



## Where Can You Sell Your Products?

Interesting question, and one which I am frankly amazed that anyone would think I'd answer. After all, it is privileged information.....oh, ok, I'll give you some hints.

Emu ranching is currently a “farm to finish” operation. There are many companies that have plans available to help you market the end products, but it is up to you to get out there and develop a clientele. Some of these companies do buy fat from "their people", but not all of them.

1. Check with the **American Emu Association** to see if there is a list of companies who provide a **“Bird for Products Program”** or a **“Fat for Products Program”**. In most of these programs you will provide the bird, pay for processing and receive marketable products in return. Some companies utilize the entire bird, others are interested only in your fat. If you find any of these companies, talk to people who have use them before committing. By utilizing one of these oil programs, you don't have the insurance liability expense or product development expense of starting from scratch.
2. Decide whether or not you are going to market the meat, and if you do market it, will you sell USDA, State Inspection or do custom slaughter. You cannot sell custom slaughtered meat for human consumption, but you can sell it to raw feeders (dog owners who feed nothing but raw meat to their dogs).
  1. Make a list of local businesses within your county that might be interested in selling your products
    - A. Health Food Stores
    - B. Beauty Shops
    - C. Barber Shops
    - D. Florist
    - E. Don't forget retired senior citizens with a background in MLM. If they have a background in sales, like the product and can get it from you wholesale and make a small profit, you may have a winner!
3. Develop a list of fairs, farmers markets, arts and craft shows, etc. where you might be able to set up a booth to sell feathers, clean blown eggs, claws, leather products, emu oil, etc.
4. Run an ad in your local county paper for a year. Why a year? So people will get used to the idea of you being there, begin to think about your product and decide they want it.
5. Discuss this with your family. If you go farm to fork, you will need their support.











### Emus Produce:

**Meat** - many people cannot eat beef without aggravating skin conditions, others need a low cholesterol meat and don't want to give up red meat, still others eat emu as a preventative measure against heart disease.

**For Raw Feeders:**

**Bird in a Box:** There will be between 43 to 50 pounds of meat and bone, depending on the bird. We chose not to send the ilium (pelvic bone) or metatarsus unless requested – but we don't ask for extra for them either. The customer is paying for shipping, so it is up to them. Neither of these bones have much meat on them and may be a tooth hazard.

For "Bird in a Box" you get:

 <p>Liver</p>	 <p>Heart</p>	 <p>Gizzard/Stomach</p>
 <p>Neck Meaty, similar to oxtail Usually cut into 2 pieces, can be cut into as many as 6</p>	 <p>Trachea throat cartilage</p>	 <p>Emu Ribs We saw down the backbone and split each side so there are two sections.</p>
 <p>Two Wings</p>	 <p>Emu Femur</p>	 <p>Emu Tibia</p>
 <p>Emu "Paws"</p>		



## **LEG NOTES**

Please look at the photo above. The two bones that have meat are the femur (short bone) and the tibia. The metatarsus is the one covered with skin. Unless you request the whole leg, as is, what we do is separate the femur and tibia, saw off the metatarsus and provide you with two meaty bones (as shown in the table above). Emu Paws - we saw off the foot and include that unless you do not want them.

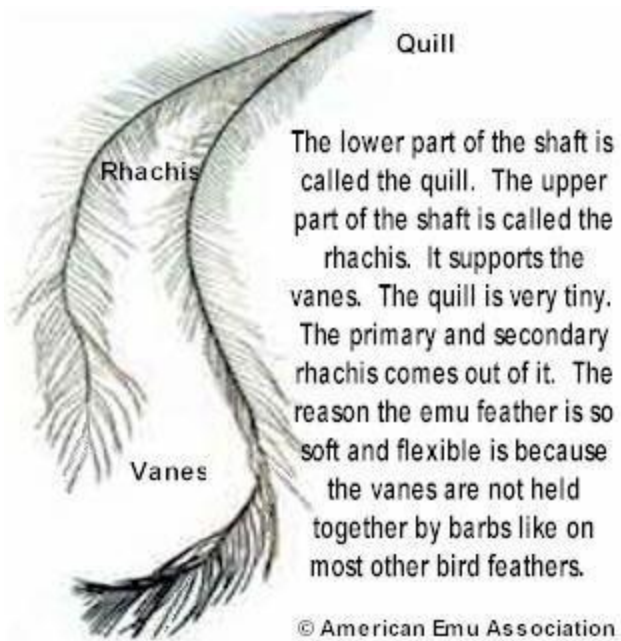
### **Shipping Information:**

Ship frozen meat on Monday via USPS and wait until late in the day before shipping. Priority mail usually gets there in 2 to 3 days. You do have the option of overnight delivery, too. It's up to the customer who is paying for it.

**Oil Products** - Emu Oil is derived from the rendered, refined and processed fat of the emu. For more information on Emu Oil, visit the American Emu Association website.

**Feathers** - depending on size they are used in crafts, flower arrangements, on hats, as clothing accents, fishing lures, jewelry, etc.

Emu feathers are distinctive in that they have a double plume from a single shaft. They are suitable for use in craft projects, fishing lures, jewelry, the fashion industry.



Feathers from *Dromaius Novaehollandiae* (emu) range greatly in size and texture. The smallest emu feather may only be an inch long and very soft while the longest feathers are 18 inches or more and feel like straw.

The feathers we offer are clean, natural feathers. They can be dyed.

We offer wholesale pricing for emu feathers by the pound.

**Emu Body Feathers:** \$27.00 per pound. These soft feathers will range in size from 1" and up. We cannot guarantee the percentage of any particular size feather in any batch.

**Emu Tail Feathers:** \$35.00 per pound. These are the straw-like feathers found on the emu. There are only about 1.5 to 2 ounces of these popular feathers on any given bird. Please email for availability.

**United States Shipping Charges:** For shipments within the United States, we use Priority Mail.

**International Shipping Charges:** For shipments outside the United States, we use DHL. Please be advised that in order to ship outside the United States we must have an export license from U. S. Fish and Wildlife. All shipments must be cleared through them and there is an export charge for each shipment. We can provide Certificates of Origin and Premises ID.

## LEARNING ABOUT EMU FEATHERS

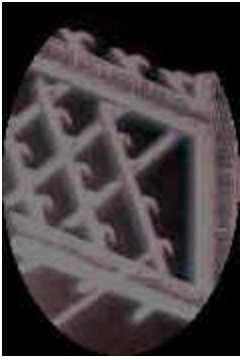
All birds have feathers. There are two types of feathers, contour and down.

**Down** is a small, soft feather found beneath the outer feathers of ducks, geese and other waterfowl. Down has no central shaft. The silky fibers of down grow outward from a common center.

**Contour** feathers are the large feathers that cover the wings, body and tail of birds. There is a strong, flexible center shaft. The lower part of the shaft is called the quill. The upper part of the shaft is called the rhachis. It supports the vane. The vane is the flat part of the feather. Most vanes are made up of tiny barbs or hooks which hold the vane together.

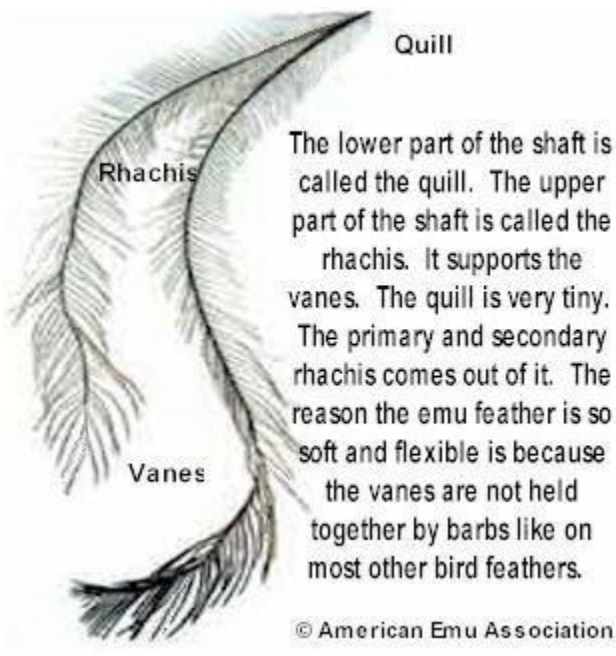






If you were to look at a cross section of a duck feather under a microscope, you would see that it has these tiny barbs which interlink and hold the vanes of the feather together, making it stiff and helping to keep its shape. Emu feathers do not have these tiny barbs making them stiff. For this reason, emu feathers are much softer and flexible than most other bird feathers.

Another difference in emu feathers is that all emu feathers have a primary and secondary feather coming out of the same shaft.



The lower part of the shaft is called the quill. The upper part of the shaft is called the rhachis. It supports the vanes. The quill is very tiny. The primary and secondary rhachis comes out of it. The reason the emu feather is so soft and flexible is because the vanes are not held together by barbs like on most other bird feathers.

© American Emu Association

Feathers on an emu range greatly in size and texture. The smallest emu feather may only be an inch long and very soft while the longest feathers are 18 inches or more and feel like straw.

They all have the double plume, or two feathers coming out of one shaft.

As you can see from the picture to the left, the quill of an emu feather is very tiny - you would never be able to use it to hold ink the way our ancestors did with



goose or ostrich feathers. Even though we cannot use emu feathers to write with, we can use them for other things. Emu feathers are used in fishing lures, clothing accents, fans,

wall hangings, flower arrangements, hats and many other things. Use your imagination, what could you do with an 18" emu feather? What about some feathers 6" long? Check out [this page](#) for crafty ideas with emu feathers.

**Leather goods** - whole body hides are used in home decor, finished leather products include but are not limited to: wallets, key rings, key cases, checkbook covers, travel organizers, clothing, and credit or business card holders.

**Claws**:- Emu claws are used in jewelry, on key chains, as clothing accents, in craft projects.

**Bones** are a more specialized product, but are used by many artists across the world in natural designs. Some of our customers paint scenes on the flat breastbone of the emu, others use the ribs with the feathers and other items from nature in wall hangings. Some people collect skulls or whole skeletons.

**Eggs** - There are two kinds of emu eggs, bumpy and smooth. The smooth egg is prized for carving by Egg Artists while the bumpy one is utilized in craft projects such as our [Emu Egg Bird House](#).