



A short recap of July - Newsletter, July 2022

As the second half of the year kicked off with July, we've had another packed month with plenty of events, visits, and bustle. We had a visit from members of the Timbaktu Collective on a two-day interaction with Last Forest and Keystone on different aspects of honey collection. Mathew and Teny travelled to South Korea for the IFOAM Asia conference that hosted a lot of events in Geosan county. The team split up into groups and hit the local areas around the hills to get our products straight to the people. A webinar in partnership with The Nilgiris Foundation, Keystone Foundation, Aadhimalai Producer Company on an enriching conversation around indigenous foods and communities took place, with Mathew as one of the speakers. A couple of exhibitions in Providence College and McIver in Coonoor was well received, while our auditors kept us busy with the internal and statutory audits.

A visit from Timbaktu Collective



At the start of the month, we had visitors from Dharani Cooperative – members belonging to a honey collectors' group. Along with Keystone Foundation, Miller, Teny, Shiny and Kokila anchored the visit with interactions on our processes of honey collection and operations through the years. Our work on transforming beeswax from being thrown away to making them value added products that are now a prominent part of the market that give steady livelihoods for all the women involved in making these products. A major part of these sessions were on honey, the types of bees, areas of honey collection, our honey packing processes and a visit to the Green Shop in Kotagiri. Thoughts and ideas were exchanged between the two groups on future partnerships and programs as well.

8th ALGOA Summit, Korea



The days from July 15th to 22nd saw a number of events in Goesan County, South Korea hosted by IFOAM Asia (International Federation of Organic Agriculture Movements) and ALGOA (Asian Local Governments for Organic Agriculture). Mathew, being the President of IFOAM Asia and with other international delegates from Asia, Europe, Australia, and Africa, attended the 8th ALGOA Summit and the 2nd International Conference on Organic Agriculture Policy. Teny was selected from the graduate pool of Organic Foundation Course to attend the Organic Leadership Masterclass. This Masterclass was an intensive training based on theory, practice, ideation and discussions on Organic Agriculture and the different aspects of it from soil to markets. 19 graduates from 9 countries were part of this training.

1st International Fair Trade Towns Conference



From the 21st to 24th of July, the first edition of the International Fair Trade Towns conference took place in Puducherry and Auroville - the first two 'twin towns' to start the movement, which was launched by a walk by Mr. Pushpanath from Puducherry to Kotagiri. The conference saw delegates and advocates of Fair Trade coming together for various discussions on Fair Trade and its significance, challenges that Fair Trade organizations are facing, and wonderful stories of Fair Trade and its impacts were discussed. The Fair-Trade towns movement is now gaining traction with more towns joining in. Some of these towns included The Nilgiris, Coimbatore and Ludhiana. Other towns are on course to joining the movement of Fair-Trade towns, with the next chapter of the conference poised to be held in the Nilgiris

Local Efforts



With July and August set to be the duller months in terms of sales in the year, the team stepped up efforts and looked at new avenues for sales. One of them being local sales and visits to nearby towns to increase sales during the period. This saw the team split up into groups, loading products into the vehicles at disposal and heading out into the towns! The response was good from the locals as they got more of an insight into our products, even though most of them were regular customers in the Green Shops. A one day stall at Providence College Coonoor, and a two day stall at McIver, Coonoor also saw many people walking in to know more about Last Forest products.

BIOFACH 2022



Mathew, as president of IFOAM Asia attended Biofach in Nuremberg, which is the biggest organic fair of the year. After two years, it was a chance for a physical meet and so many converged to just have conversations. Though in the middle of the summer holidays, it was an opportunity to meet other members of the IFOAM team including the world board. Celebrations of the 50th anniversary of IFOAM International, 10 yrs of IFOAM Asia and 20 yrs of IFOAM Europe added to the joy of meeting each other.

12 Years of Last Forest



Last Forest completes 12 years of operations this month, and we have some offers to celebrate the milestone! Here are the offers that are running on our website now, please do get yourself some amazing products from the Nilgiris!

- An automatic discount of 25% on all honey, beeswax balms, beeswax soaps, essential oils, shikakai hair wash powder and combos of various products!
- Buy one beeswax based lip balm and get another flavor of your choice absolutely free! Enter code 'LIPBALMS' at checkout to avail!
- Enter code 'LFE15' to get a 15% off on honey, beeswax balms and soaps!

Thank you for joining us on our journey as we look forward to more milestones and celebrations!

BUY ONE LIP BALM... AND GET ANOTHER OF YOUR CHOICE ABSOLUTELY FREE!!

USE CODE 'LIPBALMS' AT CHECKOUT!

**Featured Product**

Jjobba oil is a carrier oil that has a fine penetration and odorless character and has the consistency of liquid wax. It is a good skin conditioner for all skin types. It is also effective for dryness and dandruff and can be massaged into the hair and scalp.

**Shop Now!!**

**July's Favourite**

Bringing to you another truly remarkable product from the forest, Cinnamon Honey to let the happiness flow through you! The spice extracts are uniformly infused in the honey, giving you the best of forest honey and cinnamon extract!

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