



AEA EMUupdate

The Official Newsletter of the American Emu Association

President's Message

Volume 30 Issue 1— Jan-Feb 2020

Greetings From Colorado

Hello to all this February. I hope your emu eggs are hatching and your emu business growing. This is the time that we are busy not only with wee ones, but making 2020 plans for farmers markets, craft fair booths and other farm issues. Hopefully this winter's weather did not impact you, as last winter did for many farmers.

I want to thank Joylene Reavis, and Brian Smith for getting our newsletters back on track to get you valuable AEA information. We so apologize for the long wait in the past.

Since we are discussing communicating with you, have you seen our **AEA website** lately. Jay Winslow and helpers have been making **big changes and correcting some of the problems our website has been plagued with.** It has been down on occasion, as this process is taking place. We are looking for valuable content to place on the AEA website. Example: If you have charts for incubating, articles that you think valuable (nothing copyrighted unless AEA produced), meat cut charts, etc. Please email them to terry_turner@hughes.net, and I will pass them on to the committee.

We want this new website to be educational and interesting to those inter-

ested in exploring emu farming, as well as, helpful to us all as questions arise.

We need your help. We are missing information from the distant past, such as, AEA created information that is still relevant, but has been lost. If you have something, please send a copy of it to me at the above email address. We really don't know what is missing from 15 or 20 years ago. Thanking you in advance for your time to help us. If you have questions, give me a call at **970-493-9262**. Mornings are best.

We are looking for speakers for the **2020 Annual Convention in Huntsville, Alabama.** We need people with experience and information related to emu farming. Example - Fencing ideas; How to create a good environment for newly hatched chicks; Emu Health; Incubating eggs; etc. Do you know someone, or would you be able, to talk to the group? Please speak up and volunteer. **We have new farmers that need your valuable knowledge.** To help, contact Amy Hall at gofarm2020@outlook.com.

Lastly, contact non AEA members and encourage them to be a part of our association. We need to embrace others and help them learn the business of growing emus and selling their wonderful products.

Until next month,

Cheers, *Terry Turner*

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Members Advertise
FREE

The AEA mailing address:

American Emu Association
510 W Madison St.
Ottawa IL 61350
815-326-1789
emusue@gmail.com

**2020 Convention
Sept 11, 12, 13
Huntsville, AL**

BREEDERS LIST

The Breeders List will once again be offered to members at no cost for 2020. If you sell emu chicks yearlings or breeder pairs, add your farm to this FREE listing by contacting the AEA office. This is the first place people look for emus on the AEA website.

2020 AEA Convention ~ September 11-13
Huntsville Marriott Hotel at the Space & Rocket Center
5 Tranquility Base, Huntsville, Alabama 35805
Phone - 970-493-9262
Reservations - 800-228-9290 or 256-830-2222

Discount for Veterans - The AEA is offering a 10% annual membership discount to veterans & current military personnel with verification required. New & renewing members will be eligible for this discount.



American Emu Association Certified Business Member Program Special Promotion 2020

Application Period: April 1 - April 30 Annually
Program Period: June 1 - May 31 Annually

The CBM Advantage

The goal of the Certified Business Member (CBM) program is to help both your company and our industry grow. Partial use of program fees has in the past included the development of the Mt. Emu infomercial, press releases and their distribution as well as production of oil and meat brochures. Plans for the coming year are just as exciting with additional advertising and educational efforts being planned. When a consumer contacts the AEA requesting more information about emus or their products it is very important that we are able to provide them with a source to shop. Thanks to all the current CBM members for their support and input this past year.

Participation in this program is an investment in your business; it is not a donation to the cause. Now more than ever, consumers are seeking reliable suppliers of AEA Certified Emu Oil and quality emu oil products. Many are turning to the AEA for this information. As a CBM your business will be among those listed on the Internet and in all AEA responses to consumer inquiries. Participation in this program will also boost the credibility of your business and provide a valuable source of online traffic. If you are unable to respond quickly to potential leads, or are only interested in leads from a specific area of the country, this program may not be suitable for your company.

The AEA is now accepting memberships for the 2020 CBM Program. There are several requirements for membership:

- The contact person for the business must be an AEA member in good standing.
- The company's principles and main operation must be located in the United States.
- Any emu meat sold must be USDA or State inspected.
- All emu oil sold must be AEA Certified Fully Refined Emu Oil and the company must participate in the AEA Certified Emu Oil Program. All emu oil products must contain oil that tests to specifications within the AEA Emu Oil Trade Rules.
- CBM must provide a write-up about their company of 100 words or less.
- The company must provide proof of product liability insurance naming the American Emu Association as an additional insured.
- The company must provide a credit or debit card for monthly fees to be charged to or prepay the fees upfront.

Special Promotion For 2020 CBM Fees:

- SAVE \$150 - New members will be charged a reduced set-up fee of \$200 (normally \$350) that is due with the application.
- All members will be charged a monthly fee of \$50 that is due and payable on the 20th of each month. This monthly fee is to be automatically charged to the credit card on file unless the monthly fees are prepaid.
- Members may prepay the year in advance by check, credit card, or PayPal.
- SAVE \$50 - Renewing CBM's, who get all of their CBM paperwork (including their Certified Emu Oil Program applications and paperwork) turned in by April 30, will get their first month (June) FREE.

Benefits:

- AEA will provide an online Directory of Certified Business Members (including their write up) on the official AEA website.
- AEA will provide a link from the online Directory to the websites of each Certified Business Members.
- Certified Business Members will be the only recommended sources for emu oil products included in responses to media or consumer inquiries received by the AEA. Certified Business Member's name, contact, address, fax, phone number, email address, and web site URL will be included in all information disseminated.
- Sales leads and information are provided via the CBM email mailing list.
- All Certified Business Members' contact information is provided at all trade shows the AEA attends; along with product displays if available.

Contact any of the current Certified Business Members (or AEA) if you have any questions about the program. We are looking forward to a bigger and better program for 2020 with great excitement and anticipation. Come join!!!

American Emu Association
510 W. Madison St., Ottawa, IL 61350
www.AEA-EMU.org
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WEB INQUIRY REPORT

The **Live Bird Requests** are sent out to the members by these two electronic venues—**Facebook** and the **YahooGroups Email List**.



Any AEA member can contact the person to advise or buy/sell what they have. Once a person becomes an AEA member, they are sent an invitation by email to join these communication venues.

If you are not signed up, you will NOT receive these contact opportunities along with many shared educational and business information ideas between members.

If you cannot find your invitation by email in your junk mail/spam folder for the yahooGroups AEA Members List, contact Amy Hall, gofarm2020@outlook.com.

For the Facebook AEA Members Only Network page. Contact Susan Wright - emusue@gmail.com, or Brian Smith - snake-man52006@hotmail.com.

NOTE - YahooGroups Members Email List will continue to be used, as is, until further notice.

WANTED

Libby Neuberger

7015 Sitio Corazon, Carlsbad, CA 92009 (858) 254-6200 libby.neuberger@gmail.com Looking for chicks from just hatched to 2 years old or a breeding pair. 1-22-20

Alexa Jordan

1312 Massachusetts Ave, Cambridge, MA 02138 (871) 362-7182 alexa_jordan@college.harvard.edu Looking for fertile eggs, just hatched chicks & tips on establishing an emu farm 2-01-20

Zack Maciss

106 Dailey Avenue, Tunnelhill, Georgia 30755 (706) 313-1719 zackmacias@gmail.com Looking for fertile eggs, chicks from just hatched to a year old. Would like close enough to pick them up. 2-01-20

Washington State

425-530-6783 Looking to purchase emu skulls and neck bones 2-04-20

AEA Members

Use these phrases on labels, written copy and on your web-sites.



It will improve your marketing.

"The American Emu Farmer believes in Fair Trade and Sustainable Agriculture."

"Grown and Processed in the USA"

"If it's got the seal, it's the real deal"

Did you know

Emu Today & Tomorrow is the emu industry's premier magazine? Published four times a year, ET&T provides insight to current emu market trends and how-to guides for emu farming. Partnering with the AEA, ET&T also offers on its website EmuToday.com a wealth of resources and tools for raising emus.

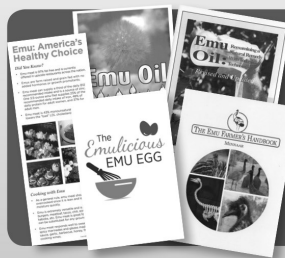
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- ✓ Emu Meat
- ✓ Eggs
- ✓ Raising Chicks
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We also have the Emulicious Emu Egg booklet, mini emu meat and emu oil guides, several emu oil handbooks, and the original *Emu Farmer's Handbook* available for sale. *Emu Today & Tomorrow* is an invaluable resource for everything emu!

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Card # Exp. Date

Signature



American Emu Association

Certified Business Member Program

2020 Application / Special Promotion

Application Period: April 1 - April 30 Annually

Program Period: June 1 – May 31 Annually

COMPANY NAME:

ADDRESS:

PHONE:

FAX:

WEBSITE ADDRESS:

EMAIL ADDRESS:

BUSINESS, RESALE OR SALES TAX ID NUMBER:

CONTACT PERSON / AEA MEMBER:

CONTACT PERSON EMAIL ADDRESS:

NATURE OF BUSINESS:

INCLUDE YOUR MOST RECENT EMU OIL CERTIFICATE OF ANALYSIS: Please provide a copy of the analytical report (COA) from most recent batch of AEA Certified Emu Oil. This document can be obtained from your emu oil supplier.

INCLUDE A CERTIFICATE OF INSURANCE: Please provide a certificate of insurance as proof that you have valid product liability insurance. The AEA must be named as an additional insured on your policy. This document can be obtained from your insurance provider.

WHAT DO YOU SELL?

- Emu Meat? Yes / No USDA/State If yes, include a sample of all of your meat labels
- Emu Oil Products Other Than Pure Emu Oil? Yes / No
- Emu Pure Oil? Yes / No If yes, you are required to also fill out the applications for the AEA Certified Emu Oil Program if you haven't already done so, see below for more details:

AEA Certified Emu Oil Program Applications and complete program details are available online at:
<http://aea-emu.org/resources/aea-certified-emu-oil-program>

PRIMARY MARKET AREAS:

DO YOU SELL THROUGH DISTRIBUTORS? Yes / No

DO YOU SELL WHOLESALE OR RETAIL?

DO YOU EXPORT OR PLAN TO EXPORT EMU PRODUCTS? Yes / No
 If yes, which ones?

CBM WRITE-UP (100 words or less):



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CBM BENEFITS:

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- AEA will provide a link from the online Directory to the websites of each Certified Business Members.
- Certified Business Members will be the only recommended sources for emu oil products included in responses to media or consumer inquiries received by the AEA.
- Sales leads and information are provided via the CBM email mailing list.
- All Certified Business Members' contact information is provided at all trade shows the AEA attends; along with product displays if available.

SPECIAL PROMOTION:

- **SAVE \$150** - New members will be charged a reduced one time set-up fee of \$200 (reg. \$350) that is due with the application.
- All members will be charged a monthly fee of \$50 that is due and payable on the 20th of each month, beginning June 20 of this year and ending May 20 of next year. This monthly fee is to be automatically charged to the credit card on file unless the monthly fees are prepaid.
- Members may prepay the year in advance by check, credit card, or PayPal.
- **SAVE \$50** - Renewing CBMs, who get all of their CBM paperwork (including their Certified Emu Oil Program applications and paperwork) turned in by April 30, will get their first month (June) FREE.

CHECK ONE BELOW:

- ☐ I am a renewing CBM and authorize the American Emu Association to charge my credit card the monthly fees detailed above.
- ☐ I am a renewing CBM and choose to prepay the monthly fees at this time. ☐ My check is enclosed. ☐ I authorize the American Emu Association to charge my credit card as prepayment for my monthly fees.
- ☐ I am a new CBM and authorize the American Emu Association to charge my credit card the one time set-up fee at this time and the monthly fees detailed above.
- ☐ I am a new CBM and choose to prepay the one time set-up fee and the monthly fees at this time. ☐ My check is enclosed. ☐ I authorize the American Emu Association to charge my credit card for all fees at this time.

Credit Card Number: _____ Expiration Date: _____

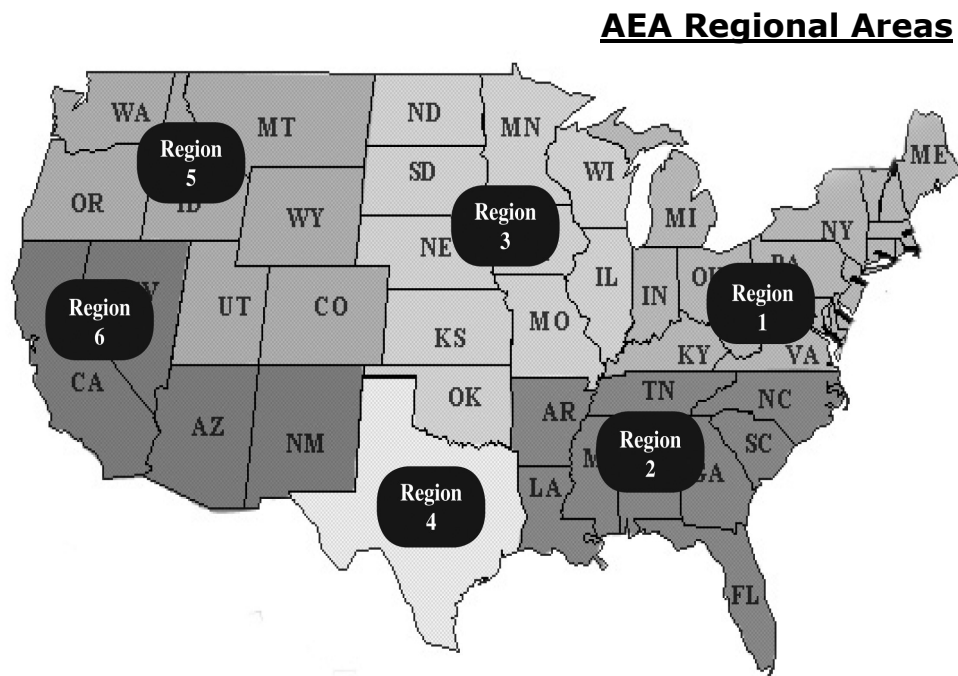
Signature of Card Holder: _____

Please complete and return both pages of this application to the AEA.

Email to susan.wright@aea-emu.org or mail to AEA CBM Program, 510 W Madison St., Ottawa, IL 61350

AEA Board of Directors Contact Information

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| <u>President</u> <u>Director Region 4, 5, 6</u> Terry Turner 2051 County Rd. 82E Livermore, CO 80536 970-493-9262h terry_turner@hughes.net president@aea-emu.org |
| <u>Vice President</u> Amy Hall 2020 Red Bench Road Paris, AR 72855 479-847- 0352 gofarm2020@outlook.com |
| <u>Treasurer</u> Brian Smith 6913 Timberlake Dr Murfreesboro TN 37129 931-980-7503 snakeman52006@hotmail.com |
| <u>Secretary</u> Joylene Reavis 700 8th Ave #731 Monroe, WI 53566 608-897-8224 emujoy@sugarmapleemu.com |



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| <u>Director Region 1 & 2</u> <u>Parliamentarian</u> Andy Martin P.O. Box 590088 Birmingham, AL 35259 205-999-6314 admin@proemu.com | <u>At-Large-Director</u> Jay Winslow 6323 Coble Church Road Liberty, NC 27298 jwinslow07@outlook.com | <u>Director Region 3</u> Dennis Anderson 2960 Oaks Ave Haverhill, IA 50120 641-751-4527 oaksaveemuranch @heartofiowa.net |
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Emu Processing Plants

Larue Meat Processing USDA
 1908 Water Level Rd
 Somerset, PA 15501
 811-445-7229

J&S Meat Processing
 180 Fm 833 E
 Fairfield, TX 75840
 903-389-6169

Lemay & Sons USDA
 116 Daniel Plummer Rd
 Goffstown, NH 03045
 603-622-0022

Value Added Emu Products

Uvalde Meats
 508 S wood Street
 Uvalde, TX 78801
 830-278-6247

Krehbiels Specialty Meats, Inc.
 USDA
 1636 Mohawk Rd
 McPherson, KS 67460
 620-241-0103 / 620-241-0106

Craig's Meats
 N9064 Hwy 162 No.
 Mindoro, WI 54644
 608-486-2212

Special "D" Meats USDA
 30637 Lake Street
 Macon, MO 63552
 660-385-2141

B and D Meats
 5370 Grange Rd
 Roseburg, OR 97471
 541-677-7283

Communication & Networking



"AEA Members Network"
Contact Amy—
gofarm2020@outlook.com
479-847-0352

YahooGroups Email List
Contact Brian—
snakeman52006@hotmail.com
931-980-7503

