**ASA Victorian State Report for 2017**

2017 has been a excellent year for Australian Salers Association members in Victoria with strong sales, good prices, renewed interest in the breed and new members. Marg and Dave Pevitt from Western Victoria report one of their best growing seasons on record, and their Salers cross steers topped the Warrnambool market in May at $4.24/Kg live weight. Reg and Anne Mickelborough at Scattered Gums have also had a solid year with good seasons and sales of females Salers. New member David Miller at Yea is has been building a herd of Salers breeders over the past 2-3 years that will increase the profile of the breed in Victoria. Peter Rogers and Cheryl Bass at Salco Partners in West Gippsland have also had a good year with record breeder and bull sales. We should also mention Nathan Rabe and his wife who have just joined ASA from Tasmania where they are setting up a Salers herd. A number of other breeders in Victoria are using significant Salers contributions to their cattle operations, most often in crossbreeding programs to increase calf growth rates. Finally, a couple of farm enterprises in Victoria are exploring vertical integration with restaurants and consumers in an attempt to better market the Salers brand. These efforts will be followed with interest.