

CHOLISTAN (A Future Food Basket)



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Nov 26-28, 2014

CHOLISTAN



Total Area	10,399 sq miles
Total Acres	66,55,360 acres (6.65 M acres) 16,300 Km ²
Greater Cholistan	46,58,760 Acres
Lesser Cholistan	19,96,600 Acres
Length	~ 450 km
Width	~ 30-200 km
Bahawalpur	40,28,000 (40 %)
Bahawalnagar	10,11,000 (20 %)
R Y Khan	16,16,000 (30 %)
Human Population	~ 2,55,000
It means 15 lac people	~ 2.5 M livestock
Av rainfall	3-4"
Av Temp	6°C – 52°C
Underground Water Table	80-120 ft
Jeepable Tracks	94 km
Sea Level	89 meters

PEOPLE OF CHOLISTAN



- Hardy people
- Temp 6-52° C
- Hard working enduring like their Livestock
- They have a very strong culture: Rohi Culture
- Their life blood is Livestock
- They raise their animals and earn their bread & butter from them.
- They thrive well after the rain
- Herbs and Shrubs are their main food items
- Ghee from cow and milk from Camel is their super foods
- Camel wool and Sheep wool are their cottage industry



LIVESTOCK POPULATION

Cattle	567,350
Goat	210,858
Sheep	450,465
Camel	30,000
Total	12,58,673

CAMEL BREEDS OF CHOLISTAN



MARECHA



BRELA



ANIMALS AND THE PASTORALIST



PROBLEMS OF ROHI PEOPLE

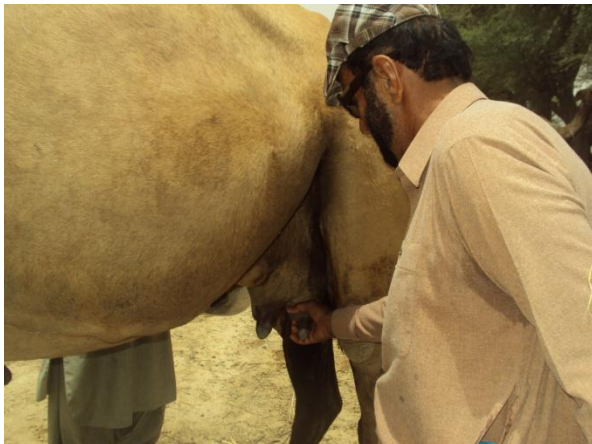


- Off takes are not marketed well
- Exploitation of their products
- Land Grabbing Mafia
- Grazing Lands are squeezing
- Survival in Extreme Hot and Harsh Climate
- Less rainfall and lack of drinking water
- Livestock Products are in High Demand
- Disease cover and vaccination
- Middleman exploitation
- Lack of Breeding Policy

CAMEL EXPORT TO MIDDLE EAST



SELECTION OF DAIRY CAMEL



CAMEL EXPORT



- Camel Buyers are seasonal
- **Exploitation**: Middleman exploitation (credit, less and late payments)



ORGANIZATIONS WORKING IN CHOLISTAN



- **L&DD** (Mobile Units, Veterinary Dispensaries)
- **CIDS** (IUB) Vegetation Research
- **CDA** (Water Reservoirs, Tobas, Education Schools)
- **NGOs** (CDC, Oxfam and Hubara Foundation, etc.)

CAMEL EXPORT



- Camel Buyers: Local vs ME
- **Opportunity**: Some CAP members are helping to some buyers w/o any exploitation
- **Saudis** used to buy working camel (Racing and meat)
- **UAE (Dubai, Abu Dhabi and Qatar)** people are interested in buying Brela (milking Camel)
- Camel Dairying has a scope
- Investors are buying camels, establishing camel dairy is also getting impetus in the country.

CAMEL EXPORT TO MIDDLE EAST (UAE)



BRELA NOMADS



BENEFITS OF CAMEL EXPORT TO BRELA PASTORALIST



1. Before the Export the Herders were compelled by middle man to sell their camels on cheap prices on credit.
1. Once these exports have started the Brela Pastoralists have got high prices of their camels on cash. The additional income strengthened them economically and now they are taking keen interest in camel breeding.



BIO-CULTURAL PROTOCOLS OF ROHI PASTORALS



- Meeting with Rohi People at Cholistan
- To Educate and Awarded the about the Importance of their Camels
- After that the importance of their Brela Camel even increase and prices went up which strengthen them economically and living standard.



CULTURES OF ROHI PASTORALS



BCP- A TOOL OF AWARENESS



Education and Awareness

- People know their importance
- Know the value of their land and animals
- Exploitation of animals potentials
- Getting better price
- Living standard improvement
- Voice against Land Grabbing
- Heading towards their association or cooperative, community organization to let their voice be raised/heard



CONCLUSION



- Education and Awareness has paid dividends to Rohi People
- Rohi Life has become more charming
- Camel racing, dancing festivals are organized
- Rohi culture is becoming preserved and getting visible.
- Land Grabbing is getting under control
- Better animal and off take price
- Living standard significant improvement
- Local people are being heard thru their coops and associations

CAMEL DAIRYING IN PAKISTAN



- Best Dairy Animals are future potential
- We encourage the investors to develop Camel Dairy in Cholistan
- Brela will produce ~ 20 lit /d
- A new brand **DACHI Milk** has been launched by CAP @ UAF
- Lot of awareness about the virtue of the camel milk



MIDDLE EAST DAIRYING



- Middle East (ME) Dairying is helping the Rohi Farmers
- Export to Dairy Brela (breed) to ME is very common, round the year
- Breal are the back bone of UAE Camel Dairying
- Camel milk growth is the talk of the town due to its superb nutritional and medicinal values



Courtesy of Al Ain Dairy and Q2 PR



ACKNOWLEDGEMENTS



Camel Association of Pakistan (CAP) and its willing Workers

Dr Ilse Kohler-Rolefson, LPP, Sadri, INDIA
(Nagoya Protocol)

THANK YOU FOR YOUR PATIENCE