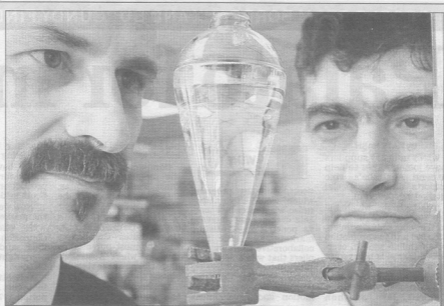


STOP PRESS

Emu Tracks Managing Director and President of the South Australian Emu Farmers Association, Chris Gregory, has recently been involved in releasing to the press details of an important industry research project which is sure to generate increased interest in the therapeutic applications for Emu Oil. Recent segments have appeared in the press in relation to this project including the Channel 10 News, several radio interviews and articles appearing in the Advertiser.

BUSINESS



OIL IMPORTANT PRODUCT: Chris Gregory, left and Professor Ferrante. Picture: BRETT HARTWIG

Naturally rosy future

By TANIA BAWDEN

RESEARCHERS at the Women's and Children's Hospital in Adelaide have taken the lead in unlocking the secret "magical" qualities of emu oil.

They hope to pinpoint the active compounds in the oil and to standardise production of scientifically-proven range of treatments and cures.

Apart from anecdotal evidence - and the use of emu oil in traditional Aboriginal medicine - the quest to verify its worth has been fragmented by spasmodic research projects.

But emu farmers, who sought federal funding for the latest

research at the Women's and Children's Hospital want to see a worldwide market for the oil to secure the industry's future.

"It's looking quite exciting," said Professor Tony Ferrante, the head of immunopathology at the WCH.

"We now have evidence that it does stop the inflammatory response quite well.

"It seems to work as well as other anti-inflammatory drugs on the market."

Professor Ferrante said the applications for emu oil medicines could be as diverse as rheumatoid arthritis and psoriasis to sport injuries, skin con-

ditions and wound healing. President of the SA Emu Farmers Association Chris Gregory said the number of emu farmers in Australia had fallen to about 150 in recent years as much-hoped-for profits proved elusive.

They were once seen as the big cash boom here - as they were in the United States where emus are still being bred for oil, meat and leather.

Professor Ferrante said it was possible US drug companies could help extend the WCH project, with an eye to retaining the intellectual rights here "where they belong".