



We are halfway through the year! - Newsletter, June 2021

June is a landmark month for Last Forest as the 29th of June 2010 was the day that the company was registered as an independent entity! This year we complete eleven years of operations! The journey has been remarkable, through plenty of ups and downs, phases of uncertainty and moments that are to be cherished for a lifetime!

Through the month, we have taken efforts to be listed on various platforms in the country and in international markets. Sales through our web channels have increased steadily and continue to be a driving force. Orders from these sources had us working in shifts at the office – as the lockdown continues with some relaxations in place.

Our logo is now Trademarked!



Last Forest's logo is now a registered trademark! Celebrations are in order as our logo is now a registered trademark, providing us exclusive rights, distinguishing our logo and products from other similar products from other businesses. This was a process that was taken up and completed in the course of the previous months.

Green Shop Changes



Our Green Shop in Coonor, which has been a novelty landmark over the years in the town went through some changes due to the drop of revenues. The bottom floor that stocked up handcrafted goods, garments and pottery over the years and converted to an organic, super food setup was closed this month. All the products have now been shifted and displayed on one floor. This transformation happened quickly during the lockdown with dedicated efforts from our staff, carpenters and everyone involved. The shop now has a fresh look and is stocked with all your favourite products.

Feature on Mountain Partnership



In May, we had become a member of the Mountain Partnership, a United Nations voluntary alliance of partners dedicated to improving the lives of mountain people and protecting mountain environments around the world. This partnership provides us a platform for the exchange of knowledge, information, and resources from the global membership to carry out the vision of improving the quality of life and sustain a healthy environment in the Blue Mountains of the Nilgiris! This month, we have been featured in their blog 'member's voices'. You can read more about our feature [here](#).

New Product Listings

FLOURISH



As more time now is being focussed on E-commerce, we have been making efforts to be listed on some online stores across the country as well as abroad. We are now listed on: SustainKart – an ecommerce marketplace exclusively for sustainable products that aims at revamping households with conscious products. Their mission is to change the spending pattern of Indians for their lifestyle commodities. Check out our listing [here](#).

Earthen Cart – A platform featuring sustainable brands and their products across the country. Curated with the best brands one can look for, to turn towards sustainability, all under one platform! [Here](#) is our listing on Earthen Cart.

Flourish – We are live now on their website, a curated marketplace that believes to create meaningful experiences with a range of unique products, designed to make sure the origin and story of the products listed on the platform are celebrated! You can find Last Forest products [here](#) on the Flourish platform.



PGS Organic Council Membership



Last Forest is now an associate member of the PGS Organic Council (PGSOC), a body for the purpose of promoting PGS among civil societies and other development organizations/actors for the benefit of small and marginal farmers within the country.

Keystone and Aadhimlai have been supporting its caused for a while now. This membership now sees Last Forest as a separate entity under the PGS family. Last Forest believes that it is a key component of building producers' access to markets. Last Forest will promote and advocate the PGS philosophy with its producers and customers.

Featured Product: A combo of organic nutmeg, clove, cinnamon, black pepper, green cardamom, and mace – all hand-picked by indigenous groups. An exclusive assorted set of organic spices, this is perfect for all gifting occasions. SHOP NOW!



June's Favorite: The relationship between honeybees and the flowers of the rosemary plant is truly special, cultivating a bond that symbolizes the intricacies of the forest! Multi-floral honey straight from the forest, packed with the utmost care and love. Impeccable liquid gold carefully and sustainably harvested from high hanging hives of the Giant Rock Bee! SHOP NOW!

Last Forest Spot on Google Pay. Order, pay, and interact with your favourite business directly within Google Pay.

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

Staff Milestone – Miller



June is a landmark month for another reason – it marks the completion Miller's 25th year service with the organization. This combines the years of service with Keystone Foundation when Last Forest was a project called Organic Market Development (OMD). Miller had made the transition from OMD to Last Forest along with a few more staff. He has been an integral part of the company all these years with his never-ending energy and ever bustling nature!

He is a favorite among all of us, his customers, suppliers and almost everyone involved with Last Forest! We congratulate him on his service and are looking forward to many more years of his presence in the organization!

