

The Magazine for Emu Farmers

Emu Today & Tomorrow

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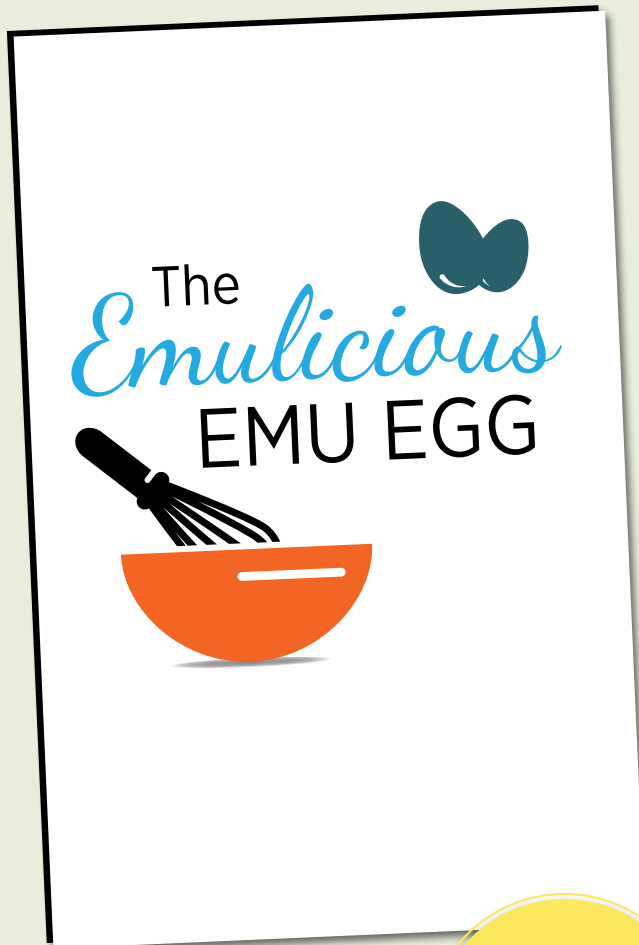
**Trademark, Patent,
or Copyright—What
is the Difference?**

**Overcoming
Obstacles in the
Emu Industry**

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On the Cover:

United States Patent and Trademark Office



Trademark, Patent, or Copyright—What is the Difference?

By Kathy Alward, Editor

There are several ways to protect your ideas or creative works. According to the U.S. Patent and Trademark Office (USPTO) website <https://www.uspto.gov/>, trademarks, patents, copyrights, and trade secrets are the four types of intellectual property. The USPTO explains the definition of intellectual property consists of “creations of the mind—creative works or ideas embodied in a form that can be shared or can enable others to recreate, emulate, or manufacture them.”

There are various ways in which you can protect your ideas or creative works, especially your brand. According to the USPTO website, “a brand is a marketing concept that encompasses how people feel about your product or service,” and by choosing a registered federal trademark, nationwide legal protection is provided for your brand in connection with goods or services. A trademark is “a **word, phrase, design, or a combination** that identifies your

goods or services, distinguishes them from the goods or services of others, and indicates the source of your goods or services.” The benefits of the federal protection provided with a trademark is that others cannot use or register a trademark that is similar to yours with related goods or services without explicit permission.

A good example of trademarks can be found on the American Emu Association (AEA) website at <https://aea-emu.org/faq/>. Here, AEA answers the question “What is the AEA Certified Emu Oil Program?” as follows:

Th[is] certification 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).

Both the verbiage “AEA Certified Fully Refined™,” and the registered seal are trademarks of the AEA and can only be used by AEA members with board approval. Unauthorized use of either will be considered trademark infringement and will be dealt with accordingly.

All emu oil product companies, wholesalers and retailers who are members in good standing of the AEA are invited to apply.

For full details click on the following link: <https://aea-emu.org/resources/aea-certified-emu-oil-program>.

The AEA has the following three registered trademarks (®):

- “AEA Certified Fully Refined” logo/seal:



- “AEA Certified Fully Refined” verbiage:
AEA Certified Fully Refined®
- “Emu Oil: Life Just Got Better” logo/seal:



There is a difference between trademarks and registered trademarks and the protections that each provides. According to Susan Wright at Uniquely Emu Products, Inc., “We do not own any registered trademarks. However, we use the ™ symbol on several of our brand names and key phrases. That symbol basically denotes that we claim ownership of those brand names or key phrases, but that they are not registered trademarks. Because they are not registered

trademarks, we do not have as many legal rights when it comes to defending their usage by someone else.”

According to the USPTO website, legal protection is provided for product patents as “Technical **inventions**, such as chemical compositions like pharmaceutical drugs, mechanical processes like complex machinery, or machine designs that are new, unique, and usable in some type of industry.” The benefits of the federal protection provided by a patent are that inventions and processes are safeguarded from other parties copying, making, using, or selling the invention without the inventor’s consent. There are thousands of patents that include emu oil as an ingredient in their products.

A copyright is defined on the USPTO website as “Artistic, literary, or intellectually **created works**, such as novels, music, movies, software code, photographs, and paintings that are original and exist in a tangible medium, such as paper, canvas, film, or digital format.” Song lyrics are one example of something that has been copyrighted, and the benefits of the federal protection provided by a copyright are described as it “Protects your exclusive right to reproduce, distribute, and perform or display the created work, and prevents other people from copying or exploiting the creation without the copyright holder’s permission.”

A trade secret is the fourth type of intellectual property described on the USPTO website as a protection to complement patent protection. Protection for most patents is granted for 20 years. According to the USPTO website trade secret policy “is information that has either actual or potential independent economic value by virtue of not being generally known, has value to others who cannot legitimately obtain the information, and is subject to reasonable efforts to maintain its secrecy. All three elements are required; if any element ceases to exist, then the trade secret will also cease to exist. Otherwise, there is no limit on the amount of time a trade secret is protected.”

The benefits of providing protection for your brand includes the prevention of someone misusing your brand by knowingly or unknowingly creating a similar brand in such a way that customers cannot tell a difference and may purchase someone else’s products by mistake. Whether you decide to protect your brand or not, it is a good idea to learn more about these four types of intellectual property at <https://www.uspto.gov/>.

Marketing Plans for Small Businesses

By Gerri Brown, Staff Writer

Reprinted from the July/August 2013 issue of ET&T

Developing a marketing plan is a daunting task and many times knowing where to start is the biggest obstacle. Far too often, small businesses want to market their services and products, but they have no idea how to start. The U.S. Small Business Administration says, “Marketing takes time, money, and lots of preparation. One of the best ways to prepare yourself is to develop a solid marketing plan. A strong marketing plan will ensure you’re not only sticking to your schedule, but that you’re spending your marketing funds wisely and appropriately.”

Why Do I Need a Marketing Plan?

Creating a marketing plan is imperative to a successful small business. Having a marketing plan is like having a road map to promote your business. According to the Missouri Small Business and Technology Development Center, “There are six basic reasons for developing a marketing plan. These reasons are:

- it forces you to identify your target market;
- it forces you to think about both short and long-term marketing strategies;
- it looks at your business as a whole and ties together market objectives;
- it allocates limited resources to create the greatest return;
- it provides a guide to measure progress and outcome; and
- it gives clarity to who does what, when, with what marketing tools.”

Creating a marketing plan can help to make sure you’re maximizing each marketing dollar and that your marketing message is truly reaching your target audience.



Where To Start

Getting started involves one of the more demanding stages of this process—research, research, research! The U.S. Small Business Administration says, “Market research will also identify trends that affect sales and profitability. Population shifts, legal developments, and the local economic situation should be monitored to quickly identify problems and opportunities. It is also important to keep up with competitors' market strategies.” When starting your research, drill down and determine who is your target audience, what is the best way of reaching them, and who is your competition. All of this is called primary research and you can do it yourself. Primary research can also include talking to your current customers, sales reps, submitting online surveys or questionnaires, conducting a focus group, or using social media to gather relevant information to identify potential customers or garner information from current customers. Next, secondary research is information that has already been gathered from various sources, such as government agencies, associations, websites, magazines, or industry groups. Both primary and secondary research will help you connect with your customers, develop a better understanding of the competition, and minimize the risk of wasting money on advertising that does not produce results.

When developing your strategy, it often helps to think of the **big picture**.

The SWOT Analysis

An integral part to include in any marketing plan is a SWOT, or situational analysis. This analysis is a strategic overview of your strengths, weaknesses, opportunities, and threats. This analysis lets you evaluate your company and provides you with information to make decisions. The U.S. Small Business Administration says, "Come up with bullet-point lists for each of these four categories, and you can't help but be thinking about strategy. Strengths and weaknesses are internal. You gain lots of vision just recognizing what they are, and then with long-term efforts you can capitalize on the strengths and minimize the weaknesses. Opportunities and threats are external. You try to see them before they hit full force, and adjust your strategy to take advantage of opportunities and avoid threats." The purpose of the SWOT is to give you better insight into your desired goals workability and how to reduce crucial obstacles.

Be SMART About Your Marketing Plan

The next step in your marketing plan is to establish your goals and objectives. In order to make these both attainable, they need to be easy to measure and evaluate, as well as pragmatic. SMART objective setting is a tool used by many businesses that helps to focus on the particulars of each objective. SMART is an acronym for the five steps of specific, measurable, achievable, relevant, and time-based objectives. While your goals will be broader and focused on the long-term, SMART objectives will be articulate, specific, measurable, and based on performance objectives. You will have to ask yourself, is the objective specific enough? Can I measure the performance? Is this objective achievable? Is this objective relative to my marketing plan? And is this objective going to be doable in a certain time frame?

Strategies and Tactics

With your objectives and goals now in place, the next step is implementation, which includes strategies and tactics. Strategies give us a blueprint for what we are going to do, while tactics show us the steps we need to take meet our goals. When developing your strategy, it often helps to think of the big picture. Your tactics section should include all the actionable steps you

plan to take for marketing your product or services. The U.S. Small Business Administration says, "A marketing strategy identifies customer groups which a particular business can better serve than its target competitors, and tailors product offerings, prices, distribution, promotional efforts, and services toward those segments. Ideally, the strategy should address unmet customer needs that offer adequate potential profitability. A good strategy helps a business focus on the target markets it can serve best."

Return On Investment

Last, but certainly not least, is your marketing budget, and this is where the Return On Investment (ROI) comes into play. ROI is an estimate of the projected cost to market either your services or products. All companies want the biggest return on their investment, especially when marketing dollars are concerned. First, you must decide where to allocate your funds to get the biggest bang for your buck. Use your strategies and tactics to see what tactics need the most advertising dollars. Monitor tactics monthly to make sure they are performing to your objectives. It is common in marketing campaigns to redistribute funds if you are not getting the ROI on a certain tactic. Paid marketing is not the only tactic available; there's an abundance of free press opportunities such as press releases, social media, and word of mouth.

Putting the Plan into Action

For small businesses, a marketing plan is essential to giving them a presence in the market place. Having a marketing plan in place will help to establish what is working in your marketing efforts and what is not. It is also helpful to reflect back on year after year to help avoid making the same mistakes. The most important element of any marketing plan is very simple: you must use it!

FOR MORE TIPS AND INSTRUCTION on formulating your marketing plan, visit www.sba.gov/content/developing-marketing-plan

To Worm, or Not to Worm, That is the Question



By Neil Williams
*Reprinted from the May/June
2014 issue of ET&T*

This was never a question for our farm as we have raised emu for over 10 years without a parasite problem.

But like all things, change happens. This past year, we lost a significant number of emu chicks to parasites before we were able to identify our problem.

As mentioned, we have incubated and hatched emu chicks for 10 years and have basically done it the same way every year. Incubate the eggs, after hatching move chicks to brooder box for a few days, and then move chicks to a 48 x 100 foot greenhouse with an earth floor that has inside runs and areas for heat lamps to keep chicks warm during cold weather. In the colder months (January through March), we have raised the emu chicks in the greenhouse until they are 30 days old and then moved them to outside pens. In the warmer months, we have moved the chicks to the outside pens a little faster than 30 days.

This past hatching season we didn't set eggs until February, as we wanted to move the chicks to the outside pens a little earlier. We set the eggs to hatch during the first two weeks of April, and we hatched about 155 chicks during this two-week time period. Chicks hatched with little or no problems and were moved 10-15 at a time to the greenhouse over the two weeks. Within a week in the greenhouse, we noticed that some of the chicks had what appeared to be a respiratory problem; a gurgling sound in their throats and runny eyes. Since this looked fairly familiar as a respiratory virus that we had seen in the past, we gave them terramycin in their drinking water. The problem didn't seem to get any worse and seemed to only affect a few of the chicks.

At two to three weeks of age, we started moving the chicks to the outside pens as the weather was warm and each pen had a building with heat lamps. Within days after moving to the outside pens, the respiratory problem got worse; some chicks were spitting up phlegm and all the chicks were becoming very lethargic. We increased the terramycin and contacted a local veterinarian who suggested that it did sound like a virus and that the terramycin should help. Some of the chicks got worse and progressed to spitting up bloody phlegm, and then died within 24 hours. We talked to several veterinarians in the area and could not get much help, as they didn't know anything about emus. We finally found one vet who said it sounded like something she had seen before, and suggested another antibiotic that was stronger to add to the chicks' water. We did as she said but it didn't help; we were now losing two to four chicks per day, and all our chicks were showing the respiratory symptoms. It was at this time that we gathered up four of the most recent dead and took them to the Tennessee State Agriculture Pathology Lab for necropsy.

The pathology laboratory called us within 36 hours and said the chicks were dying from pneumonia but would do further analysis to determine what was causing it. They took cultures from the lungs and other organs. On the third day, the pathology lab called back and said they had found nematodes (parasites) in the lungs of the chicks. He suggested that we take fresh droppings from each chick pen to a local vet and have it analyzed for parasite eggs. We did this and were called by the local vet within several hours confirming that the droppings did indeed contain a lot of parasite eggs. The local vet was not familiar with

the parasite and didn't have any idea what worming medicine an emu could take. We contacted Dr. Tulley of the LSU Veterinary School, who was very helpful and suggested that we use injectable Ivomec. We worked out the amount that should be given by injection to each chick. Since the chicks weighed between 8-10 pounds each and the Ivomec stated that a good dosage for a 75-pound hog is 1 cc, we decided that 1/10th cc should be sufficient, and I added 20 percent more for good measure, making it 12/100 cc.



My wife, Lois, and I caught what were now about 95 chicks, injected each one with Ivomec, and saw almost immediate, positive results. Within 8-16 hours, the gurgling respiratory problem had disappeared and the chicks had regained their energetic personalities. Over the next two weeks, we still lost another 10, but these were chicks that were on their final legs when they were injected with Ivomec. We were able to save 85 of the chicks. The worms came back in about two weeks and we again caught and injected the chicks with the same amount of Ivomec. We had the same results as before – the chicks quit the gurgling respiratory problem and regained their energetic, normal chick behavior.

About 30 days after this, a few of the chicks picked up the respiratory indication again and by this time we had done some research and study on our problem and its treatment. We learned that the injectable Ivomec is water soluble and can be given in their drinking water. We learned this from a poultry producer who suggested worming poultry once or twice per year. The dosage we used was a solution of 1 cc per gallon of water, and offered this as the only drinking source for 24 hours. At the end of the 24 hours, we discard the remaining solution and replace with fresh water. We have not had the respiratory problem in the 90 days since we did this.

We have since talked with several emu growers who lost chicks to what appeared to be a respiratory

problem. It is very possible that their chicks also had lung parasites as ours did.

We had a veterinarian visit our farm and inspect it for what may have created our problem as we had over 200 breeders and 30-40 yearlings at that time. His first thought when visiting our farm was since we had been raising our birds in the same pens for 10 years, the soil in these pens was contaminated with parasites. He indicated that this is common in beef grow-out lots and on large poultry farms. The only resolution would be to alternate

pens, decontaminate old pens and give them time to recover. After touring our chick greenhouse, he felt sure that the parasites came out of our greenhouse. Since winters have been more mild than usual these past few years and the temperature in the greenhouse never gets below 20-25 degrees, he felt that this was a paradise for the growth of parasites. When the chicks were introduced to the greenhouse this year, the parasites were waiting for them.

What we will be doing to make sure this doesn't happen again?

- The greenhouse will be deinstalled and moved. It will most likely be rebuilt over a concrete floor that can be washed off on a regular basis to eliminate bacteria and parasites.
- We will provide injectable Ivomec in the water of our emu chicks at two to three weeks old and again at three to four months old.
- We will provide injectable Ivomec to our breeding stock a month before breeding season begins and will feed diatomaceous earth during the off-season.

There is one positive that has come out of this year's problems. We have found a veterinarian who is willing to learn more about emus and is willing to offer his help whenever we need it. It has also shown us that even with 10 years experience, we have a lot more to learn.

Overcoming Obstacles in the Emu Industry

By Kathy Alward, Editor

There are always obstacles to overcome in any great venture, even in the emu industry. Joylene Reavis and her husband, Mike, owned Sugar Maple Emu Farm in Brodhead, Wisconsin. They started raising emus on their 10-acre southern Wisconsin farm in 1995 by purchasing four 3-month-old chicks, and they raised over 1,500 emus for processing at this location over 20 years. Both Joylene and Mike had previous farming experience. Joylene grew up on a horse farm and loved all animals; her grandmother raised 500 chickens each year (some for eggs, some for the freezer). Joylene and her first husband were dairy farmers for 18 years before his death. Her second husband, Mike, had farmed milking cows, raised pigs, and was always fascinated with Bantam chickens. After they were married in 1993, Joylene and Mike had moved to a local farm and raised and hatched chickens, ducks, geese, turkeys, and guinea hens. Joylene said she guessed that their farming experience is one reason why they fit into the emu industry so easily. Even with their experience and enthusiasm for the emu industry, one obstacle had to be solved by the pair—the mystery of why some of their emus had developed leg splaying.

The cause of the leg splaying was a mystery to Joylene and Mike until they discovered a feed imbalance. After six years of feeding with no problems, it had unknowingly caused a deficiency in the breeders. Due to this imbalance, eventually, chicks were not hatching well, and according to Joylene, the ones that did hatch ended up with a lot of splayed and “rubber” legs. “The last straw—when we realized there was a major problem—was when the yearlings started to pick feathers off each other’s back in freezing weather. It took two years after we switched to a properly balanced emu feed that all their previous problems finally disappeared,” said Joylene.

“Splay leg is when the lower leg rotates out at 90° from its normal position, and rubber leg is when

the leg bones are visibly crooked. Some will look like a bowlegged cowboy,” stated Joylene. It was the nutritional deficiency that had caused the leg problems, according to Joylene who went on to say that the feed imbalance also caused their egg’s shells to be thicker than normal—causing the hatching difficulty for the chicks to break through.

“I had asked several emu farmers what they thought could be causing our problem. I was told that the feather picking was the big giveaway that pointed to the feed,” said Joylene. She said that next she talked to their feed mill consultant who told them to add whole oats to the feed when they filled the self-feeders. Joylene explained that, in poultry, something about the feel of the whole oats in their beak seems to satisfy their need to pick feathers. While this did help a lot with the feather picking, the early leg problems were getting worse.

This all came to a head about the time the Feed Formula CD was introduced, according to Joylene, who said that she worked with the CD developer and their feed mill poultry consultant to change the feed



Young emus (7 and 8 months old) at Sugar Maple Emu Farm. Photo courtesy of Joy Reavis



Sugar Maple Emu Farm (2007). Photo courtesy of Joy Reavis



Mike Reavis with Fred, Wilma, Betty, and Barney, 1996. Photo courtesy of Joy Reavis

formula to a balanced ration for emus. “Due to their shorter digestive tract, an emu’s nutritional needs are much different from most poultry, including ostrich. Mills are very reluctant to make a feed that is so different from the feeds they normally create,” said Joylene.

Joylene suggested checking with a longtime emu breeder to ask if they would share their feed recommendations. Joylene also suggested keeping in mind that commercial ratite feed is usually formulated for ostrich and contains way too much fiber for emus. Their feed mill consultant told them that the closest commercial feed to their feed formula would be wild game bird feed. Most are high protein, low fiber, and all-natural vitamins with plant-derived colloidal minerals, according to Joylene.

When asked if there were any other obstacles that they had overcome in the emu industry, Joylene said that besides the feed, finding a processing plant was the biggest obstacle. Since they were only three miles from the Wisconsin/Illinois state line, they preferred to sell USDA-inspected meat. To get a USDA inspection, they had to ship their birds a long distance to the processing plants. They started out sending them on an 18-hour trip to Oklahoma. The last few years they shipped them to Missouri—an 8-hour trip. While this was better, it was still too far for Joylene and Mike. When they investigated local processors that were state inspected, most told them “We process meat, NOT fat,” removing that option.

Joylene had the following helpful tips to share:

- While emus can be kept alive on dog food, to get the best performance, emus must have the proper nutrition. Our emus did fantastic for about five years on an unbalanced feed. The breeders looked good, the chicks hatched easily, and the processed birds produced large amounts of meat and fat. It wasn’t until the breeder’s nutritional deficiencies started to show that they knew there was a problem... everything was good until it wasn’t. A balanced feed ration is the key to a successful emu operation.
- If you give your feed mill a formula for your emu feed, it must be marked “no substitution.” Feed mills tend to substitute grains or supplements whenever they are out of stock or if the mill worker thinks the formula is lacking something. This can cause big trouble over time if the farmer is unaware of these changes.
- Also, resist the urge to offer *anything* free choice besides the properly formulated feed. Items like oyster shells (calcium) and mineral supplements can upset the nutritional balance of your feed.
- Additional copper is used in some feed but must be avoided in emu feed. Our mill directions stated, “Add no copper. Do NOT grind after feed containing copper.”

Joylene has since sold the farm and is instead selling emu products at this time. This story is a great example of perseverance and how they overcame obstacles in the early days of the emu industry.



Patents in the Emu Oil Industry

By Kathy Alward, Editor

Patents have been issued for the Emu Oil Industry for many years now. Looking back through the *Emu Today & Tomorrow* archives, there was mention of four emu oil-related patents as far back as the 1998 Special Oil Edition of *Emu Today & Tomorrow* in the article “Patent Bulletin – A Look at Emu Oil Patents” where there is mention of four emu oil-related patents that were granted during 1997 alone: *Compositions Comprising Lidocaine and Emu Oil and Methods of Use Thereof* (Dec. 16, 1997); *Methods Of Using Emu Oil And Active Fractions Thereof As An Insect Repellent* (Oct. 14, 1997); *Therapeutic Uses of Emu Oil* (Sept. 2, 1997), and *Method Of Using EMU Oil As An Insect Repellent* (May 6, 1997). The article also

mentioned that two emu oil-related patents were also granted in 1998 when the article was written: *Use of Emu Oil For Stimulating Skin and Hair Growth* (April 28, 1998) and *Methods of Using Emu Oil and Active Fractions Thereof as an Insect Repellent* (Sept. 1, 1998).

According to the U.S. Patent and Trademark Office (USPTO) website at <https://www.uspto.gov>, the definition of a patent is “a limited duration property right relating to an invention, granted by the [USPTO] in exchange for public disclosure of the invention.” The explanation of what rights are granted by a patent are also stated at this website: “The right conferred by the patent grant is, in the language of the statute and of the grant itself, ‘the right to exclude others

What is granted is not the right to make, use, offer for sale, sell, or import, but the right to exclude others from making, using, offering for sale, selling, or importing the invention.

from making, using, offering for sale, or selling' the invention in the United States or 'importing' the invention into the United States. What is granted is not the right to make, use, offer for sale, sell, or import, but the right to exclude others from making, using, offering for sale, selling, or importing the invention. Once a patent is issued, the patentee must enforce the patent without aid of the USPTO." In other words, you are protected from others making, using, offering for sale, selling or importing the invention when granted a patent, but as the patentee you are also responsible for enforcing the patent without the help of the USPTO.

One way to find information about patents that have already been applied for and how many patents have been granted is to do a patent search at <http://patft.uspto.gov/netahtml/PTO/search-bool.html>. Another way is to do a patent search at patents.google.com.

A few of the patents that include emu oil that were published or granted over the last 30 years include "Anti-inflammatory composition derived from emu oil" (July 11, 1995); "Topical dermal anesthetic" (July 18, 2002); "Creams and lotions containing emu oil" (Aug. 15, 2000); "EMU oil-based formulations for use as an analgesic, anesthetic and antipruritic" (March 4, 2003); "Nail polish remover" (November 16, 2004); "A wound dressing" (October 11, 2006); "Pain relief composition" (Oct. 16, 2007); "Use of Emu Oil and its various fractions as a carrier for antifungal, antibacterial, and antiviral medications and preparations" (May 13, 2008); "Emu-based formulations for the treatment of damaged skin by inhibiting microbial and fungal activity" (January 13, 2009); "Adhesive plaster and frozen emu oil production parts used in its production" (July 23, 2009); "Disposable diaper" (Aug. 31, 2010); "Emu oil and fruit composition" (May 10, 2011); "Emu oil and fruit composition" (May 10, 2011); "Methods of treating neuropathy" (March 20, 2012); "Methods for increasing hair growth" (July 31, 2012); "Antifungal treatment of nails" (Dec. 18, 2012); "Scar and rosacea and other skin care treatment composition and method" (Jan. 7, 2014); "Moisturizing hand sanitizer" (Sept. 23, 2014); "Natural moisturizing composition for promotion of healing and treatment of skin disorders" (Oct.

25, 2016); "External dermal composition for anti-aging and method for producing the same" (Oct. 30, 2018); "Method for making a pain reliever oil" (February 26, 2019); "Topical composition for pain relief" (May 28, 2020); "Hair conditioner composition" (Oct. 27, 2020); and "Sunscreen compositions comprising uniform, rigid, spherical, nanoporous calcium phosphate particles and methods of making and using the same" (Dec. 8, 2020); "Delivery of drug nanoparticles and their use" (April 7, 2021).

As *Emu Today & Tomorrow* magazine is celebrating its 30th anniversary this year, it is interesting to see the progress that has been made in the emu oil world and the patents that go along with it. Emu oil is being patented for a variety of applications, and it is exciting to think about the future of emu oil and its many important uses.



U.S. Patent and Trademark Office (USPTO) website at <https://www.uspto.gov>

Working Towards Pesticide Free Fly Control

By Myra Charleston

Reprinted from the July/August 2009 issue of ET&T

Did you know that the use of fly sprays or foggers can actually cause an increase in the fly population when you use it in your animal pens and barns? You are not only killing the adult flies; you are killing any beneficial insects that prey upon them. Within a few days a new swarm of adult flies have emerged but there are no fly parasites to combat the next generation.

Fortunately, by utilizing good sanitation and sensible pest control, we can safely and effectively reduce flies on our farms. This article deals mainly with the common house fly, since that is the one we are most likely to have trouble with on emu farms.

Start with sanitation – it's more than just shoveling out the pens.

Flies thrive in a moist environment, so proper drainage of the pens is very important. Emu manure is pretty liquid and the sun will dry it out quickly unless the field is too wet. If your pens are not draining well after rains, you need to address the situation. For us, since our pens are next to a county road, I call up our road commissioner and get him to come out every couple of years to ditch. Keeping these pens mowed removes shady resting places for flies as well as breeding places for mosquitoes.

When you shovel the manure out of the chick runs and pens, try composting it. The heat from the composting will kill the fly larva. If you are not able to compost, spread it in a sunny area to dry out. This will also prevent the fly larva from developing properly.



Spilled feed should never be left longer than a couple of days – the birds are not going to eat it, they are going to get it wet and create more fly breeding grounds. If you are feeding free choice, you should also be aware that the birds will occasionally get the feed in the feeders wet. If this happens you may suddenly find maggots in the corners of the feeders! Check them periodically.

Clean garbage cans when necessary. Use boiling water to kill larvae and clean the cans.

Boric acid is used as a toxicant in many insect baits. Sprinkle it in the garbage cans to kill fly larva between cleanings.

Pest management – an integrated system works best

There are a number of safe, non-toxic tools available for pest management. Used together, along with good sanitation, the number of flies on your farm can be reduced drastically each year.

Instead of spraying pesticides, you may find it cost effective as well as environmentally friendly to purchase fly parasites such as Spalding Fly Predators®. These tiny parasites live out their entire lives on or near manure, feeding on the pest fly larva while it is in the cocoon stage. The adult female drills a hole in the fly pupa, deposits her eggs, and ingests some of the fluid of the developing fly before moving on to the next pupa.

Two other beneficial insects to encourage are dung beetles and mites. Dung beetles break up and bury manure, removing it as a breeding site for flies.

If you have neighbors with large animals, introduce them to the benefits of non-toxic fly control—the fewer flies they have, the fewer you will have.



Fly predators

Life cycle of the house fly: a minimum of eight days

The female house fly lays an average of 150 white eggs in a mass about 1 mm (about 0.04 in) long. The eggs are laid in emu manure or other decaying substances such as spilled feed. The eggs hatch in about 12 hours into white, legless larvae called maggots, which grow to 12.5 mm (0.5 in) in length. The maggot goes through three molts or instars. The maggot pupates in five to six days. The pupa varies in color from cream to dark brown (just before the new adult emerges). If the weather is warm the new adult fly can emerge in four to five days. If the weather is bad, it will wait a month. The female will produce between 600 to 1,000 eggs in her two and a half-month lifetime, and it only takes a minimum of 11 days from egg to adult. There can be 12 generations of flies produced each year.

Color Matters: Flies cannot see the color red, so it makes an excellent choice for a flyswatter.

Mites feed on the eggs and maggots of flies. According to Spalding Labs, one mite can kill up to 36 house flies per day. Unfortunately, many of the wormers we use in the emu industry create “toxic manure” which will kill these beneficial insects.

To kill the adult fly, there are several different kinds of traps on the market that work quite well.

Sticky traps or fly paper can be hung in the chick barn or pole barns. There are a number of

new, easy to handle sticky traps, but if you don’t mind working with the cheaper sticky coils or fly paper, they can be used effectively. Since flies do rest upside-down on the ceiling at night, consider stretching the fly paper or sticky trap across the ceiling in addition to hanging some of the newer vertical surface traps. This will probably be a two-person job, especially if you use the 8” wide variety.

Attractant traps draw flies using pheromones or other non-poisonous attractant in the water. These are species specific, so you will have to identify the type of fly you are trying to control. They should be placed away from the house, barn, or recreational areas as they will draw in flies from up to 150 feet away. The traps should be placed no higher than 4 feet and in a sunny area unless it is over 95 degrees.

If you have neighbors with large animals, introduce them to the benefits of non-toxic fly control—the fewer flies they have, the fewer you will have. By using these biocontrol methods rather than indiscriminate spraying, you can effectively and safely reduce the fly population on your farm.

And if you see the occasional fly, there is always that old stand-by, the flyswatter.

How to Cook Emu Meat

By Ruth Ann Replogle, Staff Writer

Reprinted from the Summer 2018 issue of ET&T

A majority of an emu's meat comes from its thighs and legs, but the bird's neck and ribcage are edible too. Most cuts of emu can be used for steaks, burgers, kebabs, Mexican and Asian dishes, and more—almost any meal you can make with beef, you can substitute emu in place of beef.

Emu meat also can be made into jerky, summer sausage, deli meat, and more. The emu heart and liver can be eaten, too.

When cooking emu, keep in mind the emu meat is low in fat. Therefore, avoid cooking too long so the emu meat doesn't dry out and become tough. As a general rule according to the U.S. Department of Agriculture (USDA), emu meat should be cooked to an internal temperature of between 150 and 160 degrees.

Ngon Nguyen of Amaroo Hills Emu Farm offered these tips for cooking emu:

- **Grilled steaks and filets:** Chefs in culinary schools learn that grilled emu steaks are best cooked no more than medium rare for optimal taste. For optimal flavor and consistency, grill (or pan fry) then wrap in foil and let the steak rest for 5 to 10 mins to allow it to continue to cook and marinate in its own juices.
- **Roasts and stews:** Emu roasts and stews can be slow cooked liked beef, but require less time.
- **Ground emu or patties:** Treat emu ground like beef ground; don't forget emu cooks faster, so be careful not to overcook.
- **Steak strips and bites:** Emu makes great steak bites or steak strips. Cut the filets or steaks into strips or small cubes and pan fry.

To give emu meat flavor, Sue Wright, of Uniquely Emu Products, recommends:

- **Smoking emu.** First soak emu meat in brine for two to six hours before putting in the smoker. Emu is especially good cold after smoking.



Grilled emu round steak. (Photo courtesy of Amaroo Hills Emu Farm)

- **Marinating emu.** Let emu meat marinate for a couple of hours in the fridge before cooking. Marinating choices can include wine or stock along with fresh herbs and garlic.
- **Dry rubbing emu.** Add a dry rub to emu meat, then let sit in the fridge for a couple of hours before grilling. Dry rub combinations can be cumin, different peppers and garlic; allspice, clove and ginger; taco seasoning; Italian seasoning; fajita seasoning; or honey-Dijon powder dressing.



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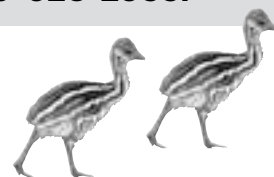
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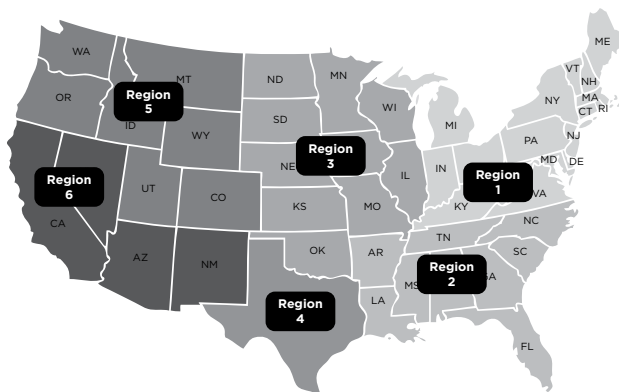
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