



### June at a glance - Newsletter, June 2022

June was a busy month on all fronts for us, with travels, orders, renovations, and openings making most part of the middle of the year for the team. While a two-person contingent travelled to Kannur to meet our biggest distributors of honey in Kerala, Elements - to deliver and discuss the ways forward, a solo trip for Miller saw him visit our NTFP partners in Rajasthan and Gujarat for new ventures. There were discussions on how our office spaces would be utilized now that our honey unit had moved down to Annur. And counting down to the final week of the month, when we had our official opening of the now functional, new, and improved honey unit!

#### A honey trail up North



In the initial weeks of June, Miller had made his solo journey towards Udaipur to train honeyhunters who collect in those regions. The flowers in this area consisting of neem, jamun, mahua and mango saw a unique harvest of wild honey, which was collected by them.

The second visit in this trip led Miller to Gujarat to a social enterprise - someone who quit his corporate career to pursue his interest in beekeeping and connecting small marginal farmers with customers. Last Forest will bring you small batches of honey from these areas. These visits have set up opportunities for all parties to grow together and mutually learn about honey in the various parts of the country, paving a way for future ventures.

#### Visit to Elements



There was a visit to Kannur, Kerala by Mari and Dayal to visit our biggest dealers in Kerala and long-time partners – elements organics. Elements, currently distribute Last Forest's honey to more than 300 stores in Kerala and plan to expand in the coming months. During the visit, Mari and Dayal visited the coconut oil production unit of Elements, who also supply organic, fair trade coconut oil and virgin coconut oil to Last Forest.

Discussions on adding more SKUs to the existing portfolio of honey in the state and marketing efforts that will bolster our efforts for sales through Kerala were the focal points of the visit. In the last few months, a co-branding effort was done on the honey labels, showcasing both brands on the Organic and Fair-Trade principles. A fresh beginning to an established relationship between the two organizations, looking forward to more ventures going forward!

#### Now a verified Social Enterprise!



Last Forest is now a verified Social Enterprise by the Social Enterprise World Forum (SEWF)! The endeavor of the SEWF is to grow and expand the global social enterprise movement, culminating towards a worldwide social change. With their efforts, the SEWF are highlighting the efforts made by Social Enterprises in different countries, bringing to light the diverse initiatives made by these enterprises. With our mission of being pioneers in providing sustainable living choices by connecting communities and markets, and a greater vision of making each stakeholder of Last Forest a custodian of the earth – our principles align with the characteristics of what we can widely define as a Social Enterprise.

#### The Fair-Trade Connection



Mathew had visited Chicago Fair Trade and HHPLift during his visit to Chicago last month during World Fair Trade Day 2022. This connection would not have been possible without the support of Amanda Kiesel, connector from the Good Market, which is a curated community of social enterprises, cooperatives, responsible businesses, civic organizations, networks and changemakers. Last Forest is a proud member of the Good Market.

Katherine Cordova from Chicago Fair Trade was the inspiration behind the celebrations. Her enthusiasm and encouragement are infectious. Meeting Dena Hirschberg in her office where they also have a small production unit of candies was awesome. All these organizations and the people behind them are inspirations for the social enterprises out there. Their work touches thousands of lives and it was a matter of joy.

#### Officially Inaugurated



"To accomplish great things, we must not only act, but also dream, not only plan but also believe" – This statement resonated through the day during the official opening of our new and improved honey unit in Annur! Moving down to the plains from the hills and expanding our operations was a dream that had slowly gathered pace through recent months and has finally become reality. The shift of the 'backbone' of Last Forest has come at a right time when the company is looking to expand its horizons.

This has led to a great amount of time, effort, and sacrifices – supported strongly by the team, management, friends and the larger ecosystem of Keystone Foundation and Aadhimalai Producer Company! Friday the 24<sup>th</sup> of June is a date which will be fondly remembered by all of us as we officially opened our new honey unit buzzing with excitement and energy, filled with happiness! Thank you everyone for your support, looking forward to new beginnings with renewed hopes!

#### Essential Oils in a brand new look!



The essential oils are back in their all new look and feel! These oils have a wide range of uses from skin and hair care to reducing joint pains to aromatherapy! Inspired from the forest, the colors bring to life these versatile oils that are a must have in your personal care kit! Now get a 20g beeswax soap free on your first purchase of these oils! Head on over to lastforest.in now to get your bottle!



**Featured Product**  
 Jojoba 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!!**



**June's Favourite**  
 Cardamom has proven to be a spice that we cannot simply live without. A fusion of this essential spice and forest honey brings you this exclusive bottle of Cardamom Honey!

**Shop Now!!**

