

Q Camel

Bootcamp 2019

From dairy product to skincare

Peter and Lauren Brisbane are the owners of QCamel - the first camel dairy in Australia to pasteurise fresh camel milk. They are also the first camel dairy farm in the world to be certified organic. Over the last 5 years, they have been operating a highly ethical and sustainable dairy operation in the Glass House Mountains in Queensland. Their camels graze peacefully on their 3000 acre property, and produce award winning milk, cheese, yoghurt, chocolates and powdered milk products.

QCamel had established sales channels through a variety of Australia's leading retailers, including David Jones and Harris Farm. When they're not busy making cheese and chocolate, Peter and Lauren are running their famous 'Camel Cuddle Tours' where visitors can come to the farm to meet and greet the camel family for a unique farm gate experience.

Unfortunately, the dairy market was not playing to Peter and Lauren's advantage. Australia had gotten used to \$1 milk, and with QCamel retailing at \$10-\$60, there was almost a nonexistent opportunity to make a profit. The QCamel team had to look for an alternative use of their dairy products if they were going to survive. Peter and Lauren identified an alternative market that would help to make the company profitable - a skincare line that utilises the healing benefits of the milk, blended with native Australian botanical extracts.

"The skincare line is different from other products as it tackles the need for healing skincare without nasty chemicals. We utilise individual & healing native Australian botanical extracts in each and every product, and each product is individually scented to match the botanical.

Supported by:



Before the Bootcamp, Lauren and Peter had designed the product line, which included different creams, facemasks, body wash and moisturizers. The products had been trialed on potential customers at food conferences and in-store product demonstrations over the course of 2 years. Samples were also sent to China and had extremely positive responses. The products were tested on individuals of all ages, from teenagers to adults, and shown to alleviate the symptoms of cystic acne, psoriasis, milia and eczema.

The desire to grow their skincare line went beyond profit. Peter and Lauren’s daughter, Yasmin, suffered from cystic acne. Not being able to find any effective solutions on the market, Lauren turned to what she knew best – the camel dairy. Through extensive trial and error, they came up with a solution, combining camel milk with native botanicals that not only healed Yasmin’s skin, but improved it beyond what she thought possible. With such amazing results, Lauren and Peter wanted to make this solution available to as wide an audience as possible.



QCamel's Bootcamp Journey

Peter and Lauren were attracted to the F2F Bootcamp because their goal was to make QCamel a global business that could supply exceptional quality skincare products around the world. The team wanted to find an international distributor that will help them to compete in the global marketplace. The focus for QCamel in the Bootcamp was to develop growth and marketing strategies for their skincare products. Their immediate focus was to enter the markets in Singapore and Malaysia.

At the same time, Peter and Lauren weren’t totally giving up on their milk products, as they had a desire for this to grow as well. As there was little room for growth in the Australian market, the team began to look overseas. They had plans to move their dairy production to a new processing site which was export accredited, which would allow them to export their milk range to Singapore, Vietnam and Cambodia.

By the end of the program, QCamel were ramping up production and activities to launch their skincare products into Asia. The Asian market makes up 51% of global skincare sales and is growing 7% each year. However, due to the COVID-19 pandemic these plans were put on hold.



“One of the main lessons for us has been around diversification. The world is changing so fast and producers need to be able to respond to this. As a result of F2F, we are able to think differently and switch between different modes - we went from a very global mindset focusing on Asia and skincare export, but when COVID hit we had to pivot quickly and focus on local food sales + tourism. As a result, our local sales have quadrupled and the farm tourism now makes up 30% of our business - this has been such a good outcome.”

6 months on

After ongoing conversations throughout 2020, QCamel successfully signed a contract with Singapore's largest personal care distributor, Corlison Singapore, to market the skincare range. Corlison will list QCamel's cosmetic products on 4 ASEAN e-commerce platforms.

The team have also begun work with a Halal certifier, with the aim to increase their market share in Indonesia and Malaysia.

QCamel's goal going forward is to continue expanding globally, country by country. They have hired a part time marketing officer to lead their brand communications and digital marketing.

"Participating in the Bootcamp has forced us to take a dual approach- focusing on both the skin care and milk products. As a result, this has opened up the door for export opportunities for both product categories. We believe we now have a global product that can meet the Asia Pacific market demands."

Key Bootcamp results



Local food and dairy sales increased by 4x



Farm tourism increased by 30%



Signed a distributor to launch the skincare line in Singapore

About Farmers2Founders

Farmers2Founders is a private national organisation that exists to support producers to develop and adopt new innovations in food and agriculture. F2F is supported by 5 of the Research and Development Corporations as well as by the Federal Government's Incubator Support Initiative. Read more at farmers2founders.com.



Learn More about the Farmers2Founders Bootcamp

admin@farmers2founders.com
www.farmers2founders.com



SCAN ME

Supported by:



Wine
Australia

