

National Emu Week Coordinator Announced

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(EMAILWIRE.COM, February 04, 2007) San Angelo, TX - The American Emu Association (AEA) announced today that Joylene Reavis, president of the Wisconsin Emu Association (WIEA), has been appointed National Chairperson for 2007 National Emu Week (NEW.). The American Emu Association sponsors the yearly event to educate the public about emu agriculture and the products derived from this farm animal. NEW will run from May 5 through May 13, 2007. During this time many emu farms will be offering tours, sponsoring contests or guest speaking. Mrs. Reavis will be working with State Coordinators across the country as they prepare for the nine-day event.

Unlike other forms of livestock production where the animal is sold directly to a processor, the emu industry is currently farm-to-finish. The emu farmer must arrange for the processing of the livestock as well as handle sales of the Heart Healthy™ red meat and the food co-products. One co-product, the fat, produces an omega-rich oil used in a variety of health and beauty products.

In addition to the meat and fat, the emu provides two forms of leather. The body hide provides thin, supple leather used in clothing, as well as accessories such as belts, wallets and other items. The leg skins or “leggings” produce an almost reptilian leather that is heavy enough for hard-wearing items such as boots. Emu feathers have found niches in fashion, fishing and craft industries.

According to the United States Department of Agriculture, emu are being raised on over 5,000 farms across the country. Many of these farms sell their finished, consumer ready products online or at local farmers markets.

The American Emu Association is a non-profit trade association representing the emu industry. The emu industry is an alternative agricultural industry, dominated by the small farmer, who is devoted to humane and environmentally positive practices that will produce beneficial products for society. For more information about the American Emu Association (AEA) or the emu industry visit www.acea-emu.org or call 541-332-0675.

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