RSS 3



#### What was new this July? - Newsletter, July 2021

We have sped through another month in the Blue Mountains. Even with some restrictions in place, the team was engaged in several activities. Our audit from the WFTO was due, after our first one in 2016. This has helped us identify the gaps in our work and will allow us to make concrete steps towards improvement in the coming months. Our products were listed/featured in more websites through the Fair Trade network - on Faire.com, Common Objective and Beyond Beautiful. We are part of the India Chapter of Catalyst 2030 as well as Catalyst Market Global. Amazon.com has seen orders for our beeswax lip balms picking up.

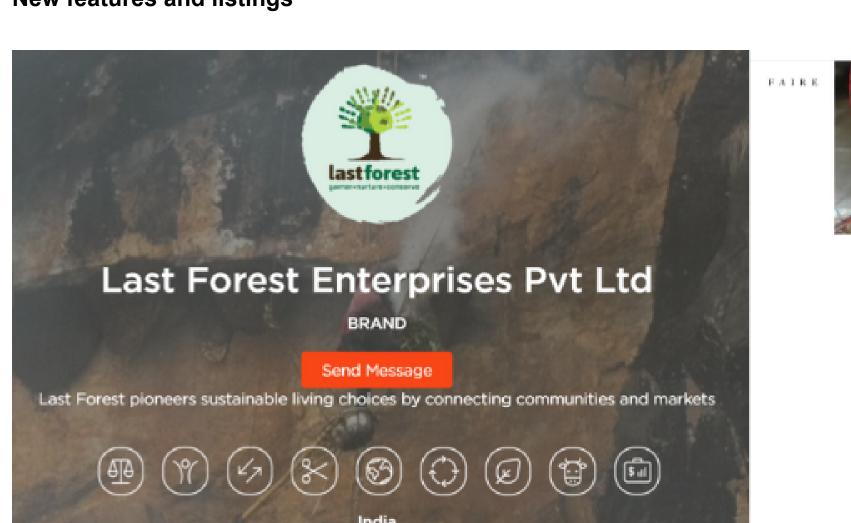
#### **WFTO Audit**

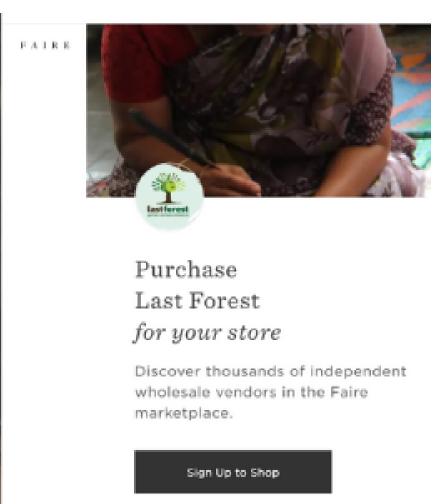
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After some unavoidable delay we had our WFTO audit, which is due every four years. Ram Bhat had visited us towards the end of the month to conduct the audit. The trip included a visit to our Producer Company, Aadhimalai's production center in Pudukkad - the main center where our beeswax products are handcrafted. A discussion with the team on the working conditions, transparency, and books took place. Along with discussions on Fair Trade - what it means to the organization and the producers. How the pandemic has impacted the women at the center in various levels were talked about. Following the visit to the production center, a thorough inspection of all documents necessary to aid the audit was done. The audit concluded with a trip to Shalom Welfare Society - another of our main suppliers who are monitored by Last Forest under the WFTO certification. Improvement plans based on several observations and suggestions will be the next step to be taken by Last Forest, with new levels of Fair Trade and its importance in a conventional trade world, especially during times of uncertainty to be attained in the coming years!

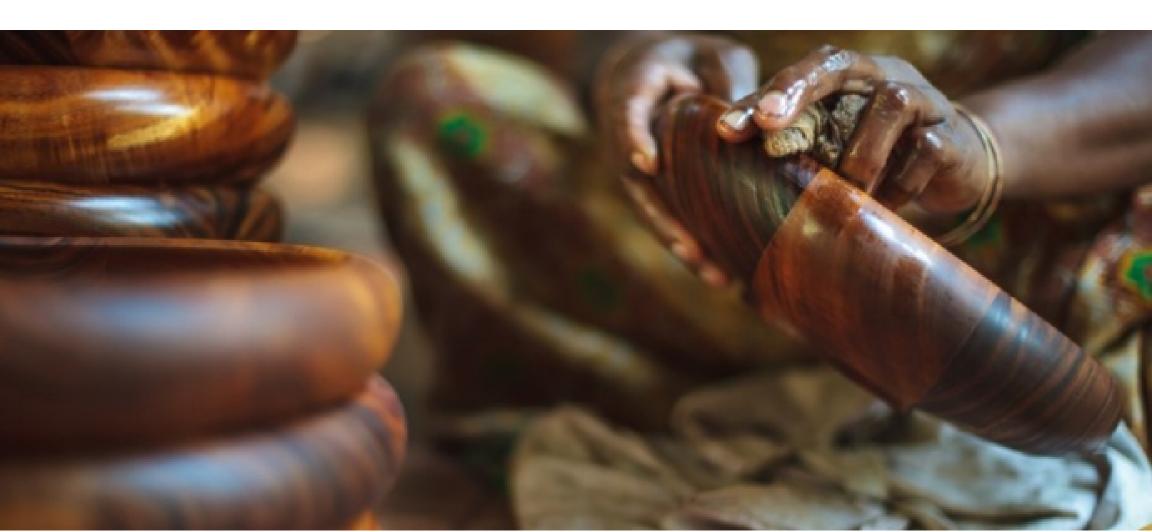
#### **New features and listings**





New changes and features in our listings now includes Last Forest as a brand in 'Common Objective' under the WFTO hub on the website. The World Fair Trade Organization Hub on Common Objective - featuring Fair Trade brands, suppliers, products and sustainable materials - all members of WFTO. Plus case studies, guidance and tips to support fair trade sourcing. Another dedicated page for Fair Trade suppliers and producers under 'FAIRE', who empower small business owners and independent brands to buy and sell wholesale goods online. Last Forest is now featured under wholesale guaranteed Fair Trade category which features plenty of Fair Trade brands. Do check out these pages to understand more about these conscious brands that are set out to promote Fair Trade!

### **Beyond Beautiful - Now live!**



'Beyond Beautiful' is a curated collection of artisanal products from verified Fair Trade Enterprises around the world. It promotes the work and stories of global craftspeople providing a new sourcing opportunity for retailers and importers. Last Forest has been a part of the project, where the listing has now officially gone live through the World fair Trade Organization's website! From woodwork to ceramics, weaving to metalwork, basketry to embroidery, the initiative is underpinned by the skills of craft artisans. WFTO have worked with 46 participating Fair Trade Enterprises from across the world to bring together products which embody beauty both in their form and in their essence. Last Forest's collection now features woodwork from our supplier WorkTree from Auroville. They have developed pure, exceptionally handcrafted woodwork made from acacia wood from trees that were destroyed during a cyclone in the region in the year 2011. They have been a critical part of our portfolio.



Last Forest is a part of the India chapter for Catalyst 2030 as well as Catalyst Market Global. Catalyst 2030 is a global movement of social entrepreneurs and social innovators from all sectors who share the common goal of creating innovative, people - centric approaches to attain the Sustainable Development Goals by 2030. In the course of the coming months, we will be sharing Last Forest's stories of commitment towards the Sustainable Development Goals through our activities and collaborations with various institutions. This will be done through the 'People's Report' - a comprehensive collaboration with Catalyst 2030 that aims to use data and insights as a catalyst for discussion, representation and decision-making at the United Nations in 2021. Be a part of this collaboration by playing this short, fun survey of 11 questions <a href="here!">here!</a>

## **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!

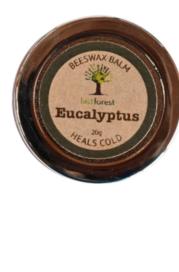


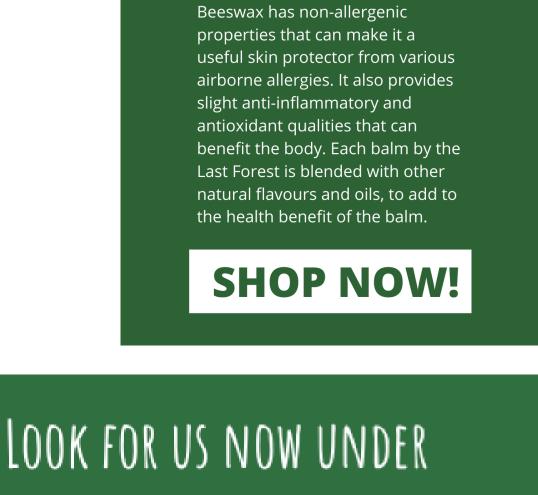


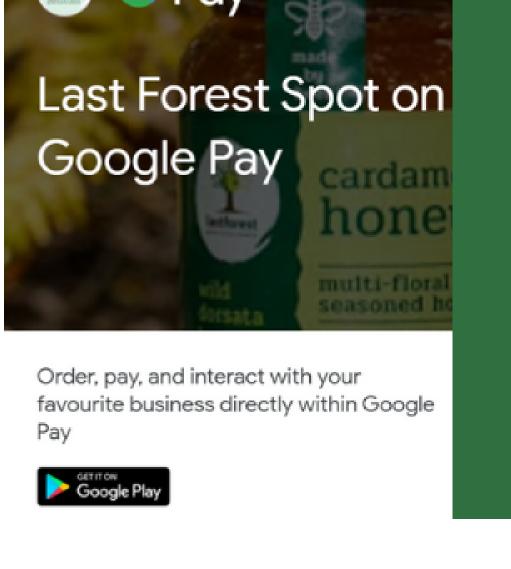


**July's Favorite** 









'BUSINESSES' IN GPAY! IN COLLABORATION WITH LBB, YOU CAN NOW SHOP FOR YOUR FAVORITE LAST FOREST PRODUCTS THROUGH GPAY!

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# **Honeycomb Beeswax Soap - Launch**



now hitting the stores and our website. Browse and choose from a range of classic beeswax based handcrafted soaps, or natural 'scrubber' soaps, with refreshing elements of the forest added for an extra fresh experience! Head on over to our website now to order your favorite flavor of these one of a kind soaps! You can also download our E-brochure for these soaps <a href="here!">here!</a>

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