



AEA EMUupdate

The Official Newsletter of the American Emu Association

President's Message

Volume 29 Issue 6— Nov-Dec 2019

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2020 Convention
Sept 11, 12, 13
Huntsville, AL

Greetings from Snow White Colorado.

The Board of Directors apologizes for the delays in your AEA Newsletter arrivals. There have been struggles with harsh weather, holidays, lack of time and having our emus ready for an early winter and the upcoming breeding season, along with caring for other livestock. We will make sending out the newsletter in a timely manner a priority in order to keep you posted with the best information. Expect the Jan/Feb newsletter to come out in only a few weeks.

I do hope the New Year will bring you many chicks, good weather and great health for you and yours plus a profitable 2020. It's a lot of wishes, but I want the best for our members and their farms.

Nominations for AEA Board members will start soon and Carolyn Palo has again stepped to the plate and is willing to coordinate the nomination process. Either she or a nomination committee member will be contacting you. We need volunteers to make our AEA work properly and grow our membership.

If you are interested in being on the board please email me at, terry_turner@hughes.net, and I will pass on your willingness to serve on the AEA board to Carolyn.

The Board of Directors decided at the convention to hire a different company to manage and update our website, as the development of the new AEA website has not gone as planned. We have hired another company and they are in the early stages of making that transition. Please send me an email with any suggestions you would like to see and we can try to implement them. Please be very descriptive with your suggestions and I will pass your creative ideas on to the website committee. They will contact you to discuss your ideas, if needed.

Wishing you a Merry Christmas and Happy New Year!

See you next month! *Terry Turner*

Merry

Christmas!



2020 AEA Convention ~ September 11-13
Huntsville Marriott 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 and current military personnel with verification required. New & renewing members will be eligible for this discount.

Hello from Amy

I hope you had a wonderful Holiday season

First off, I wanted to tell you about my first emus. We traveled 4 hours west in Oklahoma to a small exotic farm near Oklahoma City. The only trailer I have currently is a 4 horse stock with a divider and single large swing door.

This farmer basically picked the emus up from behind and carried them into the trailer. He did have one misstep getting into trailer with a bird that was able to turn around and hook a talon into his jeans. He's lucky it only ripped his jeans with just a mild abrasion on his leg.

We put all 3 into the forward compartment with a bit of straw bedding and traveled the 4 hours home.

Since we arrived after dark, I opened up the divider and put some water in the trailer. We parked the trailer in the paddock.

Early the next morning I went out to the paddock and opened the trailer gate. Now I was told that it may take a while for the birds to come out of the trailer. 45 minutes later they were still in there. Pacing back and forth and looking out the side slats anxiously.

Watching their behavior, I realized they didn't like the transition between the straw covered trailer floor in the front and the black mats underneath. So, I got some more straw and spread it to the back of the trailer. 30 minutes later...they are still in the trailer

Watching them again, they would get to the back of the trailer and balk at the 8" drop to the bare ground. So... I got some more straw and spread it on the ground, piling it up to cover the gap and they came right out. Silly things.

I bet you have stories like this to tell. I bet you have lots of stories. New farmers like myself are hungry for your insight and knowledge about anything emu. Our combined experience is what we need to grow this industry and attract new farmers.

I recently had an inquiry from a potential new farmer. He wanted to know if the AEA could help him sell the meat.

It's a very good question. The answer is no, we can't help him actually sell it. But we can help him promote it. The beef and poultry industries promote their product because of large numbers of farmers. Emu meat maybe be a long way from that kind of political pull, however the turkey industry was able to do it. How many large scale turkey farms were there 30 years ago?

So, besides having an online and farmers market presence in the food industry, how else can we promote emu meat? How do we convince a farmer looking into emu that product availability creates the demand? The answer is... consumers need to know that emu is healthy, delicious, and available!

Next big issue is processing. Arkansas small scale farmers are already hurting due to the lack of USDA processors available. How is it in your state? I know that some states allow for in-state sales of State inspected or FDA inspected for small farms. Arkansas requires USDA, period.

The board has been actively pursuing the goal of a processing video. Unfortunately, processors are not too keen on having their video footage leaked onto the internet. How will we educate new processors?

Lastly let's talk about the 2020 convention in Huntsville, Alabama. Please plan to attend. And more than just attendees, we need experienced farmers with wisdom to enlighten future producers and tell us their story.

Amu Hall, Vice-president

Convention Speakers

We had some very good speakers with great information at the 2019 AEA Convention. Here are a few of the things they had to say.

Emu Oil in the Skin Care Industry

by Yvonne Henderson, Tahitian Blue

AEA member, Yvonne Henderson, is a licensed esthetician and has her own emu oil product line. Besides working with skin cleansing, facials, massage and aroma therapy, her advanced certification includes practices in chemical peels, microdermabrasion, acne skin treatments and face lift massage.

In 1999 Mark Potter, head chemist for Donna Karan, stated in the September issue of Vogue, "Emu Oil will be the next Aloe Vera". Since then, emu oil has become more popular at high end spas and these spas are becoming more numerous throughout the country. Customers are looking for pure, non-toxic products. These spas are selling their emu oil as Emu Serum, which raises the price considerably. It is common for a 1 ounce bottle of Emu Serum to sell for at least \$45.00, with 8 ounce bottles selling at \$100.00 and up.

The beauty of emu oil is that any skin type can use it. It's the "oil" word that turns off customers, since they do not want "oil" on their face. Since emu oil is not like other oils, they must be educated about emu oil's properties. We also must remember that emu oil has an SPF of 8, so you still need a sunscreen for prolong sun exposure.

Public Speaking & Direct Marketing

By Matt Connelly, Tempe Tourism Bureau

Matt talked about local agriculture and Ag Tourism and how a demand for it has grown. By having a booth with your products you will find that Farm Events, Farmers Markets, Fairs and Festivals are all places to showcase agriculture and your business. Promote these events free through press releases, your local tourism bureau, social media and word of mouth. "Event Brite" is a place where you can list events along with press releases.

To have repeat business it is important to engage with your customers. If you, personally, can't do this, find someone who can to help out at your booth. Talk yourself into being in a good mood before you start your event. Put a smile on your face and say out loud, with gusto, "It's showtime!" or something similar.

On slow days stimulate interest by visiting your neighbor's booth and inviting them to visit yours. Pictures of your farm or business help customers to connect with you. If you decide to show videos, limit them to 1-2 minutes only.

Matt mentioned that sales are lost, when you do not accept credit cards. If all their cash has already been spent, your potential customer may only have their credit card left for purchases. He recommended using Square Up in order to swipe cards on your phone.



AEA Members

Use these phrases on labels, written copy and on your websites.



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 Certified 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.

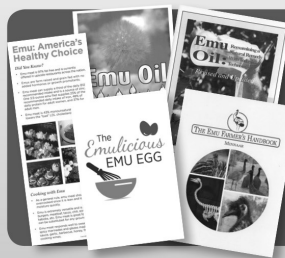
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We also have the Emulicious Emu Egg booklet, mini emu meat and emu oil guides, several emu oil handbooks, and the original *Emu Farmer's Handbook* available for sale. *Emu Today & Tomorrow* is an invaluable resource for everything emu!

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Preparing for Craft Shows, Farmers Markets and Fairs

Presented by Terry Turner, Joylene Reavis, and Dennis Anderson

This was a PowerPoint presentation about booths. "What to do" and "what not to do" was discussed complete with photos of good, bad and downright ugly booths and tables.

What it takes to be noticed, such as, a colored canopy or enticing signage; how to get the customer to stop and inquire rather than walk on by, when they are headed to another booth; how to choose a productive market place to commit to by considering the price and distance; and how to present yourself by showing slides of apparel choices and different personality styles were all discussed. Basically, we looked at what works and what doesn't.

Safety items, such as, tent weights were presented along with insurance, advertising, items to keep on hand at your booth and some guidelines for those manning the booth.

Copies of these guidelines and items to have in your booth (including first aid items) along with advertising on the cheap, can be found on the AEA CD, "Promoting Your Emu Business for National Emu Week (N.E.W.) and Beyond", available from Emu Today & Tomorrow (ET&T), 580-628-2933.

Emu Oil, Tattoos Piercings & Stretching

by Deb Hensen, Desert Palm Emus

Emu oil is a great product for the tattoo, piercing & stretching industry. It can be used beforehand to nourish the skin and after to encourage an excellent outcome.

Emu oil has been used on piercings, tattoos, permanent cosmetics, stretchings and keloids with very good results. Emu oil tends to set the ink in a tattoo so that the body does not reject it. Use aloe and other botanicals with the emu oil to help to keep the surface moist while the tattoo heals (the worst part of getting a tattoo is when it scabs and hardens). Applying emu oil for 1 week before a stretching helps the skin to stretch easier.

Deb gave us these tips on how to enter the tattoo, piercing & stretching market. Her first and foremost tip was to "learn the terminology" of the business. If you want to pursue this industry, research the piercing & tattoo parlor that you want to sell to "BEFORE" you contact them. Accept and respect the shop owner as an equal and a potential customer.

One of her tips is that the first things to do when meeting a potential customer, is to ask a question that will require a "no" answer (such as, "Have you ever tried emu oil"). By being able to say the word no, the customer "feels" in control of the conversation.

Lastly, never make medical claims. Use words like aids, helps, promotes, soothes, etc., instead of heals.

AEA Board Notes

The Oil Committee is working hard to ensure that all companies are in compliance with the Certified Oil Program

There were not many calls on the AEA phone line over the holidays. One was looking for eggs. Another call was about a loose emu.

The AEA newsletters have fallen way behind. Steps are being taken to remedy this.

The AEA has a member who is looking for an emu processing plant that will allow videotaping for a USDA Training Video. This has become a major problem in making a video. Processing facilities do NOT want to end up on the internet, as the target of animal rights groups.

Discussions are ongoing for the 2020 AEA Convention, September 11-13, Huntsville, Alabama. Any and all help or suggestions from members are appreciated.

The AEA has hired a different website manager and hopes to get the website's glitches fixed along with needed updates very soon.

YahooGroups email lists no longer works like they use to. They can still be used to send messages but those messages are no longer being archived automatically. The AEA will be switching to Groups.Google.com for its email lists. We could use a volunteer to help with this transition, especially adding email addresses to the new lists.

The AEA will start issuing press releases once again to get the emu industry out in front of the consumers eye.

A "Call for Nominations" for the AEA Board of Directors positions will be starting around the first of April. Since the AEA board has one position where the director is timing out and is no longer eligible for re-election, we must find someone to fill that vacancy.

Make A Marketing Plan

Now is the time to be thinking about how you are going to market your products for the new year. A Marketing Plan does not need to be complicated. It just needs to show "where you are now", "where you want to be" and "how you plan to get there". A Marketing Plan can be as simple or as complex as you want it to be. You could look at your area dynamics, determine who your customers are and run surveys to see who you should target with your advertising but, most of us don't have the time, advertising budget or the ability to start out doing this. The following simplified Marketing Plan will give you a good start.

First you have to determine where you are and where you want to go? Let's say that you sold \$12,000.00 worth of products this year and would like to increase sales to \$20,000.00 next year. This is your "goal". A Marketing Plan shows how you intend to reach your goal. Now, you need to create a plan for how you intend to get there. Make a list of all the things you could do to promote your business.

Here are some ideas:

Things you can do at your business

- Give a tour
- Host 4-H, FFA or other youth meetings
- Encourage customers to pick-up products at your farm
- Host a neighborhood get together
- Put on a workshop
- Teach a class at your farm
- Invite professionals to visit your farm
- Free give-aways to visitors

Things you can do away from your business

- Give a presentation
- Distribute flyers or posters
- Deliver products
- Participate in a show
- Have a booth at a craft fair, festival or farmers market
- Put on a conference or seminar
- Sponsor an event
- Make sales calls on prospective stores
- Give out samples

Media advertising to get the word out

- Newspaper ads and inserts
- Radio spots and show interviews
- Area news and/or tourism websites
- Social media (Facebook, Twitter, etc.)
- Web Blogs
- Niche publications
- Posters
- Flyers
- Phone Calls
- Thank you notes
- Press releases
- Business sign
- Signage on vehicles
- Brochures
- Direct mail

Research & development

- Attend a conference
- Take a class
- Read books
- Ask for new supply catalogs
- Brain storm ideas while alone (don't forget to write them down)
- Brain storm ideas with employees or other business owners
- Start or join an online group with your same interests
- Buy new equipment
- Do research
- Get samples
- Try new recipes

Community service that will acknowledge your business

Use posters, banners, clothing (hats, sweatshirts, t-shirts, etc.), buttons, pins, brochures and/or business cards to identify your business.

- Sponsor an award
- Serve meals or help out at an event
- Join a service group
- Volunteer

Express appreciation to family, employees or those who help make your business run

- Flowers
- Incentives
- Personal gifts
- Awards
- Time-off

You will need to decide "**when**" you want to do these things and "**how often**" throughout the year they will be done. Make a list of deadlines for getting these things accomplished.

Take a current calendar. Write on it what days each marketing item will be done. Try to do at least one of these promotions each month.

Keep in mind that you can promote emus and their products at any time throughout the year. My marketing calendar was created to have 2 promotions each month. A promotion can be a sale, a new poster, an interview, a tasting, a press release, a newspaper ad, a social media post or ad, etc. Below are some ideas for promoting each month.

JANUARY – "Emu Meat" Month (hearty Winter meals)

FEBRUARY – Valentine's Day

MARCH – Easter

APRIL – Gardening (emu manure & compost)

MAY – National Emu Week (N.E.W.)

JUNE – Raising Emus; American Emu Association (AEA) National Convention

JULY – Summer Skin Care

AUGUST – Bar-B-Q

SEPTEMBER – Football Parties

OCTOBER – "Emu Oil" Month

NOVEMBER – Winter Skin Care

DECEMBER – Christmas

You will, also, need to determine "**who**" will be responsible for seeing that each item gets done at the appropriate time. If you are the only one in your business doing marketing, this part will be easy. If there are spouses, partners or employees who help with marketing, you will need to decide who will be responsible for what.

Website Help Needed



Our new AEA website, www.aea-emu.org, needs volunteers to help keep it up to date by posting new information.

If you are experienced with WORD PRESS, the AEA could use your help. For more information or to volunteer, contact, info@aea-emu.org.

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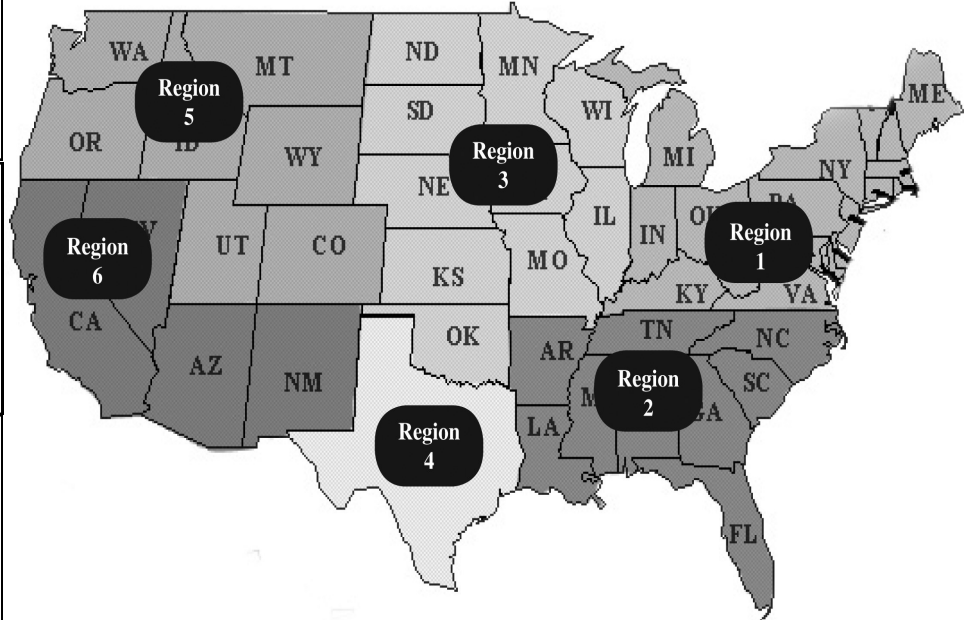
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 811-445-7229

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

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