

“Fill-in-the Blanks” Press Release

Emu Farmer Ready For _____ *Emus provide “Emusement” for the entire family*

(TOWN) - - 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.

(Your farm) will be _____ talk about your event: who, what, where, when)

In case you are wondering, 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 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. And, since it is poultry, the meat can be eaten by those suffering from AlphaGal syndrome, an allergic reaction to mammal meat. As an added bonus, these big birds are grown in the United States without the use of additional growth hormones or routine antibiotics.

The emu is a totally usable bird. Emu meat is highly nutritious and available vacuum packed and either frozen or fresh. It can be ordered from individual producers or found at retail in specialty food stores, health food stores and retail establishments around the country.

Besides the meat, important co-products from the emu include leather, feathers for fashion or crafts. Then there is the bird's amazing fat, which is refined into an omega rich oil that is 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.

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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