

INTERNATIONAL SALERS FEDERATION



Chairman: Ron Coomber - Australia
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Members in: Australia, Austria, Belgium, Bosnia & Herzegovina, Canada, Croatia, Czech Republic, Denmark, France, Germany, Ireland, Mexico, New Zealand, Poland, Portugal, Russia, Spain, Switzerland, U.K. and U.S.A.



Greetings to U.K. Readers, Salers Breeders and Enthusiasts,

The opportunity to provide International Salers Federation (ISF) News in this Journal is much appreciated, as is the way that the Salers Breed is growing so well and profitably in the United Kingdom.

In the last 3 years there has been dramatic growth within the ISF which now has 24 Members in 20 Countries and it is helping a major change in the World of the Salers Breed.

Since the ISF was formed in 1985, it has served very well its Members by conducting regular (now tri-annual) Conventions and Tours in a number of different Countries, resulting in very worthwhile exchanges for Salers Breeders. In addition, Salers Breeders from foreign countries gain much international fellowship and knowledge by attending major events around the World, such as the Royal Highland Show in Scotland; the National Western Stock Show in Denver, Colorado, USA and the Annual Concours National Salers in France, etc., etc. These are so beneficial to one and all.

At the ISF Convention in Ireland in 2012, the decision was reached to expand even further the work of the ISF and at the ISF Convention in Colorado in 2015, the Federation's Constitution was amended to allow for the provision of more Salers Breeders into the fold; the more active exchange of knowledge and experience about Salers between the various Countries; and to facilitate the development of the Salers Breed in Countries just starting to introduce Salers Cattle. In this regard, it has been a pleasure that the Salers Association of Bosnia and Herzegovina has now become a Member. There are great opportunities in the fertile grazing lands in Herzegovina where that Association is based.

Of course, the United Kingdom is an excellent example of the progressive work that has been done for Salers. Top prices have been achieved for Salers Stock; greater demand for Salers as Suckler Breeders is being experienced; import of top Salers Genetics from France is happening; and U.K. Salers are now being exported to many Countries, including Spain and France.

A prime example of U.K. expertise is the export from the U.K. to France of a homebred bull which was a Class Winner at the 2017 National Salers Show in Vichy, France! A case of the "Student becoming Teacher"!

It is with much confidence that I am assured that 2018 will be an enormously successful year for Salers. The Sommet de l'Élevage, which I consider to be the best meeting place in the World for Salers Breeders, Friends and potential Clients, is having, this year, Salers as their Feature Beef Breed. **Without doubt it will be the best and largest meeting of**

Salers Breeders from far and wide that has ever been seen. Our sincere thanks again go to M. Benoît Delalay, International Manager, Sommet de l'Élevage, for the support and assistance he continues to give the ISF and Salers.

The Sommet is renowned for bringing representatives from so many Countries together, to gather and disseminate information, sales and buyer potentiality.

As well as 400 Salers Cattle being at this year's Sommet, the 2018 International Salers Conference and Tour will be in France and will culminate with attendance at the Sommet on Wednesday, Thursday and Friday, 3, 4, 5 October.

The Beef Industry, World-Wide is very rapidly transforming. Branded Prime-Cut Beef and Branded Specific Breed Meat are fastly becoming the vogues with major Beef Cattle Producing Enterprises World-Wide who now see themselves as primarily Branded Beef Supply Businesses or Agricultural Businesses not just as Cattle Breeders. One way is to look what Cattle Pastoral Companies, which each run hundreds of thousands of beef cattle in Australia are doing, as are so many Beef Companies in Countries such as the USA, Canada, and Brazil. An outstanding example is the gigantic Miratorg Angus Beef Operation in Russia.

As Salers Breeders, we know the high quality of Salers meat and that has been ably proven by organisations such as Label Rouge in France. **There are great opportunities to show what Salers Cattle can do for the World-Wide Branded Beef Business.**

Finally, let's all work together and look forward to greater development of Salers everywhere. The ISF vision is towards the profitable influence of Salers cattle being actively demonstrated in all areas of the World, including South Eastern Europe, C.I.S., South America, and Oceania. We know how Salers can adapt, so well, in areas, from extremely high temperatures and across to the snow- bound Winters in the open range lands of USA, Canada and Russia.

The ISF looks forward to meeting up with so many Salers Breeders and Friends, and potential Customers, at the Sommet this year and helping to demonstrate that SALERS IS TRULY THE INTERNATIONAL BALANCED BREED.

Sincerely,

Ron.

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Chairman
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INTERNATIONAL SALERS FEDERATION continued...



SALERS IN THE CZECH REPUBLIC



SALERS EXPO. MEXICO

SALERS IN PORTUGAL



AUSTRALIAN SALERS HEIFER



SALERS IN POLAND



SWISS CALF



SALERS IN BELGIUM



SALERS IN AUSTRIA



NEW ZEALAND COWS

SALERS IN BOSNIA & HERZEGOVINA



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CZECH REPUBLIC

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DENMARK

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FRANCE

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SWITZERLAND

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