



June & July Unplugged – Newsletter, June & July 2023

Welcome to the latest edition of the Last Forest Newsletter, where we recap the exciting activities that have kept us buzzing with energy throughout June and July, a special edition as Last Forest celebrates 13 years of operations! These two months have been a whirlwind of sustainable strides. Join us as we take you on a journey through our adventures, highlighting the remarkable stories that have unfolded. Stories in this edition cover Mathew's inspiring trip to The Philippines for the IFOAM International and IFOAM Asia meetings and events. Visits from our partners at Women on Wings for fruitful, intense sessions and our designers from Imprintz. The team was engaged with sessions on determining the value propositions of the organization, visits to different places by some of the members were in full flow and we also said goodbye to some of the team as they look forward to new ventures! All this and more in this edition of our newsletter!

The team saw changes with some of our team leaving and new faces joining us. Kokila, who was with us for more than 13 years anchoring the green shop and later joined operations, and Kalpana who was with the procurement team and helped out with the Green Shop left to pursue their new journey. Additions to the team saw Pirainila, who joins the procurement team, Shwetha fills in the operations team, and the Green Shop welcomes Helen and Mangai. We are grateful for our friends that have left and a warm welcome to the ones who have joined us on our journey!

IFOAM International and Asia, Philippines.



Mathew embarked on an inspiring journey to the Philippines to participate in the 6th Organic Asia Congress, a global gathering that drew over 200 esteemed delegates from various corners of the world, alongside an additional 1000 participants from within the Philippines itself. The congress was a pivotal platform for Mathew, as it provided him with the opportunity to engage in significant discussions with key figures from IFOAM International and IFOAM Asia. These conversations were centred around the evolution of organic agriculture in the wake of the COVID-19 pandemic, particularly focusing on its future prospects in the dynamic landscape of Asia. Additionally, Mathew's trip was enriched by meaningful interactions, including meetings with the former president of IFOAM Asia and the heartfelt gesture of being 'adopted' as a cherished son of Kauswagan, a heartwarming recognition bestowed upon him through a unanimous resolution by the esteemed municipal council. This experience was topped off with the inspiring story of 'Arms to Farms', a success story of how organic farming was a tool for change in a place where land grabbing and poverty was the norm. The journey from there to today where it can host such a successful event as the Asia congress is truly an inspiring one!

Visit from Women on Wings



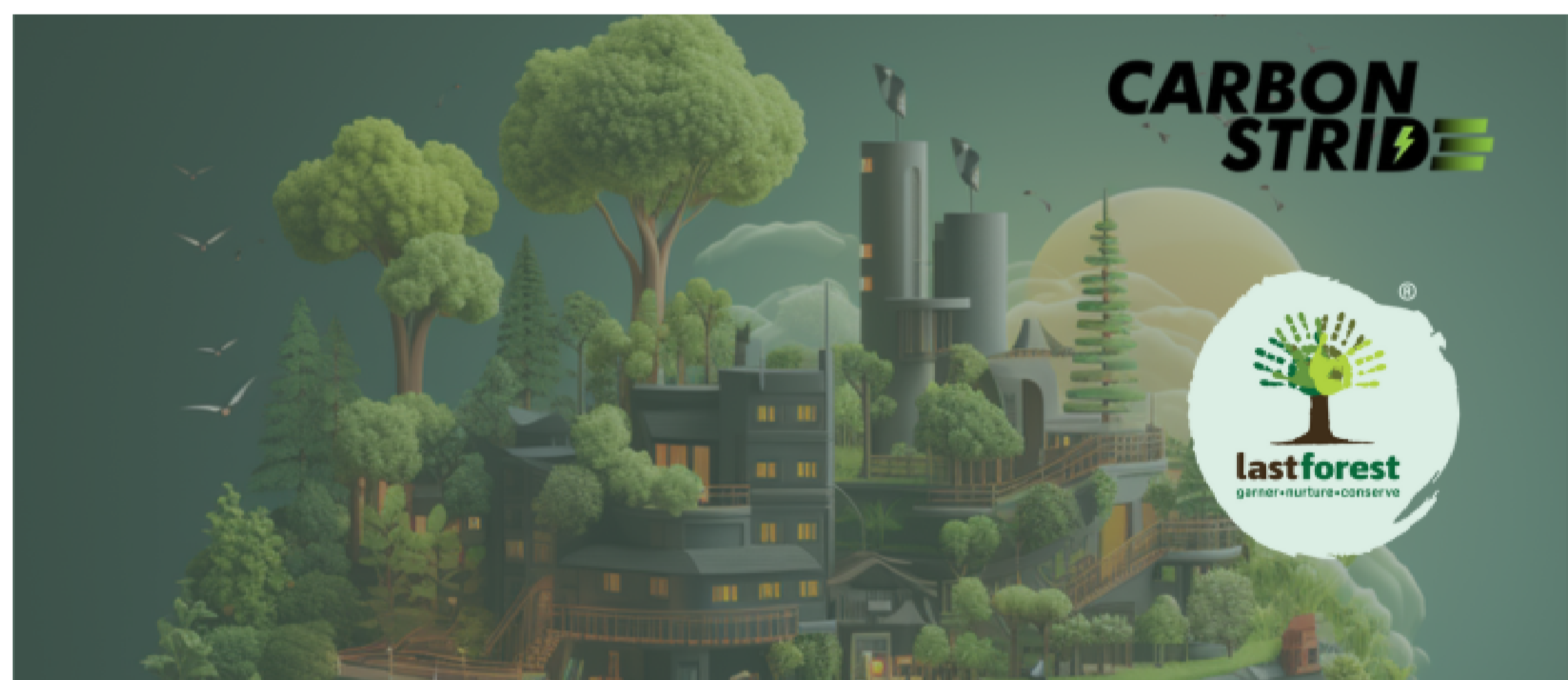
Supriya and Marja, from Women on Wings, brought a wave of inspiration during their visit to the Last Forest campus. Immersed in the views of Kotagiri, they seamlessly connected with the team, infusing fresh perspectives on sales and marketing strategies through the sales workshop that they held. Their engaging sessions resonated with the staff, igniting innovative ideas fuelled by the solid data drawn from the organization's recent years. This focussed on our main sales challenges especially after the lockdown. We asked each other important questions like how we can think out of the box to get our sales going up, and how we need a breakthrough in conversions, define our target audience and much more. Together, we delineated a roadmap for the future, envisioning decisive steps that would propel Last Forest towards even greater heights of impact and sustainability through our sales. The visit marked a pivotal moment of collaboration, where expertise met enthusiasm, promising a brighter tomorrow for Last Forest.

Honey hunting trip



On a summer day in the last couple of months, few members from our team embarked on an exhilarating journey to one of the cliffs in the Nilgiri forests to witness a time-honored tradition: traditional honey hunting by the skilled honey gatherers of the region. The day began with an early start, as the team set out towards one of the cliffs housing hives of the giant rock bee. The lush shola landscape and crisp morning air provided a picturesque backdrop to the adventure that awaited them. Despite the breathtaking scenery, the journey was not without its challenges, as the team battled through dense undergrowth and encountered numerous leeches along the way. Undeterred by the obstacles, their determination to witness the age-old practice of honey hunting remained unwavering. As they reached the cliff, a mix of awe and excitement filled the air. Watching the honey hunters skillfully navigate the treacherous terrain, suspended high above the ground, was a sight to behold. The team gained a profound understanding of the meticulous effort and inherent risks involved in gathering even a single bottle of wild rock honey. Despite the leech bites and physical demands of the day, the experience left a mark on the team members, fostering a deep appreciation for the harmony between humans and nature, and the extraordinary lengths taken to obtain this liquid gold of the wild.

Carbon footprint exercise



We have been working with Carbon Stride, a leading green company based in Chennai to work on an initiative aimed at meticulously tracking the carbon footprint of our honey production. This partnership signifies a remarkable step forward in environmental responsibility and innovation. By subjecting every facet of our supply chain and operations to rigorous scrutiny, from beekeeping practices to packaging and distribution we are committed to achieving carbon neutrality in our honey production. This endeavour not only showcases our unwavering commitment to reducing our ecological impact but also sets a remarkable precedent for the industry at large.

Celebrations and plans ahead



June marked another important milestone of Last Forest's journey as we completed 13 years of operations. A journey filled with exhilarating moments and challenges that has gotten us to the place we are, and there is no stopping now! As we go forward, we've set out with a motivated goal through more data driven insights for all teams especially in sales and marketing. We've onboarded new friends who will guide us with all their fervour on digital marketing and e-commerce, with a fresh though process which will prove to be a game changer for our online spaces. Imprintz, our solid pillar in terms of design and development made their visit to our office and we're getting a lot more exciting things coming up with them! This is our mid-year completed with a lot to look forward to in the coming months!

Celebrate Independence Day with us!



Celebrate this Independence Day with Last Forest's exciting upcoming sale! From now until August 16th, 2023, you can enjoy a fantastic 15% discount on all products when you use the code 'AUG15' during checkout. Whether you're looking for sustainable goods or eco-friendly gifts, Last Forest has you covered. Don't miss out on this limited-time offer to support ethical and environmentally-conscious choices while enjoying great savings.



The prices of our 4 in one honey gift boxes have been slashed now for a limited time! Go ahead and grab your box with a choice of 4 flavors from a range of spiced, infused and natural honey!

