PLEASANTDAWN REDDY 673Y

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	6.4	-1.1	61	106	27	5.2	58	1.1	257.71
%RANK	PE	PE	PE	PE	PE	PE	PE	PE	-

**4th generation polled**

These HWY Kracker jack calves calve easy and he puts depth of rib and muscling.



**\$9,000.00**

### **KRACKER JACK 36K**

MC841338 1/21/2022 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	2.1	-0.5	70	128	27	4.1	62	1.3	263.05
%RANK	0.34	0.61	0.45	0.33	0.16	0.16	0.26	0.11	-

**SIRE TO LOTS 37 - 41**

We bought him from the HWY program for his consistent attributes of calving ease to performance.



BW: 90 lbs 205 WT: 813 lbs ADJ YW: 1351 lbs

### PLEASANT DAWN ESSENCE 1314N

MC907428 3/13/2025 TLJ 1314N

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

PLEASANT DAWN CHRIS 42E  
PLEASANT DAWN MADDY 814J  
PLEASANTDAWN CASSY514F



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	2.1	-0.1	69	126	27	4.8	61	1.4	265.68
%RANK	0.2	0.36	0.22	0.12	0.08	0.08	0.13	0.03	-

**4th generation polled**

Out of a smaller framed cow with good milk.



**\$8,000.00**

BW: 84 lbs 205 WT: 728 lbs ADJ YW: 1353 lbs

### PLEASANT DAWN JACKED 203N

MC907498 3/13/2025 TLJ 203N POLLED SCURRED

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

SWR AEROSMITH 7A  
PLEASANTDAWN LADY 103C  
PLEASANT DAWN BABE 102W



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	0.5	0.7	58	111	20	4.8	50	1.1	251.47
%RANK	0.21	0.36	0.23	0.13	0.10	0.09	0.14	0.04	-

**polled scurred**

Extra hair and length.



**\$18,000.00**

BW: 100 lbs 205 WT: 621 lbs ADJ YW: 1418 lbs

### PLEASANT DAWN JACK 301N

MC908512 3/26/2025 TLJ 301N HOMO POLLED

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

PLEASANTDAWN EMPIRE 14A  
PLEASANTDAWN LADY 301D  
PLEASANTDAWN LADY 201B



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	-1.1	1	67	127	27	3.3	60	1.2	257.02
%RANK	0.24	0.4	0.22	0.16	0.13	0.12	0.16	0.07	-

**homozygous polled**

A younger calf with big time performance.



**OUT**



**\$19,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	11.1	-4	51	88	27	7.3	53	1.6	268.52
%RANK	0.28	0.39	0.24	0.14	0.1	0.1	0.15	0.08	-

BW: 78 lbs 205 WT: 726 lbs ADJ YW: 1300 lbs

**PLEASANT DAWN SPITFIRE 728N**

MC910339 1/15/2025 TLJ 728N HOMO POLLED

JMAR LEAD TIME 1L16

**PLEASANT DAWN SELECT 205K**  
PLEASANTDAWN SARGENT 106H

PLEASANT DAWN HERITAGE 375J  
**PLEASANT DAWN SUN STREAM 7208L**  
PLEASANT DAWN MIKEALA 7209J



**homozygous polled**

Heifer bull alert here! Tremendous calving ease on both the top and bottom of the pedigree. He is also in the top 1% for the breed in marbling

**SELECT 205K**

MC833738 1/5/2022 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	6.7	-2.3	60	111	16	4.2	46	1.4	258.27
%RANK	0.43	0.62	0.42	0.29	0.16	0.15	0.25	0.15	-

SIRE TO LOT 42





**\$35,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	10.1	-0.8	93	156	26	9.8	72	1.5	316.14
%RANK	0.24	0.35	0.28	0.21	0.15	0.14	0.19	0.16	-

BW: 93 lbs 205 WT: 806 lbs ADJ YW: 1357 lbs

**PLEASANT DAWN KODIAK 531N**

MC908014 2/5/2025 TLJ 531N HOMO 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

**homozygous polled**

This ET calf is so complete in his make up. Big barrel, deep rib with a nice square hip with good muscling. Great temperament on these historic bulls. Caprock bought both of the full sisters at our female sale. His mother is a elite quality cow from the JMAR program now working in the Rennert Ranch Nebraska.

Check out those elite EPD's  
**retaining 1/4 semen interest**



DAM OF LOT 44, 45 & 46

**HISTORIC 241K**

MC859247 2/22/2022 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	18.1	-4.6	76	150	25	12.3	63	2.2	296.12
%RANK	0.66	0.86	0.77	0.49	0.19	0.21	0.38	0.29	-

**SIRE TO LOTS 43 - 45**

SVY Historic is a bull that really puts it all together from calving ease to performance with maternal and structural soundness with good carcass traits.





**\$14,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	16.9	-2.6	70	126	21	14.5	57	1.1	289.43
%RANK	0.23	0.34	0.27	0.2	0.15	0.14	0.19	0.15	-

BW: 90 lbs 205 WT: 762 lbs ADJ YW: 1362 lbs

**PLEASANT DAWN KASINO 430N**

MC908012 1/31/2025 TLJ 430N

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

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



**4th generation polled**

Kasino is also a full sib His sire Historic has great calving ease ton performance with top maternal. I like how these 3 full siblings have different Genomic EPD's all really good just a little different and so they should be. This guy also has top 1% marbling take advantage of these JMAR MS DOUBT x Historic matings!

BW: 90 lbs 205 WT: 799 lbs ADJ YW: 1457 lbs

**PLEASANT DAWN PRESTO 518N**

MC908013 2/6/2025 TLJ 518N

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

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



**\$21,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	15.5	-2.4	82	147	28	12.6	69	1.1	301.99
%RANK	0.24	0.35	0.28	0.21	0.15	0.14	0.19	0.16	-

**4th generation polled**

Presto is the 3rd mating from the Historic and JMAR MS DOUBT. That extra depth of rib and extra volume on these 3 calves are excellent with good square hips and good muscling shows you the consistency with this cross.



**\$20,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	9.1	-1.5	80	121	28	6.3	67	1.4	277.16
%RANK	0.3	0.41	0.28	0.15	0.12	0.11	0.17	0.09	-

BW: 83 lbs 205 WT: 825 lbs ADJ YW: 1414 lbs

**PLEASANT DAWN DOMINO 631N**

MC906758 1/28/2025 TLJ 631N HOMO POLLED

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

PLEASANT DAWN HERITAGE 375J  
**PLEASANT DAWN MATCHA 731L**  
 PLEASANT DAWN MATCHA 431J



**homozygous polled**

Good performance from a first calf heifer. Lots to like on this guy.  
 Small head with lots of length and muscling.



**NERO 165K**

MC838342 3/25/2022 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	15.4	-4.4	73	111	40	8.1	77	1.2	282.89
%RANK	0.53	0.66	0.53	0.28	0.18	0.17	0.30	0.16	-

**SIRE TO LOTS 46 - 55**

Nero is a calving ease specialist that we used for a couple years on heifers and also had good 205 weights.



BW: 84 lbs  
 205 WT: 785 lbs  
 ADJ YW: 1465 lbs

**PLEASANT DAWN TITUS 65N**

MC906788 2/2/2025 TLJ 65N HOMO POLLED

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

**47**

PLEASANTDAWN VESSEL 195H  
**PLEASANT DAWN TRISTA 65L**  
 PLEASANTDAWN SPRINT 365H

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	13.5	-2.8	65	99	36	11.2	69	1.2	261.81
%RANK	0.29	0.41	0.28	0.15	0.11	0.11	0.17	0.09	-

**\$11,000.00**

**homozygous polled**

Titus is another Nero and they all have good calving to performance.

BW: 87 lbs 205 WT: 831 lbs ADJ YW: 1415 lbs

**PLEASANT DAWN BIG MAC 429N**

MC907076 2/7/2025 TLJ 429N

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

**48**

JBARW MR TOP GUN 1311  
**PLEASANT DAWN MICKY129L**  
 PLEASANT DAWN MICKY 29H

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	8.4	-0.8	74	120	29	8.5	66	1.3	276.42
%RANK	0.25	0.35	0.23	0.09	0.07	0.08	0.12	0.05	-

**\$18,000.00**

**4th generation polled**

Big Mac was a calf that always got your attention out in the field. Very well put together with some good hair.

BW: 95 lbs 205 WT: 665 lbs ADJ YW: 1215 lbs

**PLEASANT DAWN LINEAGE 61N**

MC907195 2/11/2025 TLJ 61N

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

**49**

ZWB PLEASANTDAWNLEDGER34B  
**PLEASANT DAWN LENIA61E**  
 PLEASANT DAWN BRIDGET 41A

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	6.8	-0.1	60	105	18	8.3	48	1.1	260.15
%RANK	0.22	0.37	0.27	0.15	0.13	0.11	0.18	0.1	-

**\$8,500.00**

**4th generation polled**

This guy goes back to the Honeycomb Jag cow who produced up to 18 years old. Plan on keeping this guy around for a while.

BW: 86 lbs 205 WT: 775 lbs ADJ YW: 1372 lbs

### PLEASANT DAWN ODIN 206N

MC907197 2/14/2025 TLJ 206N

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

PLEASANTDAWN VESSEL 195H  
PLEASANT DAWN EMILY 205L  
PLEASANTDAWN SARGENT 106H



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	4.4	0.4	72	123	34	3.1	70	1.2	283.94
%RANK	0.29	0.4	0.28	0.15	0.11	0.11	0.17	0.09	-

**4th generation polled**

Odin is sure to ad that extra rib and muscle.



**\$10,000.00**

BW: 75 lbs 205 WT: 803 lbs ADJ YW: 1326 lbs

### PLEASANT DAWN CAESAR 965N

MC907265 2/18/2025 TLJ 965N

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

PLEASANT DAWN CHISUM 216A  
PLEASANT DAWN ADDA 265L  
PLEASANTDAWN ADDA 165H



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	16.1	-5.7	52	85	31	7.9	57	1.4	246.64
%RANK	0.29	0.4	0.28	0.15	0.12	0.12	0.17	0.1	-

**4th generation polled**

Very small bw on this guy with really good milk.



**\$18,000.00**

BW: 87 lbs 205 WT: 844 lbs ADJ YW: 1380 lbs

### PLEASANT DAWN ZORRO 516N

MC907278 2/27/2025 TLJ 516N HOMO POLLED

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

SILVERSTREAM PADRA P7  
PLEASANT DAWN DARFIELD 716L  
MAIN BUD 716E



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	8.2	-0.7	79	129	30	7	69	1.3	274.2
%RANK	0.29	0.41	0.28	0.15	0.11	0.11	0.17	0.1	-

**homozygous polled**

Another Nero that has good muscling out of a easy fleshing first calver.



**\$14,000.00**

# \$19,000.00

BW: 68 lbs 205 WT: 646 lbs ADJ YW: 1232 lbs

## PLEASANT DAWN MERCURY 475N

MC907420 3/5/2025 TLJ 475N

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

WHITE MEADOW GRINGO 20G  
PLEASANT DAWN JILL 275L  
PLEASANT DAWN SAGE 75J



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	17.1	-5.5	67	106	30	10.6	63	1.5	275
%RANK	0.27	0.35	0.17	0.09	0.06	0.08	0.1	0.05	-

**4th generation polled**

I used Nero for 2 years on heifers with great results.  
This guy also will be very easy calving.

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CDC Arborg - tall milling oat  
CDC Anson - high yielding short oat

Cam Greig 204.264.0458  
Jordan Roper 204.264.1511  
Fred Greig 204.522.5528

BW: 77 lbs 205 WT: 784 lbs ADJ YW: 1226 lbs

## PLEASANT DAWN TURIN 495N

MC907418 3/5/2025 TLJ 495N POLLED SCURRED

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

JBARW MR TOP GUN 1311  
PLEASANT DAWN SPLASH 395L  
PLEASANTDAWN SPLASH 295H



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	12.1	-3.7	69	112	35	8.2	70	0.8	279.52
%RANK	0.29	0.41	0.22	0.15	0.11	0.11	0.15	0.1	-

**polled scurred**  
Calving ease specialist.



BW: 88 lbs 205 WT: 804 lbs ADJ YW: 1248 lbs

## PLEASANT DAWN NITRO 913N

MC907497 3/13/2025 TLJ 913N

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

TERRY CREEK JUDE 508J  
PLEASANT DAWN TRISTA 914L  
PLEASANTDAWN RED914D



	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	9.8	-1.5	62	105	34	6	65	1.1	266.08
%RANK	0.26	0.35	0.24	0.09	0.07	0.08	0.13	0.05	-

**4th generation polled**  
A younger tanned calf with good muscling.





**\$17,500.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	4	1.6	82	132	15	5.7	56	1.5	274.06
%RANK	0.26	0.42	0.3	0.2	0.16	0.15	0.21	0.13	-

BW: 104 lbs 205 WT: 790 lbs ADJ YW: 1421 lbs

**PLEASANT DAWN T BONE 915N**

MC907074 2/6/2025 TLJ 915N HOMO POLLED

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

TURNBULL'S FULL MOON 655F  
**PLEASANT DAWN SPIFFY 915H**  
 PLEASANTDAWN ROSE 915B



**homozygous polled**

Powerful top gun son! This guy will add the pounds with length and guts. The top gun females have just awesome udders. Extra muscling with performance.

**retaining 1/4 semen interest**



**TOP GUN 1311**

MC854282 2/6/2021 HOMOZYGOUS POLLED

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	5.9	1.0	75	131	14	14.0	52	1.3	276.10
%RANK	0.41	0.71	0.57	0.45	0.27	0.26	0.37	0.32	-

**SIRE TO LOTS 56 - 62**

Will add length of spine with strength of loin. His daughter's have beautiful udders with small teats. Carcass leader for marbling and ribeye.



BW: 90 lbs  
205 WT: 761 lbs  
YW: 1286 lbs

**PLEASANT DAWN KENTUCKY 752N**

MC906790 2/4/2025 TLJ 752N HOMO POLLED

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



TMJF BRAYSHAW 339B  
**PLEASANTDAWN LADY752D**  
PLEASANTDAWN CORRIN 952B

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	4.4	0.4	63	121	30	9.7	61	1.3	271.72
%RANK	0.26	0.42	0.24	0.2	0.16	0.15	0.19	0.13	-

**\$13,000.00**

**homozygous polled**

Another powerful bull! That extra length of spine in these top guns are impressive. A 10 year old mother that just gets it done every year.  
**retaining 1/4 semen interest**

BW: 95 lbs 205 WT: 655 lbs ADJ YW: 1208 lbs

**PLEASANT DAWN APOLLO 753N**

MC906745 1/24/2025 TLJ 753N HOMO POLLED

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



PLEASANT DAWN CHISUM 216A  
**PLEASANTDAWN LADY453F**  
PLEASANTDAWN MIA 753D

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	4.7	0.5	67	121	16	10.7	49	1.2	271.23
%RANK	0.23	0.37	0.26	0.15	0.13	0.12	0.17	0.1	-



**\$8,000.00**

**homozygous polled**  
Good hair and length.



**thank you**

Kirlene Cattle  
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Stephen Holodniuk  
Melford Farm  
Curtis Myslichuk  
Elis Van Buuren  
Forest Park Farms



BW: 89 lbs  
 205 WT: 723 lbs  
 ADJ YW: 1346 lbs

**PLEASANT DAWN HORNET 507N**

MC907196 2/12/2025 TLJ 507N HOMO POLLED

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



LT LEDGER 0332 P  
**PLEASANTDAWN LADY508E**  
 PLEASANTDAWN RUTH 908C

**\$20,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	10.4	-2.3	64	104	25	13.9	57	0.9	276.64
%RANK	0.28	0.44	0.32	0.22	0.18	0.17	0.23	0.17	-

**homozygous polled**

Hornet is a maternal brother to the calving ease specialist Serenity. This guy's mother every year consistently gives me a small bw calf. Look at this guys small head and length of spine. Top 1% for marbling also

**testimonial**

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



BW: 100 lbs  
 205 WT: 702 lbs  
 ADJ YW: 1376 lbs

**PLEASANT DAWN INCEPTION 63N**

MC907261 2/15/2025 TLJ 63N HOMO POLLED

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



TMJF FLOYD 86F  
**PLEASANTDAWN SHOPKINS 53H**  
 PLEASANTDAWN SALLY53F

**\$12,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	3.2	2.2	76	148	27	12	65	1.7	286.67
%RANK	0.26	0.41	0.3	0.19	0.15	0.14	0.2	0.13	-

**homozygous polled**

This is the last group of top guns to sell as he got injured. This guy has that extra length and good guts to go with it.

BW: 97 lbs  
 205 WT: 731 lbs  
 ADJ YW: 1426 lbs



**PLEASANT DAWN TOP TIER 352N**

MC907318 3/1/2025 TLJ 352N

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

PLEASANT DAWN CHISUM 216A  
**PLEASANTDAWN LADY 452E**  
 PLEASANTDAWN CORRIN 952B



**\$9,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	1.6	1.4	70	135	20	6.9	55	1.3	273.46
%RANK	0.26	0.42	0.31	0.2	0.17	0.15	0.22	0.14	-

**4th generation polled**

Top tier is out of a top cow. I have kept 2 maternal brothers to him.

BW: 95 lbs 205 WT: 722 lbs ADJ YW: 1337 lbs

**PLEASANT DAWN KETO 729N**

MC907583 2/25/2025 TLJ 729N

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

HC BLUE ROCK 2406  
**THRR LADY LUCK 7279E**  
 KCM LADY LUCK 59X



**\$8,000.00**

	CE	BW	WW	YW	MILK	MCE	MTL	SC	TSI
GEPD	8.9	-0.6	70	119	19	11.8	53	1.4	279.74
%RANK	0.22	0.37	0.27	0.17	0.13	0.12	0.18	0.11	-

**4th generation polled**

Big square hip and good length

TLJ 1N	LOT 24	TLJ 275N	LOT 26	TLJ 430N	LOT 44	TLJ 675N	LOT 1	TLJ 915N	LOT 56
TLJ 12N	LOT 8	TLJ 276N	LOT 15	TLJ 453N	LOT 3	TLJ 701N	LOT 25	TLJ 965N	LOT 51
TLJ 14N	LOT 29	TLJ 294N	LOT 34	TLJ 475N	LOT 53	TLJ 707N	LOT 37	TLJ 1135N	LOT 18
TLJ 61N	LOT 49	TLJ 301N	LOT 41	TLJ 495N	LOT 54	TLJ 728N	LOT 42	TLJ 1314N	LOT 39
TLJ 63N	LOT 60	TLJ 305N	LOT 20	TLJ 507N	LOT 59	TLJ 729N	LOT 62	TLJ 7208N	LOT 2
TLJ 65N	LOT 47	TLJ 311N	LOT 14	TLJ 516N	LOT 52	TLJ 752N	LOT 57		
TLJ 105N	LOT 4	TLJ 346N	LOT 10	TLJ 518N	LOT 45	TLJ 753N	LOT 58		
TLJ 173N	LOT 22	ASH 351N	LOT 28	TLJ 531N	LOT 43	TLJ 757N	LOT 7		
TLJ 203N	LOT 40	TLJ 352N	LOT 61	TLJ 534N	LOT 23	TLJ 812N	LOT 6		
TLJ 204N	LOT 19	TLJ 365N	LOT 27	TLJ 561N	LOT 11	TLJ 830N	LOT 32		
TLJ 205N	LOT 5	TLJ 375N	LOT 30	TLJ 602N	LOT 12	TLJ 854N	LOT 33		
TLJ 206N	LOT 50	TLJ 395N	LOT 9	TLJ 607N	LOT 17	TLJ 903N	LOT 31		
TLJ 209N	LOT 36	TLJ 418N	LOT 35	TLJ 631N	LOT 46	TLJ 904N	LOT 21		
TLJ 219N	LOT 16	TLJ 429N	LOT 48	TLJ 673N	LOT 38	TLJ 913N	LOT 55		

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# Pleasant Dawn CHAROLAIS

