

CAMELMILK project

Coordinator: Marta Garrón Gómez

70th EAAP 2019

Ghent, August 29th 2019

Title

“Boost the **production**, **processing** and **consumption** of camel milk in the Mediterranean basin”

Production



Camels



Processing



Milk



Consumption



Humans



Why CAMELMILK project?

Objectives

“Strengthen the **competitiveness, growth** and interaction of the actors of the **camel milk value-chain** in Mediterranean basin, including producers, processors, distributors and consumers”

“Support **smallholders** and **small SMEs** in adopting **tecnological** and **organizational innovation** for **sustainable** and **efficient** camel milk production and processing complying with **EU food standards**”

“To **boost commercial interaction**, facilitate cooperation and **create bridges** between the **two shores of the Mediterranean**”

What should we do?

1. Improve camel milk production systems

2. Produce innovative, nutritional and high-quality camel dairy products

3. Determine regulatory issues and legislation to commercialise camel dairy products

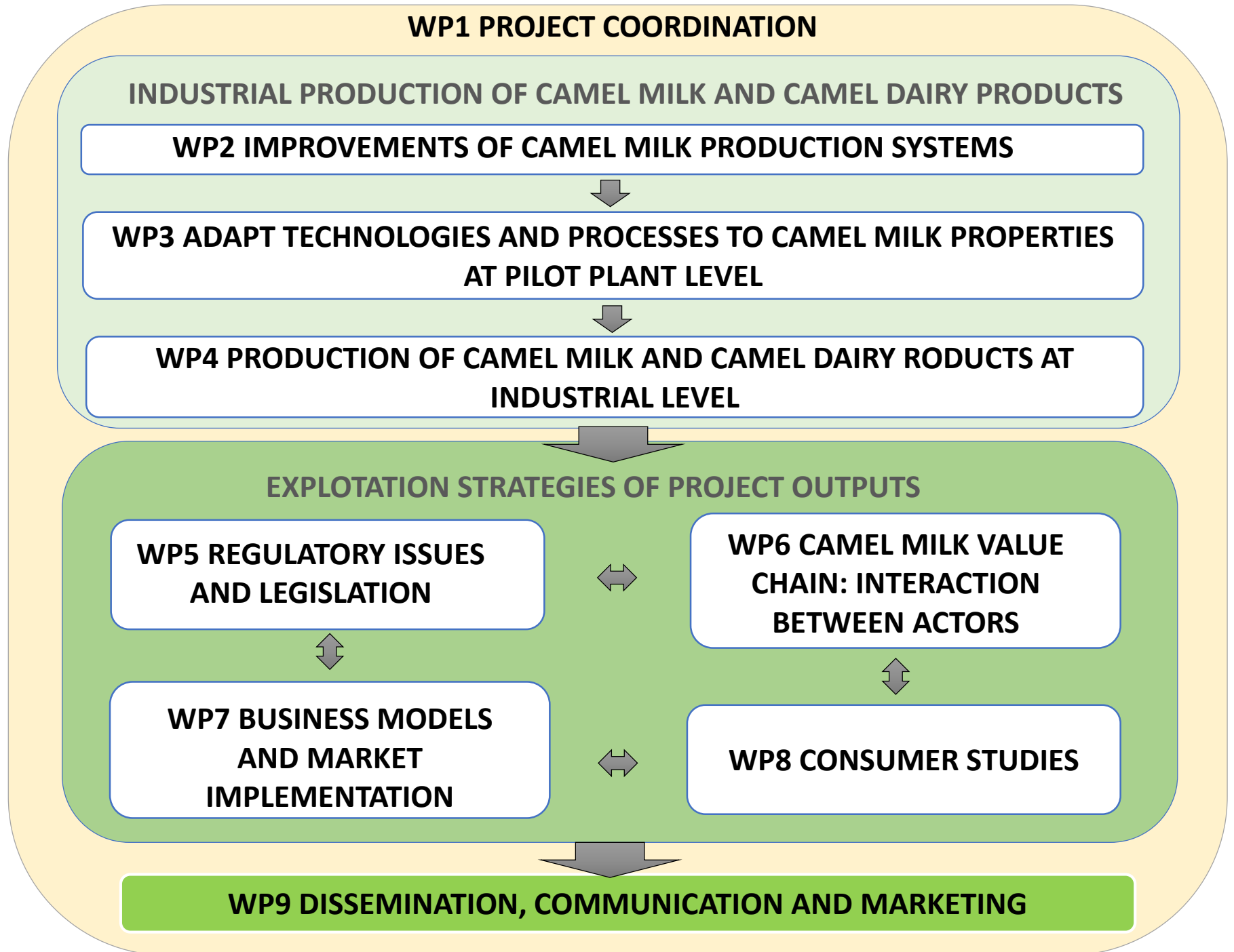
4. Analyse and improve the camel milk value-chain in EU member states, Turkey and Algeria

5. Prepare for a successful market implementation and exploitation

6. Define consumer acceptance of innovative camel milk and camel dairy products in EU, Turkey and Algeria

7. Devise a dissemination and communication plan for maximum outreach to all relevant stakeholders

How
are
we
doing
?



Workplan 1th June 2019 – 31th May 2022

**Farms technical study and
handbook camel farm
management**

Analyse food legislation

Value-chain analysis

**Research on consumer
perceptions**

**Communication and
marketing plan**

M 01-12

**Pilot plan test: pasteurized
milk , fermented dairy
products and cheese**

EU production standards

**Recommendations
interactions between actors**

**Analyse existing marketing
implementation**

**Quantification consumer
acceptance**

M 12 - 24

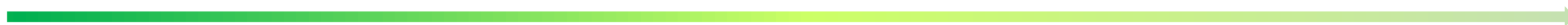
**Scale up at industrial level:
pasteurized milk,
fermented dairy products
and cheese**

**Business models at farms
and industrial partners**

**Consumer acceptance test
of camel dairy products**

**Marketing and
dissemination activities**

M 24-36



**Who are involved in the
CAMELMILK project?**

CAMELMILK



Partners involved

4 Farms

OASIS (Fuerteventura, Spain)
CHIFFE (France)
TEDJANE (Algeria)
KAYA (Turkey)

4 Dairy industry

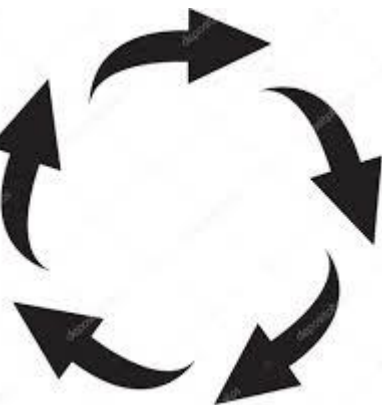
OASIS (Fuerteventura Spain)
CHIFFE (France)
TEDJANE (Algeria)
OVACIK (Turkey)

3 Research institutions

ADU (Turkey)
DIL (Germany)
IRTA (Spain)

2 Camels experts

Bernard Faye (France)
Amira Narimane (Algeria)



3 Companies

CAMELIDEE (France)
FARE (Italy)
Genius Consulting (Croatia)

Kick off meeting, 23-24th July Monells (Girona, Spain)



Thank you for your attention

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