

Emu Farmers Ready for National Emu Week

Nine days in May provide "emusment" for the entire family

USA - - The emu may look like a walking feather duster, but, the American Emu Association (AEA) wants consumers to know that the products produced by this big bird are anything but silly. National Emu Week (N.E.W.), sponsored by the AEA, is a nine-day promotional event starting on the first Saturday and running through the second Sunday in May to educate the public about emus. During N.E.W., participating emu farms and state emu associations sponsor various activities such as emu meat cook-offs or egg decorating contests while others may offer farm tours to school children, nursing home residents or the general public. Many farms will offer product discount during N.E.W. This year National Emu Week will run from May __ through May __, 20__.

Emus are members of the ratite family, which also includes ostrich, kiwi, cassowary and rhea. The emu is being raised in the United States for its lean red meat and its valuable co-products. Emu meat is recognized as Heart Healthy™ by the American Heart Association and ranked best in 15 out of 20 essential nutrients in a USDA funded study at the University of Wisconsin. The meat is similar in taste and texture to lean beef. These environment friendly, big birds are grown in the United States without the use of additional growth hormones or routine antibiotics.

According to AEA president, _____, emu meat is available vacuum packed and either frozen or fresh. "It can be ordered from individual producers or found at specialty retail food stores, health food stores and other retail establishments around the country," stated _____. "Anyone looking for emu meat or emu oil products can visit the AEA website for information on how to find a producer in their region."

Besides nutritious meat, important co-products from the emu include leather, feathers for fashion, hair extensions or crafts and the bird's amazing fat, which is refined into an omega rich oil used in health and beauty products. The large green eggs are popular with egg artists, particularly those who carve or sculpt eggs because of the many layers of color found in the shell including white, teal and dark green. Examples of emu egg art can be seen at <http://www.AEAEggArtContest.com>.

Farmers who have diversified their operations to include emu, find the big birds take up little space. Most emu operations in the U. S. are run on less than 10 acres. Emu are very adaptable to different climates and are being raised on farms across the country.

The American Emu Association is a national, non-profit organization that represents an alternative agricultural industry, dominated by the small farmer, who is devoted to humane and environmentally positive practices that will produce beneficial products for society.

For more information about emus and the products produced by this alternative agriculture, visit the American Emu Association website at <http://www.aea-emu.org>, call (541) 332-0675 or email info@aea-emu.org.

For local information or to arrange a tour of their emu farm, contact (farm name) located near (Town, State) by visiting their website, (website), or call (phone number).

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