

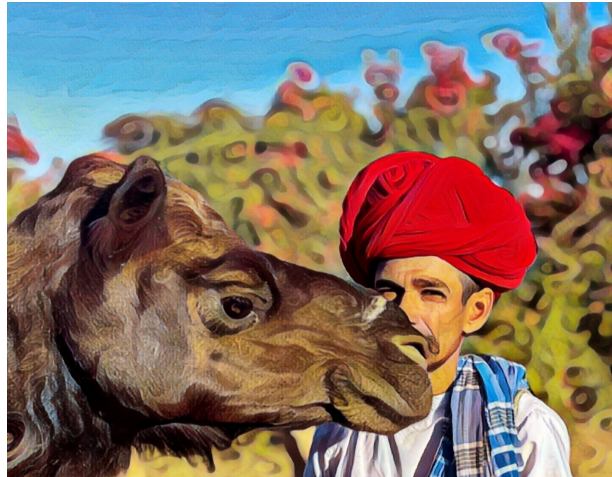
THE FUTURE OF CAMELS IN INDIA



WHY I CHOSE CAMEL MILK FROM RAJASTHAN

Augusta DeLisi
Founder
Nomadic Nutrition, UAE

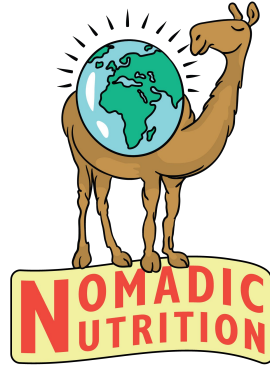
National Seminar at the
India Habitat Center
New Dehli
Feb 27, 2025



THE SEARCH FOR COMPASSIONATE CAMEL MILK

NOMADIC NUTRITION

Nomadic Nutrition is UAE based startup creating functional health products made with cruelty free camel milk that are better for your body, animal welfare, and the environment.



OUR VISION

To create economic opportunity for pastoral and nomadic populations whose livelihoods depend on camels & Inspire a more animal-friendly production system.

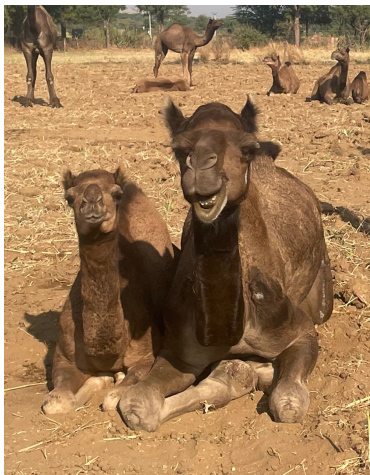


THE RAIKA: GUARDIANS OF BIODIVERSITY AND ANIMAL WELFARE



THE FOUR PILLARS OF RAJASTHAN'S CAMEL MILK

Impact on Animal Welfare + Livelihoods, Health + Biodiversity



"Cruelty Free"
No stalls,
mothers not
separated
from calf.



Support the
Environment +
Biodiversity



Health Benefits
for Diabetes.
Autism, &
beyond.



Provide Economic
Opportunity +
livelihood of
Camel Herders

MARKET POTENTIAL FOR CRUELTY FREE CAMEL MILK

Global Demand

- Rising interest in ethical, sustainable, and health-focused products
-
- IYC 2024 increased global demand for camel milk but also interest in ethical consumption... but concerns for camel welfare.



RAJASTHAN CAMEL MILK: AN UNTAPPED OPPORTUNITY

The Uniqueness of Rajasthan's camel milk from the Raika's ethical practices align with global market trends.

This makes Raika camel milk uniquely positioned to become a global benchmark for cruelty free, sustainable camel milk



Industrial model of milk production



Cruelty free method of camel keeping

DEFINING CRUELTY FREE

Using Raika camel herding model to create a new category of compassionate consumption

- 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.

Investing in Rajasthan camel milk offers a chance to promote “cruelty free” camel milk movement and carve out a more animal and environment friendly niche.



NOMADIC NUTRITION

Superfood
products made
with cruelty free
camel milk

Sourced
from Camel
Charisma,
Rajasthan, India



- 🐫 Powered by Pastoralists
- 💪 High protein
- 🥑 Keto- friendly
- 🚫 No Junk Fillers
- ❤️ Animal Welfare
- 🌍 Good for the Planet

A MARKET FOR CRUELTY FREE CAMEL MILK EXISTS

- Our cruelty free camel milk products with camel milk sourced from Rajasthan have been FDA approved and market tested in USA + UAE
- Current production limitations + import challenges preventing scaling
- Solving these issues could boost demand for camel milk in Rajasthan and solve many of the issues we are facing.



PROPOSAL: COLLABORATIVE PATHWAYS FOR CRUELTY FREE CAMEL MILK GROWTH IN INDIA

1. Streamlined Export Protocols + Partnerships: Simplify certifications and reduce tariffs for camel milk products targeting UAE and global markets.
2. Grazing Rights & Biodiversity Protection:
 - Designate protected grazing corridors to sustain Raika herding practices.

Collaboration with Nomadic Nutrition:

- Joint Ventures: Partner to scale production of value-added products (e.g., protein bites, chocolates) using Raika-sourced milk.
- Knowledge Exchange: Leverage Nomadic Nutrition's UAE market insights to build Rajasthan's brand as a cruelty-free camel milk hub.



RAIKA CAMEL MILK PRODUCTS

PROMOTE CAMELS AND THE CULTURES THAT CARES FOR THEM

- 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



BENEFITS OF COLLABORATION

- **For India:**
 - Positioning Rajasthan as a global leader in ethical camel milk production.
 - Empower Raika herders with sustainable livelihoods.
 - Revive camel populations
 - Job creation in rural areas through processing and export industries.
- **For Pastoral Communities:**
 - Stable income for Raika herders, preserving cultural heritage.
- **For UAE Market:**
 - Meet demand for premium, cruelty-free products.
 - Strengthen UAE-India trade ties in sustainable agriculture.



CALL TO ACTION

IMMEDIATE STEPS:

- Form a task force to address grazing rights and habitat protection.
- Allocate funds for camel milk product development
- Streamline export protocols for camel milk products.



"SOCIAL IMPACT INVESTMENTS IN CAMEL DAIRYING CAN HAVE ENORMOUS BENEFITS WITH RESPECT TO LIVELIHOODS, CAMEL AND BIODIVERSITY CONSERVATION."

ILSE KOHLER-ROLLEFSON,
FOUNDER, CAMEL CHARISMA



TAKE ACTION:

Educational campaigns

Assist in marketing value added products to increase income opportunities for pastoralists

Facilitate the sharing of knowledge, resources, and marketing efforts to strengthen the position of Pastoralists in the camel dairy industry

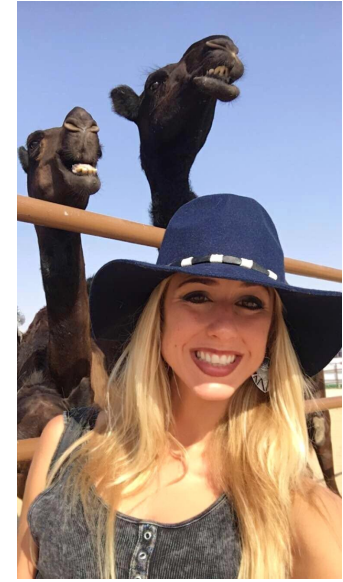
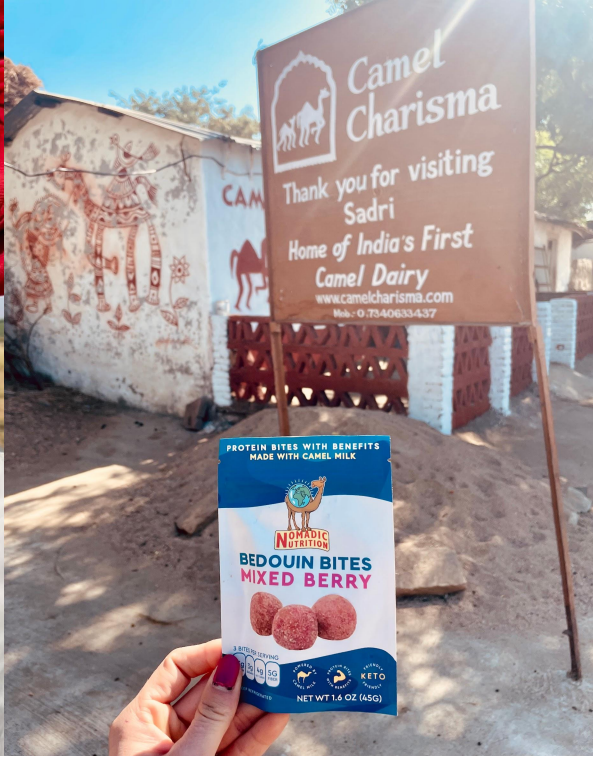


LONG TERM VISION

MAKE INDIA THE GLOBAL BENCHMARK FOR CRUELTY FREE, SUSTAINABLE CAMEL MILK



THANK YOU!



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RESOURCES

HOOFPRINTS ON THE LAND by Ilse Köhler-Rollefson

<https://www.pastoralpeoples.org/>

<https://www.camelcharisma.com/>

