

FOR IMMEDIATE RELEASE

ADD Picture

Local Emu Farmers Speaks To (group name)

(CITY/STATE) – During a recent presentation (school and class, example: West Carroll First Graders; members of group name (Optimist Club); attendees at the group meeting; etc.) (location,) got a closer look at raising emus.

In celebration of (20__) National Emu Week (N.E.W.), (May __ - __), (farm owner(s) name(s), (town)) provided (group name) (members, attendees, residents, etc.) with information on why emus are raised as livestock. National Emu Week is sponsored by the American Emu Association (AEA) to educate the general public about emus and the products derived from this farm animal. This is the (twenty-fifth? Started in 1999) year for this nationwide event.

“We enjoy spreading the word about emus,” stated (farmer name). During the presentation attendees learned that emus are originally from Australia, but are being raised in the United States for their lean red meat and other products such as leather, oil and feathers. (A video: posters and charts: displayed items: etc.) showed many of the extraordinary benefits of the emu.

Emus produce a nutritious red meat, a high omega oil, leather, feathers and edible eggs. They are earth friendly and their waste produces an excellent fertilizer that does not contain a high ammonia count that can harm plants. Emu chicks are brown, black and white striped until they are two months old. At that time they start to turn a chocolate brown. As adults they will be a grayish brown, stand 5 ½ feet tall and weigh 100-120 pounds.

(The attendees were able to touch an emu egg shell and feel the softness of a body feather compared to the coarseness of a tail feather. Those that wanted to participate, received a drop of emu oil on their hand so they could see how fast it is absorbed into the skin and how soft it left that skin feel.)

(Add several attendee’s comments, if available.)

For local information, or to arrange a presentation, contact (farm name) at (farm website) or call (farm phone number).

For more information about the American Emu Association, or the emu industry visit the AEA website at www.aea-emu.org or call 541-332-0675.

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ADD picture

Emu Information Displayed at (location name)

(CITY/STATE) – National Emu Week (N.E.W.) is being celebrated at (location name – bank, library; window display; etc.) in (town,) with an interesting display about emus and the products they provide.

In celebration of (20__) National Emu Week, (May __ - __), (farm owner name), (farm name), (town) is providing visitors information on the many useful products provided by emus. N.E.W. is sponsored by the American Emu Association (AEA) to educate the general public about emus and the products derived from this farm animal. This is the (twenty-fifth? Started 1999) year for this nationwide event.

“We enjoy letting people know about the amazing emu,” stated (farmer name). The display contains (posters; decorated and plain egg shells; emu oil products; feathers; leather products; etc.)

Emus are earth friendly and produce a highly nutritious red meat and fat that can be rendered and refined into an oil that is high in omegas fatty acids along with a quill pattered leather that is used for boots and wallets yet, soft and supple enough to be used for skirts and vests. Their feathers are used in creating crafts, as fillers for flower arrangements and in the auto industry worldwide to dust the vehicles before they are painted. Emu eggs are edible and their shells are a dark green with multiple layers of color that can be carved, decorated or painted. Emu chicks are brown, black and white striped until they are two months old. At that time they start to turn a chocolate brown. As adults they will be a grayish brown, reach up to 5 ½ feet tall and weigh 100-130 pounds.

This display will be available (dates & times)

For local information, contact (farm name) at (farm website) or call (farm phone number).

For more information about the AEA, or the emu industry visit the AEA website at www.aea-emu.org or call 541-332-0675.

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