

## New EU CAMELMILK Project started – DIL is a Project partner

The new EU Project “CAMELMILK” started in summer 2019 with a kick-off meeting in Monells (Spain). The project addresses the production and marketing of camel milk products in the Mediterranean Region. The project was promoted with a funding volume of altogether Euro two million by PRIMA (“Partnership for Research and Innovation in the Mediterranean Area”). Alongside the DIL, Deutsches Institut für Lebensmitteltechnik e. V. – (German Institute of Food Technologies), 13 further partners, from nine different countries gathered at the premises of the project coordinator IRTA (Institute of Agrifood Research and Technology) for a first meeting together.



The CAMELMILK Project Consortium during the Kick-off event at the IRTA in Monells (photo: IRTA)

### Camel milk as an interesting alternative to cow's milk

The project aims to promote producers of camel milk products in the Mediterranean Region. To this end the actors involved in production, processing and marketing are to be networked more closely and their growth and competitiveness are to be promoted. The goal is to develop three dairy products further – pasteurized milk, cheese, and fermented products. Since the opening of the EU Single Market in 2013, camel milk and its dairy products have remained a niche product. Yet camel milk possesses a high nutrient density with a high Vitamin C-content. Moreover, by comparison with cow's milk it contains only half as much fat and the sugar content is very low. A further interesting aspect is that it can be used in cases of milk protein allergy or as an alternative in cases of lactose intolerance.

## What do consumers think about camel milk?

In the project DIL examines what European consumers think of camel milk and how they like it. Would they be willing to even try camel milk? How do they apprehend the flavor and the quality of the product? Are consumers aware of the health advantages of camel milk? What reservations do customers have, but also what reasons possibly prompt them to purchase camel milk products? DIL is clarifying these and further questions relating to the acceptance of camel milk by means of surveys and sensory tests.

The aim of these considerations is to determine the market potential for camel milk in Europe. It is worth mentioning here that currently no reliable data on camel milk are available for Europe. The project is also working to establish what marketing measures could lead to positive results for a broad market launch.

## Further information and contact

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