



Transcripts of August - Newsletter, August 2021

A seemingly quick month that sped past. Efforts continued to reach out to as many shops and platforms this month, which saw our products listed on Tata's newly acquired 1MG, a large batch of pollen enriched honey reaching Elements, our new distributor for the state of Kerala nearly ready to ship our first promising consignment to the UK. The marketing team made efforts in our nearest city, Coimbatore to onboard some more shops onto our portfolio. Apart from this, the Green Shop in Kotagiri got a facelift, along with a change of look in our head office after a round of cleaning and shifting.

Annual Report - 2020-21



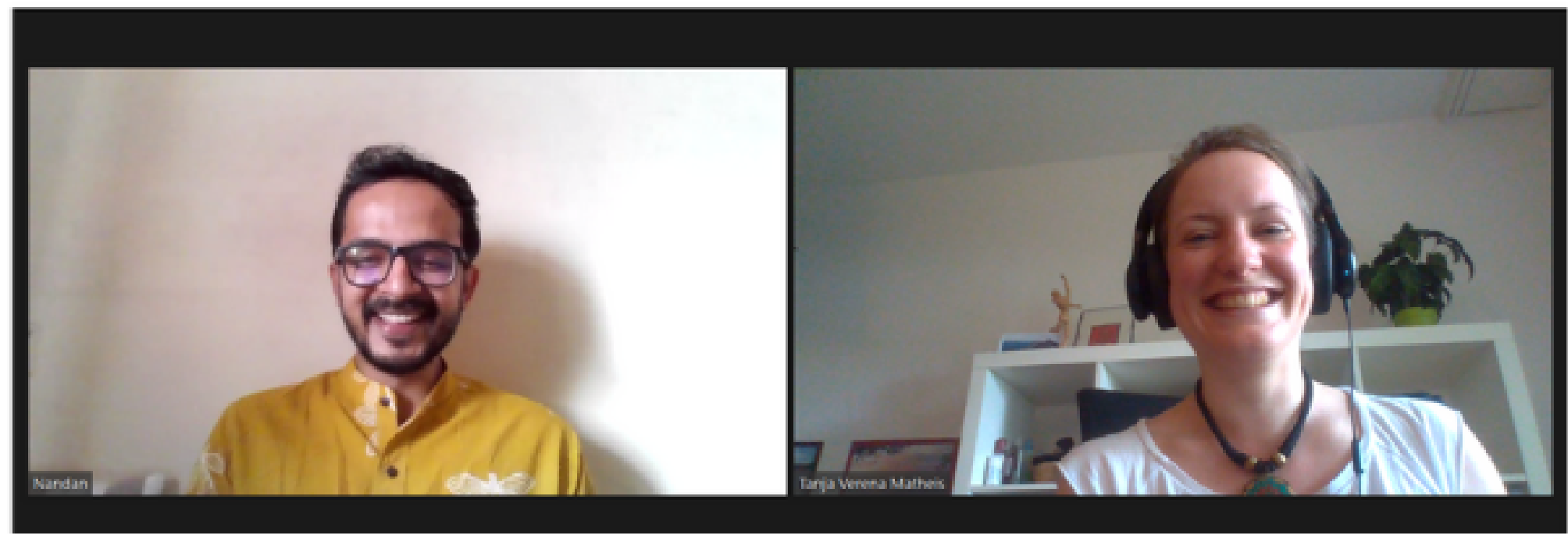
Our Annual Report for the financial year 2020-21 is out! It was a milestone year for us as we completed 10 years of operations. The support from all of you was extremely important especially in the last couple of years, dealing with the effects of lockdowns. Do have a read and we hope you have fun reading it as much as we did in compiling the report! Thank you for your support, as we look forward to more ventures with you! Check out our Annual Report [here](#).

A fresh new look!



In the last few months, a vertical of Last Forest, our retail shops – Green Shops have seen plenty changes taking place. After our shop in Ooty was shut down and the closure of the ground floor in our Coonor Green Shop, it was our shop's turn in Kotagiri to get a changeover. With some of the restriction of visitors to the Nilgiris being eased, we had a good couple of months in the shops as sales increased, thanks to the inflow of tourists. Do visit our shop if you are in Kotagiri!

Organic World Congress 2021



Nandan and Tanja from Organic Agricultural Sciences, from the university of Kassel, Germany took part in an interactive session on the topic of 'Organic and Fair Trade - Looking beyond a honeymoon' based on Organic and Fair-Trade activities in the Nilgiris, as a case study. The discussion featured the focus on multiple certifications on farming households and how most studies focus exclusively on farmers and disregard factors related to the institutional context and organization of supply chains. This included the roles of institutions and organizations in the certification process - [Keystone Foundation](#), [Aadhimalai Producer Company](#) and Last Forest Enterprises. The solidarity given by Fair Trade Organizations during the pandemic and how this had affected the operations in the supply chain were recognized, with this being a pivotal relationship in ensuring Fair Trade practices during uncertain times.

Learn Fair, Live Fair!



Fair Trade Towns India organized a webinar on 'creating a sustainable supply chain', which is part of a series of webinars to better understand how to establish an ethical and fair world. Mathew was part of the panel of speakers. The rest of the panel consisted of Gijs Spoor – Social change maker at Auroville, Devansh Ashar – Founder, Pascati Chocolate, Prashanth Aiyappa - Manager, Dunsdale Estate, BBTC and Jacob Jose – Manager Business Development, PDS Organic Spices. The speakers had discussions on the different elements and thoughts that go into creating a sustainable supply chain using Fair Trade as the central driving force. You can listen to the discussion [here](#).

Honey Subscription



Get hassle free honey delivery, with free delivery on a [subscription](#) basis for either 3 months or 6 months, as per your requirement. A bottle of 500g Nilgiri Sweet honey or Jamun Honey, that is bitter in taste - suitable for anyone who cannot include sweet in their diets. Just pay once and save the effort of making a repeat order each month! With the 6 month subscription, you get a free gift! Plenty of benefits once you subscribe for your honey bottle. Order your subscription now!

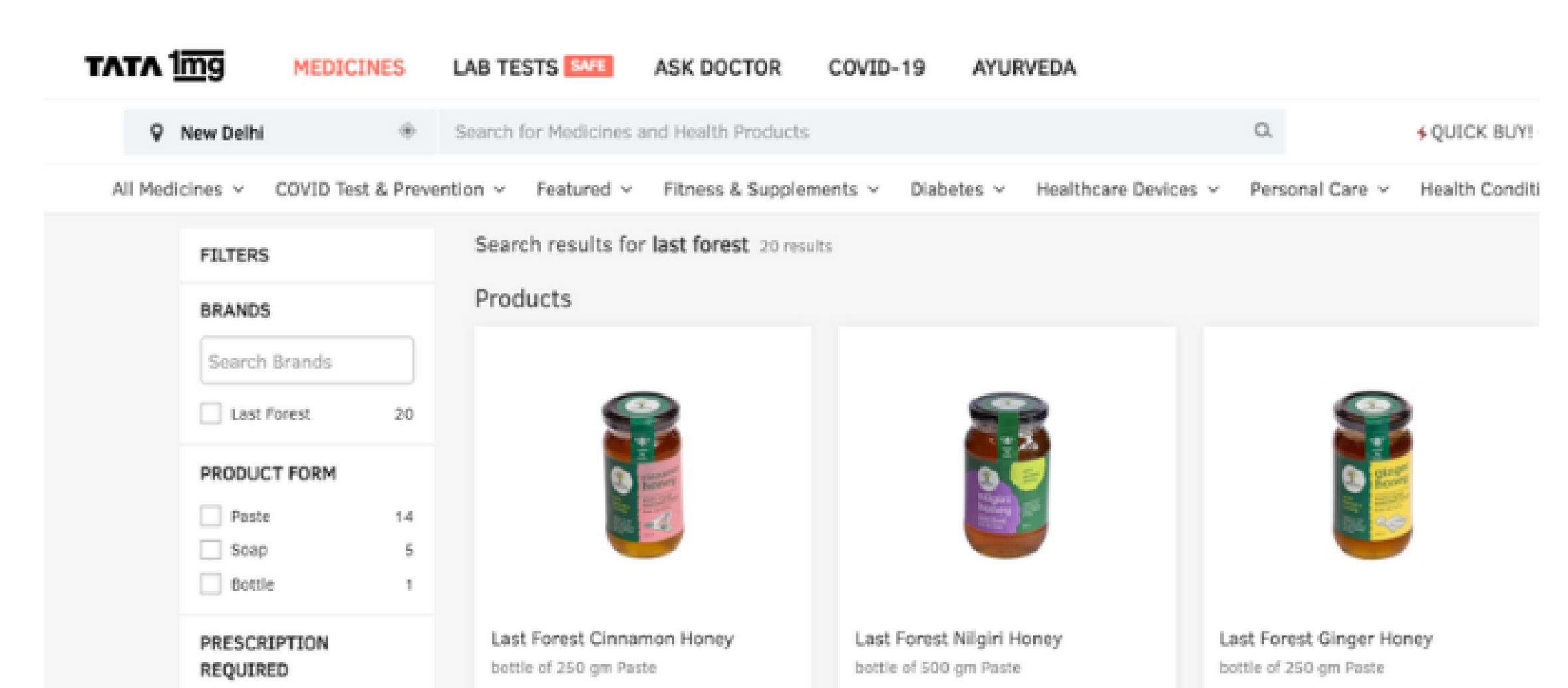


Featured Product
Beeswax has non-allergenic properties that can make it a useful skin protector from various airborne allergies. It also provides slight anti-inflammatory and antioxidant qualities that can benefit the body. Each balm by Last Forest is blended with other natural flavours and oils, to add to the health benefit of the balm.
SHOP NOW!



August's Favorite
This special edition honey has extra pollen content in it - these batches have untouched quantities of pollen from the different flowers that bloom in the Nilgiri Biosphere Reserve.
SHOP NOW!

Listings and Onboardings



Our products – honey and beeswax soaps are now listed and live on [Tata 1MG](#), a dedicated online platform for health products and medicines with a wide range of products to boost immunity, digestion hair growth and more! You can check out our listing here. Elements Organics in Kerala have taken up distributorship of our honey in Kerala. They now cover 100+ stores in the state where Last Forest honey is now available!

