



**The January Scoop: Latest news and updates**

Happy New Year! As we kicked off 2023, we have a lot of exciting events and collaborations that happened during the month, which we want to share with you. January was a month of learning, exploring, and discovering new things. It kicked off with a presentation by Mathew at IIM Calicut on social entrepreneurship, participating at the Millet Festival in Bangalore and a virtual exhibition hosted by WFTO Asia, which gave Fair Trade Organizations in Asia a platform to showcase their products and share insights with each other. Lastly, we collaborated with Locavore, which was an exciting journey as we exchanged thoughts and featured on their website and social media platforms!

**Visit to IIM Calicut: Sharing Insights on Social Entrepreneurship:**



भारतीय प्रबंध संस्थान कोयंबकोड  
**Indian Institute of Management Kozhikode**

*Globalizing Indian Thought*

In this month's edition, we're thrilled to share about Mathew's recent trip to the Indian Institute of Management (IIM), Calicut where he was invited to give a talk on social entrepreneurship to over 500 IIM students. Mathew highlighted Last Forest, as a case study, showcasing our journey in providing sustainable living choices by connecting communities and markets. The students received the talk well and it sparked meaningful discussions on the importance of social entrepreneurship in driving positive change in society.

**Panel discussion on Participatory Guarantee Systems (PGS) as a Social Strategy for Certification:**



Mathew was part of a panel discussion which highlighted PGS as a social strategy for certification. A case study from Ecuador was an example and starting point to the discussion. The discussions focused on how PGS is an alternative to the conventional 3<sup>rd</sup> party organic certification, and has slowly created a space for itself. Many groups around the world are understanding and building trust between producers and consumers in a short value chain. [Read more](#)

**WFTO Asia Fair Trade B2B Virtual Expo 2023**



The WFTO Asia Fair Trade B2B Virtual Expo 2023 took place in the space of a couple of days this month. The expo was attended by various Fair Trade groups across Asia who came together to showcase their products. We were one of the participating groups that took part in the expo and displayed our set of Beeswax Personal Care products and Food Wraps. The virtual platform allowed attendees to interact with the exhibitors and learn more about the products and initiatives of each group. The expo was a great opportunity for us to connect with other Fair Trade organizations and learn about their commitment to fair and sustainable trade practices.

**A short trip to collect honey**



Isabel and Miller took a short trip to the hill ranges of BR Hills and Hanur for a couple of days to visit some of honeycombs and the gatherers harvesting honey from these areas. They had also spoken to the honey gatherers and learnt about their methods of honey collection. The picturesque scenery was a bonus as they drove through hills and spotted hives of the Giant Rock Bee. The trip was a short adventure, one that left them with the deep appreciation of the connection between the bees and honey gatherers.

**January's Favorite**

Essential oil extracted through steam distillation from leaves and twigs of Tea Tree. Helps in acne, blisters, burns, colds, and wounds. Tea Tree oil may be beneficial for respiratory diseases and a very powerful immune-stimulant.

**Shop Now!**



**Featured Product**

Real, homegrown Rosemary is infused in this bottle of honey, bringing you a fresh flavor in every drop of honey! Rosemary leaves are infused in the honey, giving you the best of both worlds of forest honey and rosemary leaves!

**Shop Now!**

