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Finally Amul's Camel milk on way!

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There is good news for readers who have been making queries to Indian Cooperative after a small piece on Amul producing camel milk appeared in the past. Because of its medicinal properties camel milk has been in great demand.

GCMMF will soon begin selling 'camel' milk as the Food Safety and Standards Authority of India (FSSAI) has given its nod for marketing it, reports Business Standard.

The cooperative's Kutch based Sarhad Dairy is setting up the camel milk processing plant which is likely to be operational by 2017.

A source says it will be India's first camel milk processing unit.

GCMMFMD R S Sodhi said "We were waiting for an approval from the FSSAI which has finally come. We need to work on some specifications before launching the camel milk by March-April 2017".

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Amul to sell camel milk in next 3 months

Amul will first start selling camel milk in Ahmedabad and will later launch in other cities



Amul will launch camel milk in 500 ml bottle in the next three months. Photo: Ramesh Pathania/Mint

New Delhi: With food safety regulator Food Safety and Standards Authority (FSSAI) setting new standards for camel milk, dairy major Gujarat Cooperative Milk Marketing Federation Ltd (GCMMF), which sells products under the Amul brand, said on Friday it will launch camel milk in the next three months.

Amul will first start selling camel milk in Ahmedabad and will later launch in other cities. “We operationalised standards for camel milk today. We took two years to come out with standards. The standards will help better marketing of camel milk in cities,” FSSAI chairman Pawan Agarwal said at an exhibition organised by NGOs ‘Sahjeevan’ and ‘Foundation for Ecological Security’ in Delhi.

This will also help create awareness about the health benefits of camel milk, he added. Aggarwal assured that it would take possible measures if any fine tuning is required in the standards going forward.

Speaking on the occasion, GCMMF marketing manager Hardeep Banga said that the cooperative will launch camel milk in 500 ml bottle in the next three months. “Now, the plant is ready in Kutch. We are going to market camel milk in the next three months. Initially, it is will be sold in Ahmedabad through Amul booths in 500 ml bottle,” he said, adding that the camel milk would later be marketed in Delhi and Mumbai.

Two years back, Sahjeevan approached GCMMF for marketing of camel milk produced in Kutch area. A Rs3 crore project was initiated and about Rs70 lakh funding support was provided together by state and central governments, he added.

Union agriculture minister Radha Mohan Singh said, “After assessing scientifically, camel milk has been recognised with the line of food grade. This will not only benefits rearers of camels but also facilitate for value-addition productions.”

