Emirati camel milk sales system to the local and international market

The Camelicious experience with a bumpy “roller-coaster ride” from the UAE to the world

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Emirates Industries for Camel Milk & Products
Dubai, United Arab Emirates

The rise of camel milk marketing in the Mediterranean Basin
Business opportunities and sustainable development pathways
15-16 November 2021, Montpellier, France
Camel milking competition
The background

• EICMP, the world first integrated camel milk production and processing project has been established in Dubai, UAE in 2006.

• Our mission has been to develop and adapt the technologies in order
  • to produce high quality raw camel milk for further processing
  • to develop new, innovative products
  • to increase public awareness of the “white gold of the desert”
  • to become a benchmark in the camel dairy industry.

• At present, the farm owns over 8000 animals and produce more than 3.5 million liters of camel milk annually.
Stakeholders

• National:
  • FBO: Emirates Industry for Camel Milk and Products
  • Central competent authority: Ministry of Climate change and Environment
  • Local competent authority: Dubai Municipality, Veterinary Service Section

• International:
  • Competent authorities in importing countries
  • Importers
  • Distributors and promoters

The coordinated effort of all stakeholders is required to evolve from a national food business operator to an international exporter in the food sector
Food Safety Management System: ISO22000:2018
EU legislation on camel milk import

This approval was only the start of a very difficult process, a bumpy “roller-coaster ride” in order not only to be present, but also to be successful in the international area.
100% Quality

ESMA-UAE

AVA - Singapore

USDA - USA

ISO 22000-2005

MINISTRYSTVO
Sельского хозяйства
Российской Федерации
Russian Federation

EU Commission

Camelicious® Nation's Milk
Elements to sell camel milk internationally

• To develop camel milk products with long shelf-life
• To meet all statutory requirements, regulations in the importing country
• To work our transportation and logistic routes
• To understand the specific needs and requirements of each market/country
• To create awareness and conduct marketing campaigns
• This process never stops as the world is changing constantly and we have to adapt simultaneously (i.e. new regulations to export to the UK after BREXIT).
Importance of awareness to camel milk

• An integral part of our export strategy
• Awareness through various communication channels
• Requires huge marketing budget in order to target health-conscious, mainstream consumers.
• Camel milk is well known among ethnic groups in several western countries, but consumers are scattered and may not have the purchasing power for such a niche product.
• Camel milk products are expensive. We expect consumers to spend much more for camel milk compared to cow milk. For example, in the UK, the price of one liter of camel milk reaches 12 pounds compared to 1 to 1.6 pounds for one liter of cow milk.
Representation in various countries and distribution channels

- GCC countries
- EU and UK markets
- US
- Japan
- China (through on-line platform)

Our products have been listed in some major supermarket chains such
- ASDA in the UK
- METRO in Germany
- Walmart in the US (for on-line sales)
- Amazon (on-line sales).

Owing to the presence of our products on the shelves of these big distributors our sales are growing steadily each
Product Range

Stock Keeping Units (SKUs)

• > 60 SKUs
• Dairy
  • Liquide
  • Butter and fat
  • Powder
• Beverages
  • Coffee
  • Endurance drink
• Frozen
  • Ice cream
• Functional food
  • Infant formula
• Confectionary
• Snacks
Plain and flavored milk range
الحليب الطازج والحليب بنكهة
Ghee نسم
20 grams x 24 sachets-Whole milk powder
20 جرامًا × 24 ظرف من مسحوق الحليب الأبل كامل الدسم
Gift Box-Milk Powder

Whole camel milk

20 gm x 08 sachets
2 in 1 - instant Coffee with camel milk
Ice Creams

10 flavours – 125ml and 400 ml
Adult Formula with camel milk powder
Camelicious camel milk chocolate box assorted 250gm
Camelicious camel milk Tablets
CAMELICIOUS

Marketing Activities
Happy Camels
Healthy Milk
CAMPAIGN

BOOST YOUR POWER

NATURALLY

ENDURANCE DRINK
CAMPAIGN
BOOST YOUR POWER
NATURALLY

INFLUENCERS

ADAM FULAT
Adam is a personal trainer and fitness coach. He is always sharing
tips and videos on best workouts and training techniques.

https://www.instagram.com/adam_fulat

AHMED 78K Followers

SOCIAL MEDIA
CAMPAIGN
BOOST YOUR POWER NATURALLY

MAGAZINE ADS
Spanish Soccer Club Partnership

INTERCONTINENTAL CUP
CAMPAIGN
BOOST YOUR POWER
NATURALLY

SECONDARY DISPLAY STANDS
CAMPAIGN
BOOST YOUR POWER
NATURALLY

COOPS ACROSS UAE
CAMPAIGN
BOOST YOUR POWER
NATURALLY

CARREFOURS ACROSS UAE
PRIMARY SHELVES ACROSS UAE
Ice Creams
Camelicious

Enjoy ice creams
The Khaleeji way

Made from FRESH CAMEL MILK

Available in 10 exotic flavors

Candied, Chocolate, Cinnamon, Ginger, Popsicle, Dates, Saffron, Strawberry, Raisins, Mango
ACTIVATION
Social Media - Targeted Consumers

Camelicious®

POWER UP WITH OUR ENDURANCE DRINK!

Camel Milk Benefits Autistic Children

Camel Milk is Naturally Low in Fat

Camelicious®

#TipOfTheDay

CAMEL MILK SUPPORTS HAIR GROWTH!
PR - Awareness about Camel Milk

Camel Milk Goodness covered by BBC, CNN, The National, Gulf News and over 116 other news broadcasters around the world.

Global baby formula sales are worth tens of billions of dollars a year and the industry is dominated by brands such as Nestle (NBRGY), Danone (DANOY) and Heinz (HNHC). Experts estimate that 2% to 3% of infants are allergic to cow's milk, which can cause a range of reactions including vomiting, nausea and diarrhea.
Magazine Ads

Boost Your Power Naturally
عزز طاقتك طبيعياً

ENDURANCE DRINK
مشروب القوة

Boost your body and mind with Camelicious Endurance Drink
عزز جسمك والأذهان طبيعياً

ENJOY YOUR FAVORITE CUP OF COFFEE HOT OR CHELERED
ENJOY YOUR FAVORITE CUP OF COFFEE HOT OR CHELERED

BETTER MILK
Better Coffee
Better You
أفضل حليب
أفضل قهوة
أفضل

BETTER MILK
BETTER COFFEE
BETTER YOU
أفضل حليب
أفضل قهوة
أفضل
ENJOY DAILY BREAKFAST WITH A HEALTHY TWIST!

50% LOWER FAT
HORMONE FREE
FREE FROM COW MILK PROTEIN (CMP)
NATURALLY FEED CAMEL

Camelicious
CAMEL MILK

235 ml
The UAE blended its heritage and traditions into its future vision in a balanced approach that achieves development, excellence and innovation and also preserves its identity and originality.
UAE's relationship with camels

Crown Prince of Dubai, His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum calling on his camel

ولي عهد دبي الشيخ حمدان بن محمد بن راشد آل مكتوم ينادي ناقة ويعقبها
Camelicious cares about Sustainable Living & Green Energy

- Our aim is that all our energy will come from renewable sources like camel manure, organic waste, energy crops and we will generate more renewable energy than we consume, making the surplus available to the markets and communities in which we operate.

- Camelicious is the first of its kind of a farm to take this initiative for a brighter future.
Thank you