

## **Participate in N.E.W.**

All AEA members should be organizing their plans for the National Emu Week (N.E.W.) events. It would be great if, each and every AEA member could participate in some way. Let us know what "YOU" plan to do during National Emu Week.

The media interest that can be sparked during National Emu Week is absolutely priceless. This is where submitting press releases come in. We, as an industry, could never afford the cost of that volume and quality of advertising, not to mention, the great public relations it creates. Keep in mind, media articles are FREE advertising.

During National Emu Week (N.E.W.), individual farms and ranches benefit by participation in N.E.W. events. In the past, many members reported increased sales which led to more profitability. But, it is the entire emu industry that gains credibility by being repeatedly brought in front of the public's eye. During National Emu Week press releases and article's appear in magazines, newspapers and even on radio and TV across our nation.

Several years ago I had someone ask me if, emu meat is similar to ostrich. When I replied that it was, they said, "We used to hear a lot about ostrich back a few years ago but, you just don't hear much about it anymore." Then, they commented, "The ostrich industry must not have survived like they thought it would."

Don't let people think this about the emu industry. We need to keep the emu industry where everyone can see it, to let them know that it is alive and well. Familiarity brings about acceptability. This is the whole idea behind National Emu Week.

More ideas will be coming soon to help you promote your farm, ranch or business "AND" the emu industry.

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