

**GLOBAL AGENDA FOR  
SUSTAINABLE LIVESTOCK**

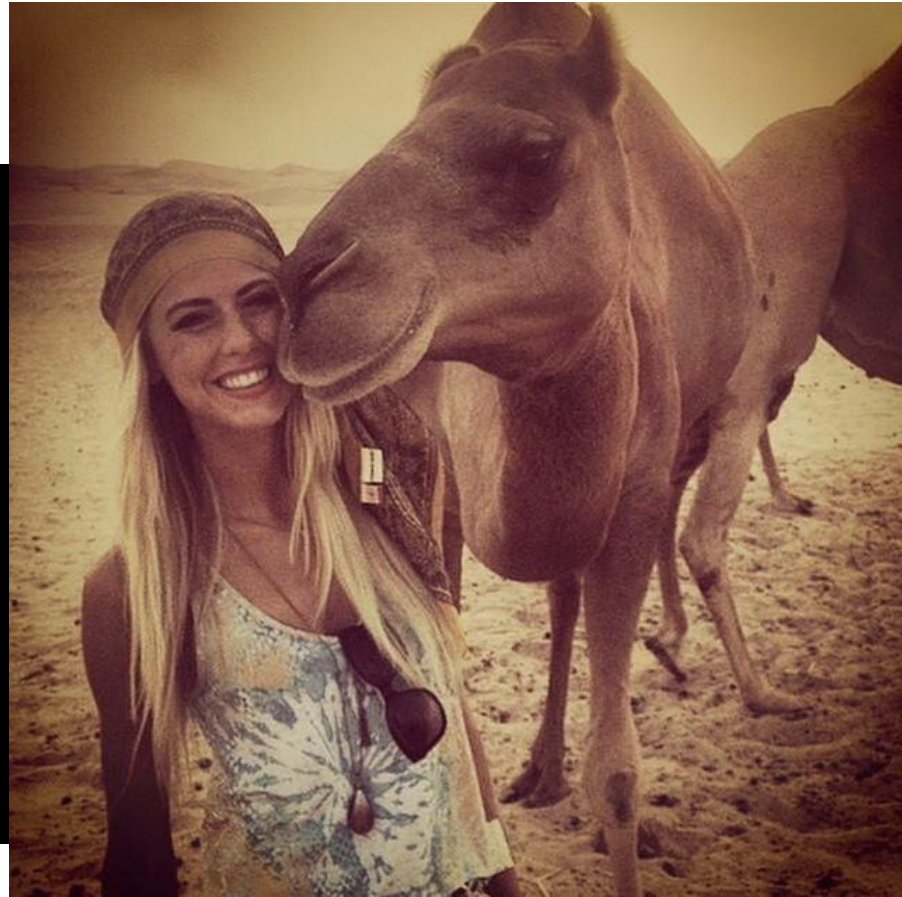
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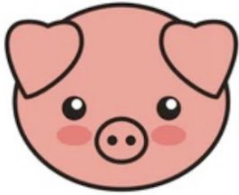
Let food be thy medicine  
and medicine be thy food.

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HIPPOCRATES



# WHY DAIRY ALTERNATIVES ARE SKYROCKETING



Animals



Planet



Health

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## Market Growth

The dairy alternatives market size was valued at \$13,021.0 million in 2018 and is estimated to reach \$35,804.6 million by 2026, registering a CAGR of 13.6% from 2019 to 2026.

**65% of global population have a reduced ability to digest lactose**

- **ANIMAL WELFARE CONCERNS**
  - **HEALTH:**
    - **LACTOSE INTOLERANCE**
    - **DIABETES**
  - **ENVIRONMENTAL IMPACT**
- = A GLOBAL DEMAND FOR BETTER ALTERNATIVES**

# CAMEL MILK IS A SUPERFOOD

- **THE PERFECT DAIRY ALTERNATIVE**


**Unlike Cows milk, Camel Milk doesn't contain Beta-Lactoglobulin or A1 Casein - The 2 Proteins responsible for Allergic Reactions.**

- **DIABETES PREVENTION**

**Contains insulin like peptides to stabilize blood sugar + can reduce the need for insulin injections.**

- **10x more antibacterial + antiviral properties than cow's milk**
- **3x the vitamin C, 10x higher in iron**
- **Higher levels of potassium, magnesium, copper, manganese, zinc.**
- **The closest thing to mothers breast milk**

## WHY CAMEL MILK?

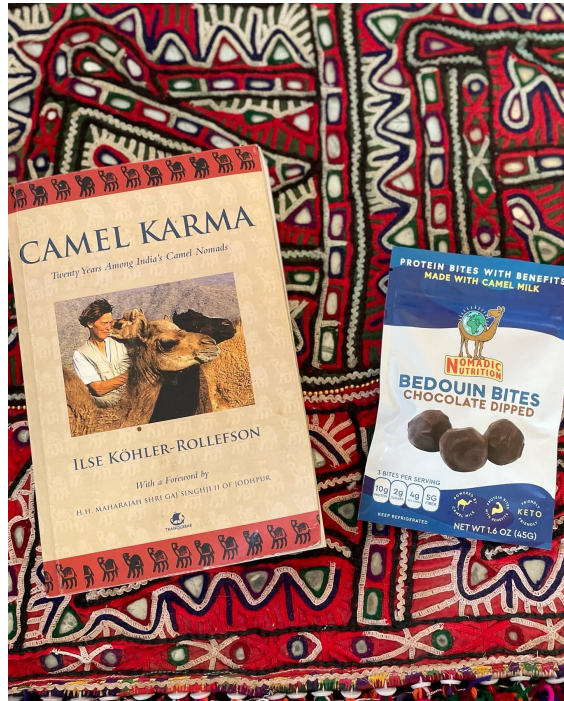
			
LOW IN LACTOSE	✓	✓	
LOW IN FAT	✓	✓	
EASY TO DIGEST	✓	✓	
HIGH IN IRON	✓		
HIGH IN VITAMIN C	✓		
HIGH IN ANTI-OXIDANTS	✓		
IMMUNE BOOSTING	✓		
HIGH IN PROTEIN	✓		





# PASTORALISM:

A Humane Relationship Between People, Animals + Earth  
Camel Charisma, Rajasthan, India





# CAMEL MILK: ETHICAL SOURCING 101

## THE RAIKA GOT IT RIGHT



**UAE camel dairy farm**



**Camel Chrsisma method, mother and young not separated.**

# DEFINING CRUELTY FREE

Create a new category of compassionate consumption  
“Cruelty free” currently defined in cosmetics, not in food.

- Animals kept in natural social setting, and offspring not separated from mothers
- They should be able to move and exercise
- They should have dietary variety and have some choice in what they eat
- They need to have a relationship of trust with humans who should know how to communicate with them.

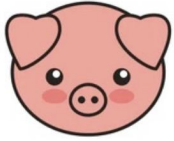
**ONLY** pastoralists fit the script.

This is a chance to be pioneers in the “cruelty free” camel milk movement and carve out a more animal and environment friendly niche.



# “PLANET” BASED > PLANT BASED

## VEGAN VALUES



Animals



Planet



Health

## PASTORALIST VALUES



Animals



Planet



Health

= WE ALL WANT THE SAME THING

## PASTORAL SUPERPOWERS

**Health:** Camel milk is nutrient dense, lactose safe, health benefits for diabetes, TB, autism, autoimmunity + beyond

**Animal Welfare:** Mother + young not separated. No stall feeding.

**Environment:** Camels are better for environment, produce milk with less impact, free ranging, biodiversity



# PASTORAL POWERED PRODUCTS

“PLANET” BASED, CRUELTY FREE PRODUCTS = OPPORTUNITY TO TAP INTO VEGAN MARKET SHARE

- Showcase health benefits of camel milk + boost immunity through a lactose safe, nutrient dense superfood
- provide economic opportunity, income, support livelihood of herders
- regenerate the earth + bio diversity
- prevent extinction of indian camels
- encourage a more animal friendly production system



# COLLABORATIVE PARTNERSHIPS

## OUR VISION

**To create economic opportunity for pastoral and nomadic populations whose livelihoods depend on camels, Inspire a more animal-friendly production system, and to disrupt the obesity and health epidemic by looking at “Food as Medicine.”**

### What makes us different:

- 1. Cruelty Free: Mothers never Separated from Babies**
- 2. Free Ranging Camels: Camels Feed off 35 Medicinal Plants = More Nutrients in Milk**
- 3. Impact: Economic Opportunity for the Raika + Improve Global Health**



# PASTORALISM IS THE FUTURE

What we eat matters.  
Where it comes from matters.  
The treatment of each living being  
involved in the production process  
matters.

Pastoralism connects the dots.

GOOD FOR OUR BODIES  
GOOD FOR THE ANIMALS  
GOOD FOR THE EARTH

Pastoralism is the answer  
Pastoralism IS the future



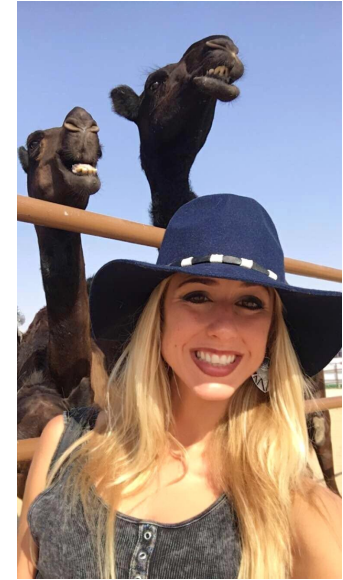


# STRATEGY + CALL TO ACTION

1. We need socially conscious consumers and producers.  
Collaborative partnerships between the government and companies guided by a moral compass.
2. Encourage a global conversation and movement about what it means to be “cruelty free” and how Pastoralists how this can fit into modern consumers' diet and lifestyle.
3. It will take education and awareness. We must dare to bleed outside the lines of our inner circles and open the conversation with vegans and those who consciously care about the planet and the livelihoods of those in need. Show them that we are all on the same team.



# THANK YOU!



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