

A full-page photograph of an emu standing in a lush green field. The emu is facing left, with its head turned slightly towards the camera. Its feathers are a mix of grey and brown, and its long neck is prominent. The background is a bright, sunlit grassy field.

*The Magazine for Emu Farmers*

# Emu Today & Tomorrow

Volume 30 • Issue 4  
Fall 2020

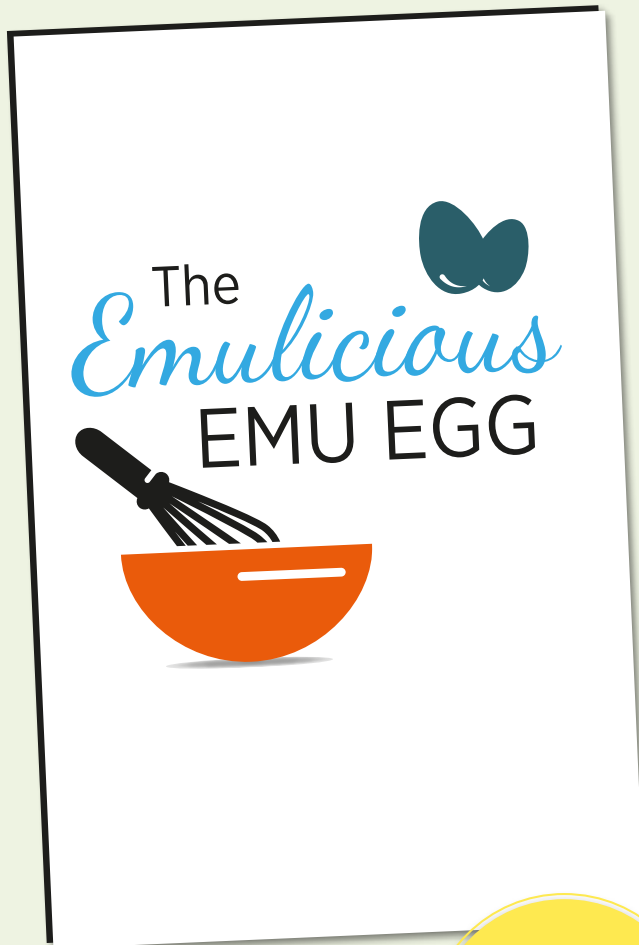
**Leading the Way:  
Meet AEA's New  
Board of Directors**

**Are You Getting  
What You're  
Paying For?**

**Developing a  
Diverse Farm:  
From "Dinosaurs"  
to Daylilies**



# The Emulicious Emu Egg Booklet and Emu Meat Mini Guide



This informational booklet provides tips for handling and cooking emu eggs along with numerous emulicious emu egg recipes.

**\$35.00**  
+ \$7.35 shipping

Includes 25 egg  
booklets and 100  
meat guides

Share the benefits of emu meat by handing out these nifty mini guides at your next event or in your farm store.

## Emu: America's Healthy Choice

### Did You Know?

- Emu meat is 97% fat free and is currently offered in upscale restaurants across the nation.
- Emus are farm raised and grain fed with no added hormones or growth promotants.
- Emu meat can supply a third of the daily B12 recommended intake and is a source of zinc. One 3.5-ounce emu filet supplies 25% of the recommended daily intake of iron, 48% of daily protein for adult women, and 37% for adult men.
- Emu meat is 43% monounsaturated fat, which lowers the "bad" LDL cholesterol.



### Cooking with Emu

- As a general rule, emu meat should not be overcooked since it is lean and loses its moisture quickly.
- Emu is extremely versatile and is great for burgers, meatloaf, tacos, chili, stir-fry, shish-kabobs, etc. Emu meat is great for the grill and can be substituted for any ground beef recipe.

**To order:**

**580-628-2933 or [EmuToday.com](http://EmuToday.com)**

**Established 1991**

**PUBLISHER**

*Sherrie Schatz*

**EDITOR**

*Kathy Alward*

**GRAPHIC DESIGN**

*Elizabeth Bailey*

**SUBSCRIPTION SERVICES**

Phone: 580-628-2933

FAX: 580-628-2011

Email: [info@emutoday.com](mailto:info@emutoday.com)

*Emu Today & Tomorrow* is published quarterly. The cost for a subscription is \$25 per year for four issues. *Emu Today & Tomorrow* reserves the right to refuse any advertising and will not be responsible for copy errors or misprints. As a matter of policy, *Emu Today & Tomorrow* will publish corrections of errors in fact that have been printed in the publication. Opinions expressed in this publication are not necessarily those of *Emu Today & Tomorrow*, but those of the author. All rights reserved. No part of this publication may be transmitted or reproduced in any form without written permission from the publisher.

*Emu Today & Tomorrow* (ISSN 10626034) is published quarterly for \$25 per year by *Emu Today & Tomorrow*, 11950 W. Highland Ave., Blackwell, OK 74631-6511. Email: [info@emutoday.com](mailto:info@emutoday.com).

For more information visit us on the web at [www.emutoday.com](http://www.emutoday.com).

Copyright © 2020 *Emu Today & Tomorrow*

**On the Cover:** One of the two rare white, blue-eyed emus at Moonlight Valley Farm in Aspers, Pennsylvania.

**POSTMASTER:** Send address changes to *EMU TODAY & TOMORROW*, 11950 West Highland Ave., Blackwell, OK 74631.

# Emu Today & Tomorrow

Volume 30 • Issue 4 • Fall 2020

## Regular Features

National Emu and Emu Product Supplies Directory and Classified Ads . . . .	19
Back Issues . . . . .	21
AEA Directory/Membership Form . . . . .	23

## In This Issue

Developing a Diverse Farm: From “Dinosaurs” to Daylilies. . . . .	4
The AEA Certified Emu Oil Program and the Emu Oil Trade Rules—An Introduction . .	6
Are You Getting What You’re Paying For? . .	8
Leading the Way: Meet AEA’s New Board of Directors . . . . .	10
Welcome a New AEA Board of Directors Member . . . . .	11
Emu Products for Pets . . . . .	12
<i>Farm Prep</i> Are You Ready for Winter? . . . . .	14
Rescuing Your Emu Oil from Oxidation. . . .	15

# Developing a Diverse Farm: From “Dinosaurs” to Daylilies

By Allison Elliot, Staff Writer

**M**oonlight Valley Farm, LLC sits on 10 acres in Aspers, Pennsylvania, and includes a stream and a pond. Surrounded by a variety of 4- to 6-foot fencing, the animals and flowers inside are interesting and diverse.

Owners Tammy Shull and her husband, Matt Farley, created a working emu farm from just two eggs bought on eBay in 2011. Now they have 14 adult emus: 5 browns, 2 whites and 7 blondes. They wanted to specialize in the rarer white and blonde emus “simply because we enjoyed them and their uniqueness.”

“I was always interested in these large flightless ‘dinosaur looking’ birds and was particularly interested in the rare white and blonde varieties,” said Shull.

The couple sell emu chicks, emu hatching eggs, cruelty-free feathers, pieces of emu egg shells (for crafts), Sebastopol goose hatching eggs and goslings, daylilies and handcrafted soap on their website, [www.moonlightvalleyfarm.com](http://www.moonlightvalleyfarm.com). They also sell chicken eggs by the side of the road. Moonlight Valley Farm is also home to daylilies, Australian black swans, Sebastopol geese, peafowl, guineas and Ayam Ketawa “laughing chickens.”

The website helps with marketing their products, but they also use Search Engine Optimization (SEO), Facebook and Craigslist. A good word-of-mouth campaign from their previous customers has not hurt, either.

The daylilies happened because the couple were ready for the opportunity at the right time. After Shull’s best friend introduced her to the flower, two different daylily collectors’ stocks became available for purchase. Shull and Farley jumped on the chance to add the flower to their farm and offset the cost of feed for the other animals they keep.

“Our farm started as a hobby farm in 2006 and then quickly grew after we added daylilies, Sebastopol Geese, emus and various other breeds of poultry,” said Shull. “We incorporated as an LLC once we began selling daylilies, and then we created a website. Our

farm has been run part-time along with our off-the-farm, full-time jobs.”

When the COVID-19 pandemic struck and medical problems arose, Shull shifted gears. She now works at home part-time and dedicates more hours to the farm. “Our goal is to eventually offer farm tours to educate people about emus and to sell handcrafted soap and bath products directly from our shop here at the farm,” said Shull.

How do Shull and Farley do all of this? Some points of their operation to consider are having good policies in place and being very organized. For example, they focus on having strong and diverse genetics for their emus. Not only do they buy eggs outside the emu family they have on a regular basis, they keep track on a spreadsheet of which emu paired with which. Shull advises this to farmers who hatch emu eggs of their own.

“Keep records, if you can, of which emu laid the egg and who the emu is paired with so that you can provide unrelated chicks to your customers. All of our eggs are coded and dated, and the chicks are then coded and banded with a number, based on who their parents were and which egg they were hatched from. Also, make sure that the parents are fed a healthy and varied diet, which increases fertility and improves hatch rates,” said Shull.

Their emus eat feed from a local feed mill where Shull and Farley created their own mix. They incorporate herbal dewormers and immune system builders. In addition to the plant and animal life in the pasture where the emus graze, their diet is supplemented with a variety of fruits and vegetables from a local orchard.

If you ask Shull and Farley, they will say building a profitable and diverse farm requires time, patience, dedication and a resilient attitude. “We invested many hours, and it was a few years before we turned a profit,” said Shull.

Shull emphasizes self-education and passion, too. “Learn all that you can, and choose products that



White, brown, and blonde emus at Moonlight Valley Farm.

you enjoy and are truly interested in,” said Shull. She capitalizes on profits year-round by having daylilies, emus and soap products.

Their emus lay in December or January, typically, and the two farm owners incubate 150 to 200 eggs per year, which is most of the eggs. The excess eggs from their brown emu are sold once the incubators are full. Shull is often asked for advice about incubators: they use several GQF Sportsman 1502 incubators and a Rite Farm incubator. When a customer buys an emu egg, Shull and Farley wrap it in large bubble wrap and secure it in a heavy-duty cardboard box filled with packing peanuts to be shipped by the U.S. Postal Service.

They do not, however, ship emu chicks, which are instead available for pick up at the farm after two weeks post-hatching to ensure that they are strong and healthy. “We do not ship emu chicks due to [them] being too fragile and the possibility of developing splayed legs during shipping and transport,” said Shull.

Splayed legs (and the causes of them) in emu chicks are just one of the many things Shull learned, either by asking questions or by trial and error. When she and Farley started out, information about emu breeding and raising just was not available online. This process of education is what Shull would stress to those who wish to get into the emu business.

“Learn as much as you can before acquiring your first emu. Also, find a good emu breeder and learn from them. Make sure that you obtain unrelated emus, and do not inbreed related emus,” said Shull. “And most importantly, educate your buyers so that the emus are cared for properly. Always have a separate pasture or paddock available in case you have fighting and the need to separate emus during breeding season.”

In developing the infrastructure for their farm, Shull and Farley took this education into consideration. Some of their emus have pastures with natural brush and tree lines and some have access to the aforementioned stream and creek for swimming. It is all about keeping the emus happy.

“Emus tend to do better with larger pastures with trees for shade and bushes to lie under. There is less stress and fighting when they have access to more space. It makes finding the eggs a bit harder for us, but the emus are much happier with this living environment versus the smaller breeding runs that some breeders use,” said Shull.

Their adult emus enjoy large shelters as well as space in the barn for when it is cold or windy. Trees, bushes and wind breaks in the pasture have double-duty for shade and as obstacles during breeding season when fighting is likely to occur. Shull notes that 6-foot fencing is recommended, especially for excitable emus.

“We have one female emu that does not like the sound of fireworks. Whenever there are holidays that are celebrated with fireworks, we make sure that she is penned in our barn or the paddock with 6-foot fencing as she quickly learned how to scale a 5-foot fence and has escaped several times,” said Shull.

With eyes on the future, Shull and Farley hope to—in addition to beginning the farm tours—continue specializing in white and blonde emus and incorporate emu oil into their line of soaps. They also want to include emu novelty items for sale on their website. Moonlight Valley Farm is always growing and evolving.

“I often get asked how I am able to do so much work on the farm while holding a full-time job and my answer is simply, ‘When you love what you do, it is not work ... it is your passion,’” said Shull.



# The AEA Certified Emu Oil Program and the Emu Oil Trade Rules—An Introduction

By Kathy Alward, Staff Writer

The American Emu Association (AEA) has developed a Certified Emu Oil Program to provide properly processed Emu Oil and establish a basis of quality control to ensure a safe product in the marketplace. According to the AEA website, the AEA Certified Emu Oil™ Program was developed to establish quality control measures to ensure that pure emu oil legitimately displaying the AEA Certified Fully Refined® seal or being marketed using the corresponding verbiage is a high-quality product that meets or exceeds the industry-recognized standards for fully refined Grade A emu oil, as defined in the Emu Oil Trade Rules (Rule 103).

The program uses the standards set in Rule 103 of the trade rules to identify pure, high quality emu oil. Fully refined emu oil, meeting the most stringent specifications, is the only grade that is eligible to be certified by the AEA. All emu oil product companies, wholesalers, and retailers who want to label or market their pure emu oil as AEA Certified Fully Refined® must be members of the AEA, and they must also apply to use the trademarked seal or corresponding wording. Both the wording and the seal are registered trademarks of the American Emu Association.

The AEA studied different trade rules and turned to outside advisers to ensure that the emu oil industry is in line with the world market of fats and oil. According to the AEA website, three rules were developed by the AEA to start with: Rule 102, which is designed to grade crude emu oil for further processing; Rule 103, a rule that was set up to define emu oil grades for specific purposes; and Rule 105, which is designed to standardize the unit of weight of emu oil.

According to the Emu Oil Trade Rules on the AEA website, “Trade rules are designed to give the buyer and seller suggestions on how to form sales contracts, grade oil for further processing, grade oil for specific purposes, standard quantity of net weights, how to handle changes and taxes of contract specifics, terms of shipment, time of shipments, freight rates, routing, commission or brokerage, arbitration and contingencies. The rules are universal in the trade of different fats and oils. Trade rules are to be reviewed occasionally by a review board to ensure the rules are up to date with the economy growing times.”

Rule 102 is set up to grade crude emu oil for further processing, keeping in mind that crude emu oil must meet certain specifications to ensure a proper grade after processing. As stated on the AEA website, the rule has deviations for price adjustment of the oil that is off in color and allows the oil to be bleached to meet a color range. Section 1 of Rule 102 states that the Standard of Quality shall be the designated type of pure emu oil of fair average quality based on the season’s production, which must conform to standard specifications of the Association, which are herewith made a part of the Trading Rules and which are subject to modification from time to time as conditions may warrant. A. *Types of Crude Emu Oil*. Crude Emu Oil shall be of any of the following designated types: (1) Wet rendered and filtered (2) Dry rendered and filtered (3) Mixtures of any of the above types. (In which case seller shall specify that analysis shall be made corresponding to one of the specific types.) B. *Grade & Quality*. Crude emu oil sold under this rule shall be any of the above-designated types and shall conform to the specifications listed at, where you can also find



AEA Certified Fully Refined® Emu Oil

the form that is completed when the official loading sample has been approved and the basis for handling adjustments for loss and color in crude emu oil.

Emu Oil Trade Rule 103 defines the grades and quality of emu oil used for specific purposes. As the AEA website, Emu Oil Trade Rules, explains,

Rule 103 is designed to define emu oil grades for specific purposes. Emu oil has been categorized as three different grades: crude emu oil (Grade C), once-refined emu oil (Grade B), and fully refined emu oil (Grade A). The grades are defined with different specs; the buyer and seller decide which grade would fit their applications. For example, crude (Grade C) may be used for soap and industrial applications, once refined (Grade B) may be used in topical product formulations, and fully refined (Grade A) may be used topically or for pharmaceutical or nutritional supplement purposes.



**An important thing to remember is that for pure emu oil to legitimately claim to be AEA Certified Fully Refined Emu Oil, it must meet a specific set of rules, as outlined in the AEA Certified Emu Oil Program documents.**

Rule 103 has taken deviations into account; the buyer and seller can apply the percentage of deviation to the contract price.

Finally, Rule 105 was set up to standardize the unit of weight of emu oil. The rule gives net weight of 5-gallon and 55-gallon containers. The rules have been numbered to allow for more rules in the future. Setting up different grades has allowed the AEA to start an oil certification program.

An important thing to remember is that for pure emu oil to legitimately claim to be AEA Certified Fully Refined Emu Oil, it must meet a specific set of rules, as outlined in the AEA Certified Emu Oil Program documents. The rules establish a means of quality control standards and procedures that help ensure that consumers are receiving a high-quality product. Permission must be obtained from the American Emu Association to use either the AEA Certified Fully Refined® seal or its corresponding verbiage.

If you would like to learn more about the AEA Certified Emu Oil Program and the AEA Emu Oil Trade Rules, you can refer to the AEA website: <https://aea-emu.org/aea-certified-emu-oil-program/> and Emu Oil Trade Rules (<https://aea-emu.org/emu-oil-trade-rules-2/>).

# Are You Getting What You're Paying For?

By Jessica Knight, Staff Writer

Reprinted from the November/December 2013 issue of *Emu Today & Tomorrow*



“I thought I would talk about adulteration because I was taken back a little bit by the comments about the percentage of the samples of emu oil that were tested that came back indicating they were adulterated,” said Dr. Leigh Hopkins at the AEA convention in Wilkes Barre, Pennsylvania. “In many ways that shouldn’t be novel, that’s actually what you should expect.”

Dr. Hopkins explained that many years ago, while he was in college, he took a course in physical chemistry that taught him a great deal about the adulteration of products. Ironically, he thought the course was a waste and that the knowledge gained could never be applied to his profession. But, after graduation, the first job offer he received was from Lehigh Valley Dairy Cooperative to examine the adulteration of milk. Why? Because certain producers figured out that if they diluted milk with water, they could make more money. This, of course, was affecting the producers that maintained high standards for their milk. Dr. Hopkins said, “I didn’t take the job; I knew that wasn’t what I wanted to do for the rest of my life. But, it made me aware that anything of value gets adulterated.”

Although he took the chemistry course (that ended up not being such a waste of time) roughly 50 years ago, things have not changed much and the problem with the adulteration of products persists. The problem occurs all around us and is evident in the emu industry because quality emu oil can be expensive, so it too is a target for adulteration.

Much like Lehigh Valley Dairy Cooperative did so many years ago, producers in the emu industry had to come up with a way to test oil to verify the quality. Eventually, a fatty acid profile was formulated and many samples were found to be adulterated. Of course, being able to verify the quality of emu oil was very beneficial for many producers. Unfortunately, it did not take long for those who had been making a great deal of money by diluting emu oil to find a way around the test and continue profiting.

What product is commonly being added to dilute emu oil? Dr. Hopkins said, “Mineral oil is a big issue, because the test used for the fatty acid profiling won’t pick it up. Fatty acid profile is a relative measure; you have to go to something quantitative to show it was diluted with the mineral oil. Mineral oil, mixed in, won’t change the fatty acid profile. You have to know

You are selling superb emu oil. What are a few things you can do to let your customers know that they are getting a great product? There are a few fantastic ideas on Uniquely Emu Products’ webpage: <http://www.uniquelyemu.com/how-to-find-the-best-quality-emu-oil.htm>.

Get potential buyers or keep established customers coming back by answering questions, providing verifiable information, and telling them to check out your company and your product!



“You have to know what you’re up against in order to devise the test to determine whether or not it’s a problem.”

what you’re up against in order to devise the test to determine whether or not it’s a problem. Sterols, you know, it’s an animal fat, bird fat, so there is cholesterol in there. If I want to show that it’s been diluted with vegetable oil, there will be less cholesterol and there will be more of the plant sterols. It’s a little complex, because plant sterols will be found in emu oil, because

they come in from the feed. But you can devise standards that will help you select other ways to find what might be adulterated. These are all standard tests that you can have done on emu oil if you are so inclined. They are much more expensive to do, so I think for screening purposes you would do the simplest tests first and see what falls out.”

Check out the AEA Emu Oil Certification Program at <http://aea-emu.org/resources/aea-certified-emu-oil-program>

By visiting the page, you can learn more about the application process and the requirements outlined by the American Emu Association to use the AEA Certified Emu Oil seal.



**Emu Leather  
BLOWOUT SALE!**

**Body Hides:  
\$20  
Legskins: \$10**

**Call Tony at  
EPMI:  
580-658-5555**

## Leading the Way:

# Meet AEA's New Board of Directors

**A**lthough traditionally the 2020-2021 American Emu Association (AEA) Board of Directors would be introduced at the 2020 AEA Convention, due to the cancellation of the convention due to COVID-19, this was not possible. The 2020-2021 AEA Board of Directors hail from across the nation, with a new President and one new Board Member. The many years of dedication, expertise, and hard work of Terry Turner, previous AEA president and Director of Regions 4, 5, and 6, are certainly appreciated by AEA.

- New President, Dennis Anderson of Haverhill, Iowa, continues to serve as Region 3 Director.
- New Board Member, Daryl Connite, of Mount Vernon, WA, will serve as the Regions 4, 5, and 6 Director.
- Amy Hall of Paris, Arkansas, is the Vice President and a Director at Large.
- Brian Smith of Murfreesboro, Tennessee, continues to serve as Treasurer and Director at Large.

- Joylene Reavis of Monroe, Wisconsin, continues to serve as Secretary and Director at Large.
- Andrew Martin of Birmingham, Alabama, is the Director of Regions 1 and 2 and continues to serve as the Parliamentarian.
- Jay Winslow of Liberty, North Carolina, continues to serve as a Director at Large.

To contact one of the AEA board members listed, go to page 23. Because AEA is a non-profit organization, all board members voluntarily give of their time and effort to serve the emu industry and its people in addition to working their normal day jobs (including their own emu businesses).

• • •

To learn more about how to join the American Emu Association or get more involved in the emu industry, go to **[www.aea-emu.org](http://www.aea-emu.org)**.



Top row, left to right: Dennis Anderson, Daryl Connite, Amy Hall, and Brian Smith.  
Bottom row left to right: Joylene Reavis, Andrew Martin, and Jay Winslow.

# Welcome a New AEA Board of Directors Member

By Allison Elliot, Staff Writer

A phone call from a long-known acquaintance prompted emu farmer Daryl Connite to join the American Emu Association's (AEA) Board of Directors to represent the western United States. The acquaintance is a long-standing member of the AEA.

"I've known him for years. We served together on the Washington State Emu Association," Connite said.

As an AEA Board of Directors member, Connite seeks to "help the board promote the industry and support existing and new farms." He looks forward to meeting more people in the community.

Connite knows a thing or two about emu farming. He and his wife started their emu farm in 1994. Their goal was to build a family farming experience with their two young children. Although his grandfather and uncle had dairy farms, Connite wanted something different.

"We wanted something unique, and the emu was it," Connite said.

Connite didn't get into emu farming blindly, though. He'd worked on a farm since he was a young man and brought some of that knowledge to the industry.

"I also worked on a dairy farm in my teenage years as a milker and outside man," Connite said.

Connite had some unique experiences as an emu farmer. For instance, he sold emu products to an Australian-themed store at his local mall. He also sold emu oil and blown-out emu eggs to a local tattoo artist. The artist carved the eggs into designs and sold them and the emu oil in his tattoo shop. Connite's favorite emu-related item to sell is oil.

"Emu oil is my product of choice," Connite said.

Connite saved money on marketing his products by relying on his satisfied customers to tell others about his business. His business, however, has shifted somewhat in recent years.



Daryl Connite, New AEA Regions 4, 5, and 6 Director

After his kids grew up and moved away, Connite stopped selling eggs and chicks and downscaled his flock of emus. Nowadays, Connite's farm has evolved into more of a hobby farm, with two emus "for show and tell." And "tell" he does. Over the years, Connite had experiences that make for some great stories.

For example, he'll tell you about the great chase he had one day when an emu escaped. Despite having a 6-foot chain-link fence to enclose his emus in their pen, one emu made a mad dash for it.

"I caught the bugger!" Connite said, with a laugh. "No injuries to the emu or me. I slept great after that experience! Did you know emus can run?"

For those who are interested in starting an emu farm, Connite's advice is simple: do it for the right reasons.

"Don't do it for the money," Connite said. "Do it because you have a passion and belief in the emus and their products." With that advice in mind, Connite believes you can make your emu farm a successful business, if that is your goal. It just takes work.

"Money will follow if you put in the effort," Connite said.

In his newly appointed role as an AEA Board of Directors member, he will bring his years of emu farming experience and his passion for emus to the board.

He wants to retire "someday," but he will still be part of the emu community when he does.

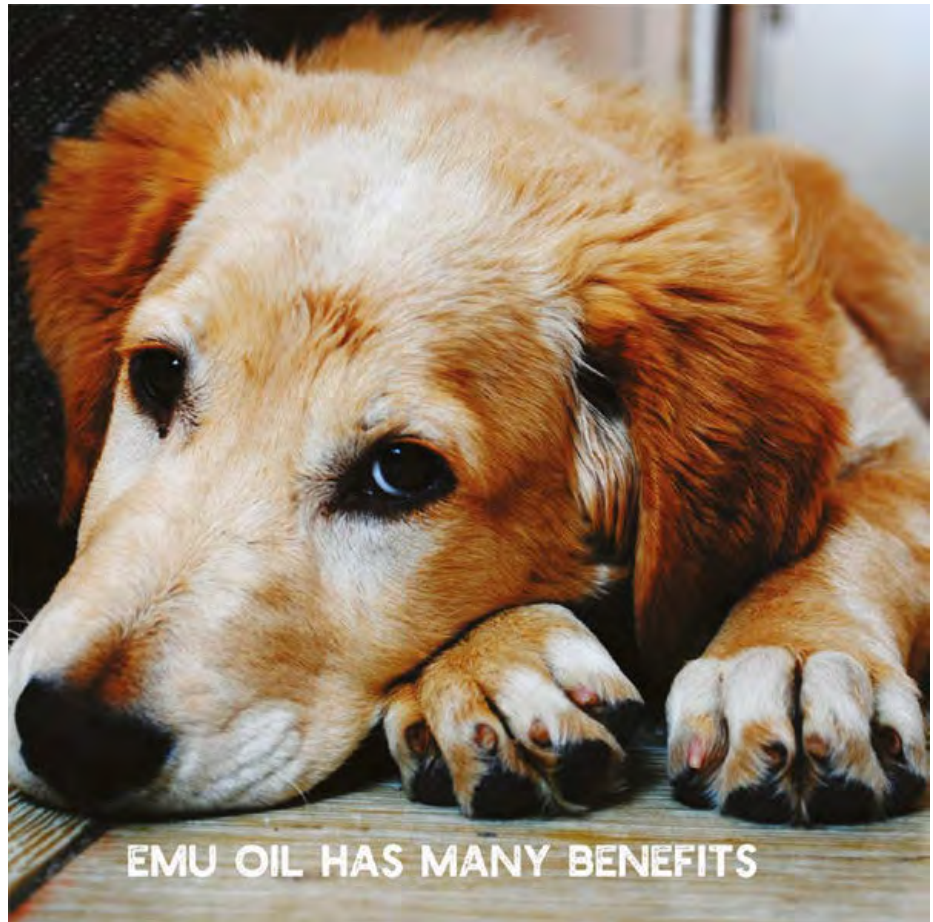


# Emu Products for Pets

By Kathy Alward, Staff Writer

The many benefits of eating emu meat and using emu oil products are realized by those people who are willing to give it a try. It was exciting to recently learn that emu products also can be used for pets. According to Jennifer Erdman, owner of Ewegurt, she embraces locally sourced natural ingredients for cats and dogs, as she strives to solve problems such as anxiety and tummy and immune imbalances in pets with supplements that can easily be added to their daily diet. Emu oil, emu calming treats, and emu bone broth are three products that Erdman sells through Ewegurt, with convenient “care cards” that help customers understand how to best use these products for their pets..

Erdman says she started Ewegurt to fill a need for her golden retrievers, especially one named Dino who suffered from anxiety. Although she searched the market to quell his anxiousness, she could not find any products that worked for her dog. Her research first led her to yogurt-based treats in Wisconsin, according to Erdman, where she discovered sheep milk yogurt. It was at that point that she decided to create dog and cat treats that were made of locally sourced ingredients from Illinois that had a myriad of benefits for her furry friends. Erdman said that pet parents like her have started “Googling” their way to healthy ingredients that are locally sourced, pasture-raised, and that leave no carbon footprints. “Especially millennials



EMU OIL HAS MANY BENEFITS

and Gen Xers are very concerned about transparency of companies that offer natural, organic treats and food. We fit that category with all our supplements,” said Erdman. She said she receives calls every week from pet parents asking questions, sometimes almost grilling her, where they source ingredients from and how the products are made.

Emu products fit the requests perfectly according to Erdman, who said that they are her best-selling pet treats. She said that emu is a natural protein because it is lean and can be tolerated by dogs and cats with common protein allergies. Erdman loves that emu has a lot of the mineral magnesium, which is nature’s relaxant. Ewegurt provides a care card with her treats that provides the serving size and frequency for the product.

Erdman believes omega fatty acids are very beneficial for pets and help reduce inflammation associated with issues like joint pain, arthritis or sores (hot spots), and

**“[EFAs] are important to metabolic and cellular health. A healthy immune system helps protect against diseases and other common health issues. Many pet parents use emu oil themselves for joint issues, so it is natural that they would use it for their pets as well.”**

---

insect bites. Dr. Debrah Rykoff of 4 Life Animal Wellness Center in Illinois is Erdman’s holistic veterinarian. According to Erdman, Dr. Rykoff recommends products that have essential fatty acids (EFAs), omega 3’s, and omega 9’s. The most prevalent of these EFAs is oleic acid, which is the same acid that gives olive oil most of its health benefits. “[EFAs] are important to metabolic and cellular health.

A healthy immune system helps protect against diseases and other common health issues. Many pet parents use emu oil themselves for joint issues, so it is natural that they would use it for their pets as well,” said Erdman. They buy the AEA-certified processed emu oil.

The unique idea of bone broths came from a need to address mobility issues with Erdman’s two senior golden retrievers. One had arthritis and the other dog had milder hip dysplasia. Erdman said she was trying to shy away from lab-created supplements, and that she knew that bone broth is considered an ancient supplement for humans, as well as pets. She found that pet parents can rely on their broths since many use these broths themselves to promote a healthy gut, overall immune system health, and joint issues. “Creating unique broths, like emu and venison or duck, lets us stand apart from our competition. Stores recognized the need and want of pet parents to spoil their pets with these broths. It is also used for dogs suffering from [irritable bowel syndrome] IBS, or other



gut issues. Picky eaters are enticed,” said Erdman. The unique varieties of these bone broths alleviate the search for many pet parents who need an alternative because their dogs have common protein allergy issues, stated Erdman. Some customers are almost frantic in their search and when they come across Ewegurt bone broths, they are customers for life. Care cards for bone broths are provided to their customers.

Erdman states on the Ewegurt website [www.ewegurt.com](http://www.ewegurt.com) that, “NO products are launched unless they receive an official ‘High-Paw-Five’ from our employees above: Skylar, Jordan, Angel Dino and Angel Sabby.” This makes perfect sense that the original customers, Erdman’s own pets who led her to the discovery of the benefits of emu and other natural products for pets, would continue to give the “paw” of approval. These natural products can be purchased from the Ewegurt website, where you can also find dog mom reviews, cool pet tech, and helpful tips and tricks that benefit pets and their parents.

## FARM PREP

# Are You Ready for Winter?

By Joylene Reavis, Sugar Maple Emu Farm, Brodhead, Wis.  
Reprinted from the Fall 2015 issue of *Emu Today & Tomorrow*

**F**all is the time to get your emu farm or ranch ready for the upcoming winter months.

Here are a few things you should be thinking about:

- Review your breeder's laying and hatching records along with the vitality of their chicks. Cull breeders not producing up to your standards.
- Farm process or ship your process birds.
- Defrost freezers before receiving packaged meat from processed birds. A state inspector told me to try using ammonia and water to get rid of the smells, including rotted meat smell, as long as I would leave the freezer door open to air out for at least two weeks afterwards. He also added that we must NOT place any food in the freezer for at least two weeks after using this solution.
- Check and winterize machinery. Check anti-freeze levels in all engines.
- Fix or replace damaged electric cords and heating elements on humidifiers, heaters, water tank heaters, and heat lamps.
- Sanitize incubators, hatchers, brooder boxes, and chick runs.
- Close up windows and barn openings to prevent drafts.
- Clean and bed pens and livestock sheds.
- Worm your breeders two months before laying season.
- Treat "Egg Tract Infection" before laying season, if needed. Volcano eggs are one indication that there might be an egg tract infection. Have your vet take a vent sample to determine if there is an infection and ask how to treat it if there is.
- Take down and store shade cloths and awnings, if no longer needed.



(Photo provided)

- Kill algae and de-lime water buckets and tanks.

**To kill algae** in a 5-gallon watering bucket, place 3 cups of bleach in the bottom. Place an empty gallon jug that has been filled with water and capped, into the bucket with the bleach. Fill the bucket with water to cover all algae. After 24-48 hours scrub bucket with a brush and empty contents.

**To de-lime** a 5-gallon watering bucket, place 3 cups of vinegar in the bottom. Place an empty gallon jug that has been filled with water and capped, into the bucket with the vinegar. Fill the bucket with water to cover all lime. After 24-48 hours scrub bucket with a brush. If some lime still sticks to the sides of the bucket, add 1 cup more vinegar and wait another day or two. With enough time, lime will easily come off the inside of the bucket.



# Rescuing Your Emu Oil from Oxidation

By Ruth Ann Replogle, Staff Writer  
Reprinted from the Fall 2016 issue of *Emu Today & Tomorrow*

If you sell emu oil, you know that oxidation is not your friend.

Dr. Mohammad Alam previously spoke at the American Emu Association's annual convention in 2016 about lipid oxidation and oil storage. At that time, Alam was the head of the fats and oil program at the Engineering Processing Center, which was part of Texas A&M's Food Science and Nutrition Department.

"You can't stop oxidation but you can minimize it," Alam told the audience.

Oxidation is the interaction between oxygen molecules and the substances they contact. It is what causes the rusting of an automobile or the spoiling of fresh fruit.

In the case of emu oil, oxidation can degrade the oil and make it rancid, Alam said.

To slow oxidation, emu oil must be refined with preservatives (antioxidants).

But before you can refine emu oil, you need to know its fat condition and its stability, Alam said. "My practice is to analyze a sample first."

"The stability of an oil varies based on the degree of unsaturation. The greater the number of double bonds, the more easily the oil will oxidize, resulting in a shorter use life. As saturation decreases, oxidation potential increases, and thus stability decreases," he explained.

To illustrate this point, he showed the audience a chart depicting the types of fatty acids, the number of double bonds, and the relative oxidation rate.

Emu oil can't have more than 5 percent of palmitoleic fatty acid; otherwise it becomes nasty.

There are four methods to determine extent of oxidation:

1. Sensory—tastes or smells grassy or fishy
2. Peroxide value—iodometric method



Dr. Mohammad Alam shares with the audience what oxidation is and how it affects emu oil. (Photo by Ruth Ann Replogle)

3. Conjugated dienes—spectroscopic method
4. Thiobarbituric acid—colorimetric method

"We can tell if it's authentic emu oil or not in the lab," Alam said.

The refining process of any oil includes adding antioxidants such as BHA, BHT, propyl gallate, TBHQ, ascorbyl palmitate, tocopherols, green tea extract, or rosemary extract.

"Antioxidants give longer shelf life," Alam said.

Alam said synthetic antioxidants are considered better than natural antioxidants because natural antioxidants can affect the smell and taste of emu oil. Tocopherols are the most popular antioxidants for fully refined emu oil.

He recommended six general storage guidelines for emu oil makers to keep their product from oxidizing.

- Limit storage time to three to four weeks max.
- Store oils in amber or dark glass bottles.
- Avoid direct sunlight.
- Avoid having partially filled containers (lets in air).
- Keep records of date of purchase and expected shelf life.
- Maintain integrity of emu oil.

Alam reiterated while you can't stop oxidation of your emu oil, you can slow it down.



# Beginner's Guide to Emu Farming Series

Learn the latest about emu farming from our Beginner's Guide to Emu Farming series! From caring for the birds (feeding, cleaning, hatching, fencing, safety and more) to processing and refining, *Emu Today & Tomorrow's* got you covered.

**To order:**

**580-628-2933 or**  
**EmuToday.com**

Get bundle  
 (5 issues) for **\$30**  
 + shipping



www.LBProcessors.com

1-877-368-6454

## The only FDA registered emu oil processor in the United States!

LB Processors, LLC, is a cutting-edge FDA and state of Tennessee registered processing facility for specialty oils serving the pharmaceutical, cosmetics, and dietary supplement industries....now with hemp services as well.

### What makes LB Processors stand out from the crowd?

- World's largest refiner of high quality emu oil.
- We are regularly inspected by FDA and TN Department Of Agriculture
- Meets or exceeds all AEA trade rules for Fully Refined Emu Oil.
- We source raw material from more farmers than anyone else in the world to ensure supply chain is never interrupted.
- Finished product is creamy white to off white with no separation.
- We are now able to add hemp extract to any product we market to keep up with today's market needs.
- We use an industrial dryer to dry hemp plants, ensuring less waste and a safer product.



### Our services include, but are not limited to:

- Bulk, Wholesale & Retail Emu Oil Sales
- Hemp Infused Emu Oil Products
- Custom Blending & Filling
- Private Labeling
- Industrial Hemp Drying
- Complete Analytical Reports with every batch...at no additional charge.





## EMU OIL Naturally Healthy

A 24-page booklet,  
with space on the back  
for your information.

- Why Emu Oil
- What Does Emu Oil Do For Me?
- What the Doctors Say
- Studies/Patents
- Applications
- The Benefits of Emu Oil



*We can create  
a customized  
cover for your  
company!*

1-24 ..... \$2.00

25-99 ..... \$1.75

100+ ..... \$1.50

+\$7.35 minimum shipping charge per order

## The 1998 Special Oil Edition Reprint Brochure

This 8-page brochure is a reprint of the three most requested articles in the Special Oil Issue, complete with full color photos!

**Emu Oil is This  
Physician's Choice**  
(Dr. Dean)

**Helping the Infirm  
Become Firm and Fit**  
(Skin maintenance and  
wound care)

**A Natural Approach to  
Animal Care** (Wound  
and skin treatment for  
animals)



1-9 ..... \$3.00 each

10-49 ..... \$2.50 each

50+ ..... \$2.00 each

+\$7.35 minimum shipping charge per order

# EmuToday & Tomorrow

To advertise with *Emu Today & Tomorrow*:  
580-628-2933 • info@emutoday.com

## ADVERTISING RATES

### READERSHIP

*Emu Today & Tomorrow* is the leading agricultural magazine for emu farmers in the United States and abroad. Since 1991, ET&T has offered relevant topics, such as how-to and educational articles on feed, fencing and shelter, incubation, hatching and growing, processing, refining and marketing. On average, 400 people visit the ET&T website each month, and four out of five are new to the site.

### MAGAZINE & WEB AD OPTIONS

- Ad packages include your choice of a black-and-white ad in four sizes (see to the right) in the magazine and a business card-size full-color ad on the website.
- Receive a 10 percent discount if you purchase an ad package for an entire year (four issues). All annual ad packages also include a FREE one-year subscription to ET&T.
- Business card-size full-color ad with link option on the website can be purchased separately from the magazine for \$25 a month.
- Ad design services are available for an additional charge.

**Full Page**  
7" x 9.5"

**\$300**

**Half Page**  
7" x 4.5"

**\$200**

**Quarter Page**  
3.25" x 4.5"

**\$150**

**Business Card**  
3.25" x 2"

**\$100**

All four size options include a black-and-white ad in one issue of the magazine AND a business card-size full-color ad with a link option on the website for three months.

## National Emu and Emu Product Supplies Directory

### CALIFORNIA

Emu Enterprises, Intl. Millville, CA. Selling emu oil, eggs, and meat. Also emu chicks and adults. [www.emuenterprise.com](http://www.emuenterprise.com) • 530-547-5184. (10/20)

Rancho San Diego Emus. Now available, wholesale, bottles of (60) 1,000 mg emu oil gelcaps, labeled or unlabeled. Minimum 12 bottles. 619-337-0000. To order: [www.rsdemus.com](http://www.rsdemus.com) • email: [emus@cox.net](mailto:emus@cox.net) (5-21)

### IOWA

C'mon Back Acres. Cedar Falls, IA 50613. For sale: Premium Emu Feed – Pre Mix – personalized service. 319-266-5081. (10/20)

### MONTANA

[www.MontanaEmuRanch.com](http://www.MontanaEmuRanch.com). Personal care, pet, and livestock products produced in our GMP/FDA lab on-site. Natural OTC Products. 888-444-4368 (EMU) (4/21)

### OREGON

Cinder Butte Emus. Bill and Linda Hobson. Cleaned emu eggs for crafts and emu products. Otis, OR 97368. 541-548-7582. (10/20)

### PENNSYLVANIA

Moonlight Valley Farm LLC, Aspers, PA 17304. [www.moonlightvalleyfarm.com](http://www.moonlightvalleyfarm.com). [info@moonlightvalleyfarm.com](mailto:info@moonlightvalleyfarm.com). Blond, white, common emu chicks, daylilies, Sebastopol geese, and more.

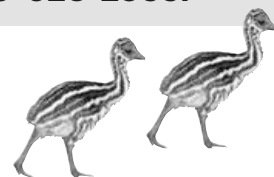
### TEXAS

Carl and Gayle Gardner. White/blond/normal colored emus. 903-983-2710 • [www.ddemuoil.com](http://www.ddemuoil.com). (10/20)

## The Classifieds

1 PUREFLO "E Series" incubator: \$2,000.  
5 SKYLINE incubators: \$400 each  
(+shipping). 619-337-0000.

Want to put an ad in the classifieds?  
Call us at **580-628-2933**.



## National Emu and Emu Product Supplies Directory Order Form

☐ **YES! Include my listing above for 1 full year!**  
ONLY \$100 for up to 25 words (\$3 for each additional word)

NAME \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

**AD COPY** (Exactly as it should appear, include name, phone #, etc.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### BONUS:

*Your listing includes a one-year subscription!*

☐ Check or money order enclosed

**CHARGE MY** ☐ Discover ☐ VISA

☐ MasterCard ☐ American Express

Card # \_\_\_\_\_

Exp. date \_\_\_\_\_

CVV code \_\_\_\_\_

Signature: \_\_\_\_\_

Enclose payment and mail to:

***Emu Today & Tomorrow***

11950 W. Highland Ave.  
Blackwell, OK 74631  
or call 580-628-2933



## Emu Today & Tomorrow Emu Oil and Emu Meat Issues in full color!

Get both for **\$10**  
or separately for **\$7**  
plus shipping

**To order:**

**580-628-2933 or**  
**EmuToday.com**

## SUBSCRIPTION ORDER FORM

☐ **YES!** Please send me a one-year subscription (four issues) of *Emu Today & Tomorrow* for only **\$25.00!** (International subscription \$80.00 U.S. for one year)

### Back Issues \$7 Each

- |                                       |                                      |                                      |
|---------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> May '99      | <input type="checkbox"/> Spring 2016 | <input type="checkbox"/> Summer 2018 |
| <input type="checkbox"/> July/Aug '14 | <input type="checkbox"/> Summer 2016 | <input type="checkbox"/> Fall 2018   |
| <input type="checkbox"/> Sept/Oct '14 | <input type="checkbox"/> Fall 2016   | <input type="checkbox"/> Winter 2019 |
| <input type="checkbox"/> Nov/Dec '14  | <input type="checkbox"/> Winter 2017 | <input type="checkbox"/> Spring 2019 |
| <input type="checkbox"/> Winter 2015  | <input type="checkbox"/> Spring 2017 | <input type="checkbox"/> Summer 2019 |
| <input type="checkbox"/> Spring 2015  | <input type="checkbox"/> Summer 2017 | <input type="checkbox"/> Fall 2019   |
| <input type="checkbox"/> Summer 2015  | <input type="checkbox"/> Fall 2017   | <input type="checkbox"/> Winter 2020 |
| <input type="checkbox"/> Fall 2015    | <input type="checkbox"/> Winter 2018 | <input type="checkbox"/> Spring 2020 |
| <input type="checkbox"/> Winter 2016  | <input type="checkbox"/> Spring 2018 | <input type="checkbox"/> Summer 2020 |

NAME \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/ST/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

☐ Check or money order enclosed

CHARGE MY:



Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

CVV Code \_\_\_\_\_

Signature \_\_\_\_\_

Enclose payment and mail to:

**Emu Today & Tomorrow**

11950 W. Highland Ave. • Blackwell, OK 74631

Phone: (580) 628-2933 • Fax (580) 628-2011



# BACK ISSUES

## See what you might have missed!



### MAY 1999

The Basics • Emu Shelter and Fencing Considerations • Egg Collection to Chick Runs • Bird Behavior and Handling Techniques • Emu Feed and Forage Facts • Practicing Good Farm Management Techniques • Special Emu Farming Annual Planner Centerfold

### JULY/AUGUST 2014

Vitality Going Strong After Almost 20 Years • Non-Specific • 25 Years of Yesterday's Memories • Celebrating 25 Years • 2014 AEA Convention Agenda • Parasites • Innovative Entrepreneurs

### SEPTEMBER/OCTOBER 2014

The Next Step • Making Your Emu Enterprise Work for You: Part 1 - Phenotyping and Sexing Techniques • Fond Memories Shared at the 25th Annual AEA National Convention • And the Winners Are • 2014 AEA National Convention Photos • Out of Stock

### NOVEMBER/DECEMBER 2014

Does Your Oil Make the Grade? • You Are What You Eat • Processing: How Far Will You Go? • Q&A • Life Changing Battle with Alpha-Gal Allergy • Profitable Marketing Insight: How to Achieve Expert Status

### WINTER 2015

Emus Where You Least Expect Them • Amazing, Amusing Emus: Yesterday's Dinosaurs on Today's Farm • Jezebel • Profitable Marketing Insight: Caught Up In Creativity

### SPRING 2015

Mile High & Rising: AEA National Convention Is Right Around the Corner! • While You're There ... Rocky Mountain Vacation Ideas • Support the Cause: Donations Being Accepted for the AEA Convention • So, What's N.E.W. With You? • Emu Oil Testimony - Burn Recovery • Profitable Marketing Insight: Three Reasons

### SUMMER 2015

2015 AEA National Convention: Members "Rise" to the Occasion • Emu—It's What's for Dinner • Taking the Lead ... Board of Directors Introduced • FDA Rules: Understanding Definitions and Claims • Egg Art Class: Using Clay To Make Eggs-travagant Art • Auctions Raise Funds for AEA • Profitable Marketing Insight: It's the Little Things That Count

### FALL 2015

25 Years and Counting: The Future of the U.S. Emu Industry • AEA Plans to be Around in the Next 25 Years • Now is the Time to Enter Into Emu Farming • Follow the Tracks: Our Own "Jurassic World" • Farm Prep: Are You Ready for Winter? • Watch for Repurposing Opportunities

### WINTER 2016

Emus in the Global Market • What Does 'AEA Certified' Mean? • Importing and Exporting Emus: AEA Talks About U.S. Fish and Wildlife Regulations • From Coast To Coast: Emu Farms Run Wild • Shipping Tips: Click 'N' Ship Your Packages • Does the Web Help or Hinder Your Business?

### SPRING 2016

Tips on How to Grow Your Emu Business • SCORE Free Business Advice • Hobby vs. Business: Which One Are You Running? • National Emu Week: Jumpstart Your N.E.W. Event • When Do I Make Money? • North by Northwest: 2016 AEA Convention Set • Gone Digital: ET&T Offers Archives • Profitable Marketing Insight: Maximizing Opportunities

### SUMMER 2016

AEA National Convention: Emu Owners Headed North to the 'Couve • 2016 AEA National Convention Schedule of Events • AEA National Convention: While You Are Up North ... • Agritourism: Are You Prepared For Visitors? • More Than Oil and Meat: Using Emus as a Whole • Emu Eats: Egg-cited for the Scramble • Easy Emu Recipes: Deviled Emu Egg • Profitable Marketing Insight: Giving Customers What They Want

### FALL 2016

2016 AEA National Convention: Emu Farmers Go North by Northwest • Taking the Lead: Meet AEA's Board of Directors • A Tale of Two Food Systems • Rescuing Your Emu Oil from Oxidation • 2016 AEA National Convention: Photo Spread • 2016 AEA National Convention: Auctions Raise Funds for AEA • 3 Digital Marketing Tools You Should Be Using

### WINTER 2017

A Beginner's Guide to Emu Farming, Part One: 5 Steps to Getting a Better Hatch Rate • Choosing the Right Feed for Your Emus • Understanding Emu Egg Incubation • Why You Should Rock and Roll Your Emu Eggs • Emu Farming Annual Planning Guide • It's All About the Emu at Amaroo Hills Emu Farm • Do's and Don'ts of Feeding Emus

### SPRING 2017

10 Tips for Starting an Emu Business • Making SMART Goals • Road Map to Success • Hatching and Caring for Your Emu Chicks • Stop Feeding Your Business Junk Food! • Poisonous Plants Guide • Raising OJ • 2017 AEA National Convention Registration Form

### SUMMER 2017

Get Your Kicks on Route 66 With AEA • 2017 AEA National Convention Schedule of Events • Let MO Show You a Good Time • Giving Emus the Right Place to Live • 5 Ways to Beat the Heat • What to Do About Emu Poo: Some Stinky Solutions • 2017 AEA National Convention Registration Form

### FALL 2017

The Do's and Don'ts of Choosing Birds • Keeping Birds Safe • 2017 AEA National Convention: AEA Members Get Their Kicks on Route 66 • Meet AEA's Board of Directors • 2017 AEA National Convention Photos • The Digital Conversation: Are You Having One With Your Customers?

### WINTER 2018

A Market Perspective of the Emu Industry • How to Process and Refine Emus • If an FDA Inspector Appears at Your Door • Knock Knock • The History of Ratites in Human Culture • Emus Are Living Dinosaurs • 'We Treat You Like Family'

### SPRING 2018

Why Emu Oil? • A Lesson in Emu Oil and Skin Wounds • Emu Industry Says Goodbye to AEA President • What are Emu Oil Trade Rules? • 15 Reasons to Use Emu Oil • AEA Convention Headed to N.C. • 2018 AEA Convention Registration Form • Producer Profile: Life at the Mcadoo Zoo • What You Should Know Before Filing Your Taxes

### SUMMER 2018

Why Emu Meat? • Cuts of Emu Meat • How to Cook Emu Meat • The Incredible Edible Emu Egg • Marketing Your Emu Meat • Emu: It's What's For Dinner (or Lunch) • AEA Convention Information • Does Your Website Measure Up?

### FALL 2018

Benefits and Drawbacks of Agritourism • Having a Vision for the Emu Industry • 2018 AEA National Convention: Emu Farm Tour Tops List • Meet AEA's Board of Directors • 2018 AEA National Convention: Evening Escapades • 2018 AEA National Convention: Oh, What A Ride ... • Mad Buffalo Marketing: How to Optimize Your Website

### WINTER 2019

Safely Handling Your Emus: Tips and Tricks from the 2018 AEA Convention • Talking Taxes: What New Tax Laws Mean for You in 2019 • DNA Testing for the Emu Industry: iQBiotech Representative Speaks at the 2018 AEA Convention • Emu Enterprise Educating Others About Emus • National Emu Week: Planning Calendar for the 20th Annual N.E.W. • Message from the Editor • Easy Emu Recipes: Build Your Own Emu Quiche

### SPRING 2019

The Emu Industry: In it for the Long Haul • Marketing Tactics to Improve the Industry and Your Meat Sales • National Emu Week: Are You Prepared for N.E.W.? • Emu Enterprise Fine-Tuning Emu Farming North of the Border • Map of the American Emu Association National Conventions • 2019 AEA National Convention Registration Form • Message from the Editor

### SUMMER 2019

2019 AEA Convention: Fun in the Sun in Tempe, Arizona • Emus in Cactus Country—Celebrating the 30th AEA Convention • 2019 AEA Convention Schedule • Meeting the Neighbors: Selling to Your Local Market • How to Turn Instagram Users into Loyal Brand Advocates • 2019 AEA National Convention Registration Form • Art and the Emu

### FALL 2019

2019 AEA National Convention: Getting a Seat at the Table • Spa Day for the Emu • AEA Members Celebrate 30 Years • Leading the Way: Meet AEA's Board of Directors • Celebrating 30 Years • Marketing Your Farm at the Market • In Other News

### WINTER 2020

Sustainability in the Emu Industry at Willow Grove Ranch • Regulatory Changes for Cannabis Could Mean a New Market for Emu Oil • Taking a Promotional Trip • A Lesson on the Tattoo and Piercing Industry • Flightless Birds Abroad Part 1: The Ratite Bounty in England • Successful Emu Product Promotion and Sales at Fairs and Farmer's Markets

### SPRING 2020

Alpha-gal and the Emu Meat Alternative • Poisonous Plants Guide • Parasites • N.E.W. Event Ideas • Keeping it Local at Three Feathers Emu Ranch • National Emu Week: How to Get an Emu Week Proclamation • 2020 AEA National Convention Registration Form • When Do I Make Money?

### SUMMER 2020

More Than Oil and Meat: Using Emus as a Whole • Guidelines for Caring for Emus • Three Reasons • Emu Shelter and Fencing Considerations • Amaroo Hills Strives to Produce Products That are Good for People and the Environment • Rancho San Diego Emus Shares Wealth of Experience • Beating the Heat • How to Subscribe to Emu Today & Tomorrow Archives

# Emu Industry Products

**To order:**

**Call 580-628-2933**



## Informational CDs



### Farm Processing

**Presented by Allen Charleston at the 2009 AEA Convention**

An in-depth presentation of how to farm process an emu, maximizing the amount of fat removed from any given bird. CD includes 86 slides with pictures and instructions, plus guidelines for handling and storage of emu fat.

**\$25.00** for AEA members

**\$35.00** for non-members

+ \$7.35 shipping

### What's an Emu?

A PowerPoint presentation on CD suitable for use at schools or during farm tours. Interesting to children and adults alike! Presentation includes 13 slides and an adaptable script to read aloud.

**\$15.00** for AEA members

**\$20.00** for non-members

+ \$7.35 shipping

### Pricing for Profit

A spreadsheet on CD designed by John Southern of M&J Emu Farm, Toney, Alabama. Sophisticated yet easy to use, for small or large farms. Addresses all aspects of emu farming.

**\$25.00** for AEA members

**\$35.00** for non-members

+ \$7.35 shipping

### Emu Project Record Book

The Emu Project Record Book is ideal for 4-H or FFA members or anyone who has an emu and would like to keep a detailed record of their project. The 37-page book can be printed from your computer or you can order a CD in pdf format.

**\$10.00** for both AEA

members and non-members

+ \$7.35 shipping

### Emu Feed Formulation

A spreadsheet on CD designed by Steve and Marcia Huddleston of Vergas, Minnesota. The Feed Formulator will help emu farmers formulate the right feed mix containing all the essential nutrients, including protein, amino acids, vitamins and minerals in a digestible form using the ingredients that are available in their area, to optimize growth, fat production and egg production.

**\$15.00** for AEA members

**\$25.00** for non-members

+ \$7.35 shipping

### Promoting Your Emu Business for National Emu Week (N.E.W.) and Beyond By Joylene Reavis

Covered on this CD are farm tours, booths and farmers markets, business and marketing plans, N.E.W. proclamation, press releases and media tips, school hatch projects and more! Also includes templates, announcements for the paper and radio, a schedule to follow, contest ideas, activity sheets, guest book pages ... everything you need to promote your emu business.

**\$15.00** for AEA members

**\$25.00** for non-members

+ \$7.35 shipping



### The Emu Primer

With 50 pages of valuable wisdom, the Emu Primer provides the novice emu farmer with practical guidelines and information on raising emus.

**\$20.00** for AEA members

**\$25.00** for non-members

+ \$7.35 shipping

**President, Region 3 Director  
Dennis Anderson**

2960 Oaks Ave  
Haverhill, IA 50120  
Phone: 641-751-4527  
Email: oaksaveemuranch@heartofiowa.net

**Vice President and Director-At-Large  
Amy Hall**

2020 Red Bench Road  
Paris, AR 72855  
Phone: 479-847-0352  
Email: gofarm2020@outlook.com

**Secretary, Director at Large  
Joylene Reavis**

700 8th Ave., #731  
Monroe, WI 53566  
Phone: 608-897-8224  
Email: emujoy@sugarmapleemu.com

**Treasurer, Director at Large  
Brian Smith**

6913 Timberlake Drive  
Murfreesboro, TN 37129  
Phone: 931-980-7503  
Email: treasurer@aea-emu.org

**Regions 1 and 2 Director and  
Parliamentarian**

**Andrew Martin**  
P.O. Box 590088  
Birmingham, AL 35259  
Phone: 205-999-6314  
Email: andy@proemu.com

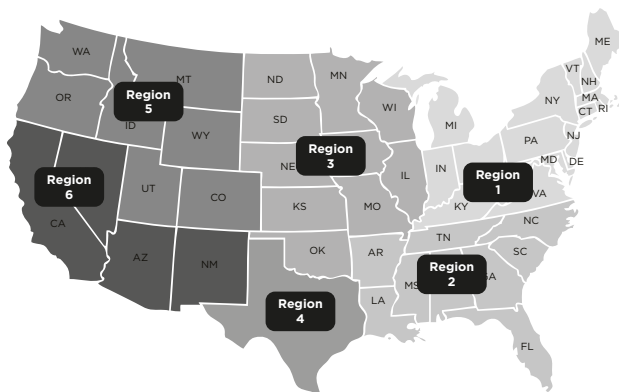
**Director-At-Large  
Jay Winslow**

Liberty, NC 27298  
jwinslow07@outlook.com

**Regions 4, 5, and 6 Director  
Daryl Connite**

24552 Walker Valley Rd  
Mt Vernon, WA 98274  
Phone: 360-422-7683  
Email: dconnite@hotmail.com

info@aea-emu.org



## AMERICAN EMU ASSOCIATION - APPLICATION FOR MEMBERSHIP



The American Emu Association has state and regional affiliates to support members on a local level. Your AEA and affiliate membership year is effective on the date of receipt of your application and runs until the end of that month the following year. Membership dues are sent to: **American Emu Association, 510 W. Madison Street, Ottawa, IL 61350.** The AEA reserves the right to approve or refuse membership in the Association. Questions? Write to us at [info@aea-emu.org](mailto:info@aea-emu.org).

- ☐ New U.S. Member \$100 ☐ Renewing U.S. Member ..... \$100  
☐ Spouse (must be married or partner of member) ..... \$100  
☐ Renewing U.S. Membership (3 years) ..... \$275  
☐ Breeder Directory Listing (U.S. members only) ..... \$50  
☐ New International Member ..... \$750  
☐ Renewing International Member ..... \$500  
☐ Junior U.S. Membership ..... \$25

Name \_\_\_\_\_ Date \_\_\_\_\_ Business Name (optional) \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

State affiliated with \_\_\_\_\_ Please place me on the following email lists: ☐ Member ☐ Region ☐ Do not list in directory

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

☐ Check or MO ☐ Credit card # \_\_\_\_\_ Expires \_\_\_\_\_

**Affiliation:** ☐ Breeder ☐ Product Producer ☐ Product Distributor ☐ Other \_\_\_\_\_

The American Emu Association is a national, member-driven community dedicated to developing structural support and visionary leadership for the emu industry through actions that develop public awareness of emu products and develop means to advance the growing emu industry. Accordingly, the Association expects each member to abide by the following **AEA Code of Conduct**:

1. To be familiar with the purpose and objectives of the Association and to promote its aim actively.
2. To present conduct that at all times reflects dignity and respect for the Association and other members.
3. To keep inviolate any confidence that may be entrusted to said member.
4. To refuse participation in questionable enterprises and to refuse to engage in any business that is contrary to law or public welfare.
5. To guard against unwanted insinuations that reflect upon the character or integrity of other members, officers or staff of this Association.

By submission of this application, I agree to abide by the above Code of Conduct.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# The Emu Farmer's Handbook, Volumes 1 and 2

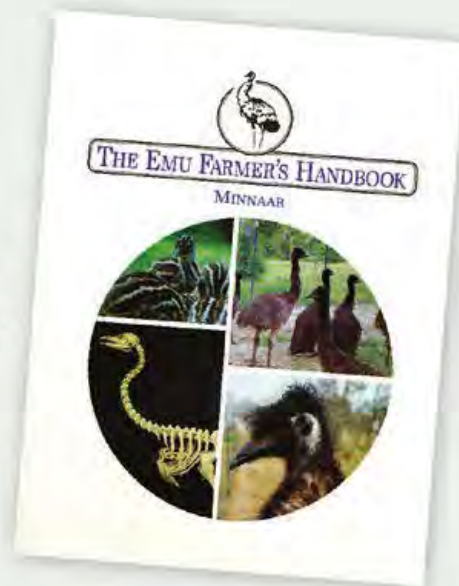
By Maria Minnaar

## VOLUME 1:

- **178-page** hardbound book
- Packed with photos, charts, and illustrations
- Covers farm management, bird handling, emu anatomy, sexing techniques, nutrition, egg and chick care, pre-incubation, artificial insemination, health, and much more!

**\$40**

Add \$7.35 shipping and handling per book



## VOLUME 2:

**Commercial farming methods for emus, ostriches and rheas**

- **320-page** hardbound book
- Easy-to-read format with subject index
- Packed with photos, illustrations, and tables
- Full-color emu color photo chart
- Emu and ostrich carcass drawings with meat cuts
- Covers incubation, health, diseases, nutrition, chick rearing, sexing, tagging, de-clawing, fat handling, rendering and processing methods, and much more!

**\$48**

Add \$7.35 shipping and handling per book

**SOLD OUT**