



**Memoirs of May – Newsletter, May 2022**

May has always been a significant month for us at Last Forest, as it is one of the months that has a lot of important events happening, as well as signalling the end of the summer months that see a rise in our sales and operations. The month kicked off with build up to World Fair Trade Day, which was celebrated on the 14<sup>th</sup> of May, with all Fair-Trade Organizations around the world coming together for the celebration. The Green Shops had steady walk ins in May and have been getting back on track of being crucial verticals to the company. This included the reintroduction of several products from supplier groups that we have been working with, adding to the richness of the shops, much to the delight of new and old customers alike.

**World Fair Trade Day, 2022**



This year, Fair Trade Organizations came together to tackle climate crisis. Fair Trade enterprises strive towards developing sustainable solutions in their operations and supply chains to ensure that climate justice is delivered to communities that are most impacted by the climate crisis. Like all Fair-Trade Organizations, Last Forest in its principles is committed to giving economic opportunities for people, especially those already feeling the impacts of climate change. Fair Trade enterprises take exemplar efforts in promoting circular production of recycling and upcycling. At Last Forest, we ensure the recycling of waste and usage of environment friendly packing material is a given. With climate justice being the theme of this year's Fair-Trade Day, we continue to strive towards taking steps to ensure communities that we work with are least affected by the climate crisis.



On World Fair Trade Day, Mathew was in Chicago visiting the Non-Profit social enterprise HHPPLift and Chicago Fair Trade. These social enterprises are platforms where socially minded shoppers discover stunning, sustainably sourced & sustainably made, artisanal products. On World Fair Trade Day, the focus was on prioritizing buying goods that support global communities benefiting the people and planet. [Here](#) is a short video on the events of the day.

**Change Day, 2022**



Last Forest were a part of Change Day, organized by We Make Change, an organization that connects skilled volunteers across different fields with social enterprises making change across the world. We Make Change has a community of over 25,000 individuals and 500 social enterprises, helping to achieve the United Nations Sustainable Development Goals (SDGs). This was the second Change Day that Last Forest was part of. The previous change day saw the team working with volunteers to put together a robust social media strategy. This Change Day that took place in the end of the month, saw a focus on marketing and business development. During the day, the volunteers gave their insights on the market areas, especially in e-commerce and focus on individual customers. Strategies, ideas, and next steps were discussed as the day concluded, with the volunteers pledging to work with Last Forest in future endeavors.

**Help us understand you better**



Occasionally, we need to get some feedback from you to know how and where we can improve with our products and services. Do give us a couple minutes of your time to fill out this [quick survey](#), this will allow us to improve! Here is the survey! We've also launched our Last Forest app as a trial on Play Store and Apple store – you can download the apps here for [Google Play Store](#) and [Apple ios](#) store! Please do download and let us know your feedback – the app is a simple platform to get your products from us and contact us! There's something in it for you as well - once you fill the survey and download the app, you can go to our website [lastforest.in](#) and enter code 'LFE15' at checkout to get a 15% discount on our honey, beeswax soaps, and therapeutic beeswax balms!

**Featured Product**

Citronella balm is enriched with citronella oil and is an excellent insect and mosquito repellent. Apart from this, it is useful for oily skin and excessive perspiration. It has a mild and soothing fragrance.

**Shop Now!!**



**May's Favorite**

Organic beeswax handmade soap with the sweet aroma of rose. These beeswax handmade soaps are made to keep your skin as happy as your wallet. All-natural and made with the highest quality beeswax.

**Shop Now!!**

