



### Stepping it up in the new year! – Newsletter, January & February 2021

We welcome a new year at Last Forest, with everyone on their toes – gunning towards a new start in terms of the calendar, with renewed energies and aspirations. The months of January and February saw the operations team bustling with orders – from dealers, export orders and from our e-commerce spaces equally. With so much going on, the team went away together for a deserved weekend getaway in the middle of February, before the hustle will start to kick off in the coming months.

#### New additions to our operations



A new year, a new addition to our workstation in the hills! A regular favorite on our product portfolio - the beeswax food wrap, has seen an increase in orders - making us put in some extra effort to carry out these orders! An additional room, with some addition of appropriate technology has lent us an extra helping hand in handling these increased orders. A dedicated team carry out the production of the food wraps when necessary. We now take orders for custom prints of the food wrap – if you have a bulk requirement and a favorite print, do let us know – we can execute it for you!

#### Elephant in the room podcast



Mathew was a guest speaker on The Elephant in the Room podcast, hosted by Sudha Singh. Mathew took us through the years of working with indigenous communities who have been sustainably harvesting honey for thousands of years. Other topics of discussion were about COVID-19 and its impact on the business and local communities, the problems with the global organic certification processes, PGS, The Indian Forest Rights Act, collaborations and much more!

#### Experimenting to start the year!



We love experimenting and innovating with our packing. This has kept us constantly on our toes, thinking about the next new thing! This one is especially for all of you in the Nilgiris hills - Along with Aadhimalai Producer Company, introducing our latest innovation in packing - premium honey from the Blue Mountains! Bottles of different shapes filled with precious liquid gold - sealed off with a piece of beeswax food wrap and banana fibre! This range of honey is exclusively available only in our Green Shops in the hill towns of Kotagiri and Coonoor. If you are here in the Blue Mountains, make sure you drop by our shops and treat yourself to this honey!

**FEATURED PRODUCT**

With the enhanced medicinal qualities of wild honey and due to its minimal processing, Last Forest's Sweet Honey is perfect for all of your sweetening needs. Rosemary leaves are infused in this honey to heal cold, cough and congestion. It helps in immunity building!

**Shop Now**



**RECENT FAVOURITE**

Handcrafted bells made from recycled copper, by communities in Kachchh. The use of Kachchh traditional bells has expanded; they hang in entrance ways, are combined with metal frames to create wind chimes, are finely tuned to become musical instruments, and are used as other forms of festive decoration!

**Shop Now**

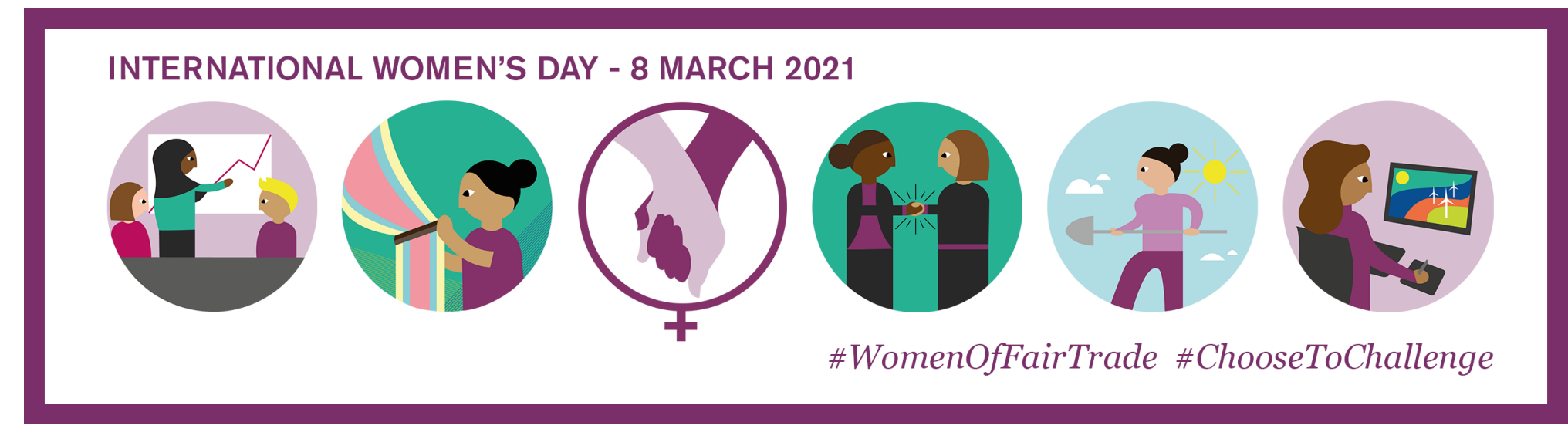
#### Partnerships and New Ventures



As we had mentioned in our previous newsletter, we have partnered up with Blue Tokai Coffee Roasters. This exciting partnership will have our range of beeswax lip balms and soaps on the shelves of their cafes across the country! Next time you are in one of their cafes, sipping your coffee and indulging in your new favorite book - make sure you check out their counters for these little gems from the blue mountains.

We also tied up with companies for corporate gifting this new year, with a lot of emphasis going on handmade, natural and the role of women in the supply chain. We have teamed up with Meraki studios – they have been auditing and guiding us to make changes and recommendations to our website, to make the experience of using our website better. Do check out our website for some awesome products and exciting offers!

Our new branding exercise continues with Imprintz, with a lot more of our products in line, coming up with a brand-new look! Stay tuned and follow us for updates as we bring you the best from the forest with a new feel!



We also have an exciting event coming up for Women's Day on 8<sup>th</sup> March. As we build up to Women's Day, join us through the week as we celebrate the women who make things happen, contributing to Fair Trade and its principles.

