#### About the Book

 $T_{
m his}$  need based unique book was written exclusively on emu meat processing to provide much needed information to thousands of emu farmers across India. The information provided in this first of its kind book on emu meat processing can be utilized by emu farmers and meat processors for the advancement of emu industry. It also provides valuable information to faculty members, students, researchers and all other readers interested in this new source of meat. Owing to the limited research and scientific literature available on emu meat, the information available from other ratite birds like ostriches and rheas was incorporated in few places. The authors own research findings and his experiences were included wherever required to give crisp, practical and complete information

The first couple of chapters provide information on ratites which also includes ostriches and rheas along with emus, their origin and importance around the World. A chapter on emu meat as an alternative meat source in India was written to know the existing situation. The first important aspect of this book is slaughter requirement for emus, effluent treatment plant, rendering units, composting, existing practices, carcass characteristics, meat and byproducts yield and optimum slaughter age for maximum fat recovery. The book also provides a valuable information on emu meat quality, composition and nutritional value of emu meat, value added products from emu meat, cooking instructions, packaging and cold storage requirements, storage stability and microbiological quality. The information on sensory attributes of emu meat relative to other meats will provide inputs to emu meat processors about its acceptability and marketing potential. A chapter on utilization of emu fat, skin, toe nails and other byproducts was also included. Important tips to emu meat processors and future needs of the industry and research group were also covered Up-to-date relevant references were also included for the benefit of researchers and students to enable them to easily access further information. Various annexures containing the details of cost-benefits involved, suppliers of different slaughtering, rendering, packaging and meat processing machinaries and their addresses were also included to provide complete information to the prospective entrepreneurs

The information found in this book should be beneficial to the entire emu industry, from the farming and processing of emus, to the marketing of products. This will serve as a handy guide to meat scientists, faculty members and students willing to learn more about emu meat processing. Above all it will provide valuable information to consumers who will be interested to know this new and potential source of meat

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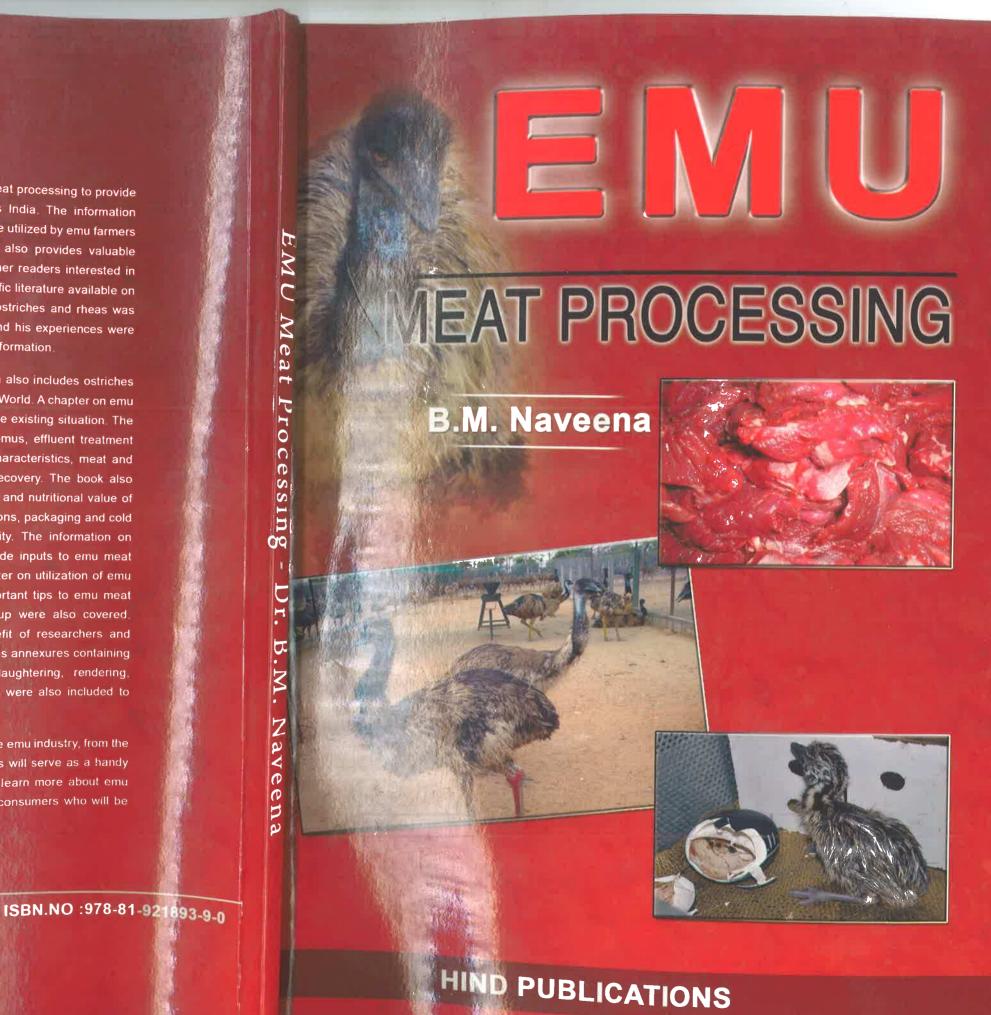
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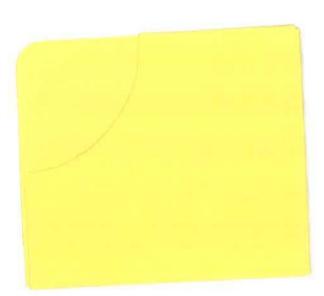




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# EMU MEAT PROCESSING

Dr.B.M.Naveena

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### **PREFACE**

The emu industry is very young both in India and abroad. So far emu farmers are mainly involved in procuring and sale of young emu chicks for breeding purpose across India. These emu farmers have standardized their hatching, feeding, rearing and other managemental practices and are even familiar with vaccination and medication on regular basis. All their efforts have led to spreading of emus around the nation and availability of more than 14 lakh birds distributed in several states of India. Having organized this new and challenging sector, now it is time to create a potential market for these grownup birds. In their efforts to organize emu sector several emu associations have come up and everyone including few government departments are trying to find ways to better market these emu birds.

Of late, the need for organized emu slaughtering, profitable marketing of emu meat, skin, fat and other byproducts was realized. The first step in successfully marketing the emu meat will be to hygienically slaughter these birds in a modern slaughter houses and identify and quantify their quality characteristics and sensory attributes and then to market the meat accordingly. To be able to successfully market the emu meat, scientifically accurate information is needed on the nutritional value of the meat. Worldwide emu meat is considered as heart healthy and reported to have several health benefits relative to other meats. Owing to its recent entry into the food or meat market, lack of sufficient information on emu meat production, quality, storage stability, packaging requirements, value addition and sensory attributes are hindering its marketing potential.

As requested from several emu farmers, meat processors, entrepreneurs, academicians and students to provide a need based solutions to successfully market the emu meat and other products, this first of its kind by name to a company, ingredients or process be taken to imply the endorsement of the company over any book was written. The book provides scientifically valid information on the slaughtering, processing, similar companies. composition and nutritional quality of meat, value addition, packaging, storage quality and sensory attributes of emu meat. It also focuses and compiles the data that is available on the yields and nutritional value of

emus that are being farmed or harvested sustainably and are found predominantly in many parts of India. The book attempts to identify and quantify some of the critical emu meat attributes and offers suggestions on how the emu industry can promote its products.

The book was written with a specific objective to diversify Indian livestock and poultry industry especially meat sector to assist in transfer of newly developed agricultural commodities to market place. The emu industry is in infancy, and future research is needed to adequately ensure that the industry can provide the quality and quantity products the consumer want. Due to the availability of limited scientific literature regarding emu meat, the author has used the findings from other similar birds like ostriches and rheas in few places for comparison and interpreted based on his own research findings and observations.

In the absence of any text book on emu meat processing both in India and abroad and due to limited emu meat research and non-availability of sufficient information, the author of this book hope that, the details covered in this book will greatly help millions of emu farmers across the World to successfully market their products.

NOTE:

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November, 2012

Reference is made in the annexure especially on list of companies/ manufacturers/ suppliers giving their names or brands of which the author has knowledge or experience. In no case should any such references

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