

KAVA PILOT PROGRAM

In 2019 the Australian Government announced it was stepping up its commitment to the Pacific by launching the *Kava Pilot Program*, allowing for the commercial importation of kava into Australia. As part of Phase 2 of the pilot, the commercial importation of kava as a food will begin from December 2021, and run until the end of 2023. During this time there will be a monitoring and evaluation committee assessing the impact of kava in the Australian community. The pilot involves the easing of import regulations for kava related products. This will increase trade opportunities for Pacific kava exporters to the Australian market.

As the Pacific's lead trade and investment promotion agency, Pacific Trade Invest Australia looks forward to assisting Pacific Island businesses as they navigate this opportunity.

PLEASE NOTE: This information is an update only and should not be relied upon to make business decisions. Full guidelines and permit applications are available from the [Australian Government Department of Health website](#).

STEPS FOR EXPORTERS

1 PERMITTED KAVA

Forms of kava permitted for import to Australia are kava powder and kava beverages (using cold water only). They must be packed in new and clean packaging and be free from biosecurity risk material.

2 BIOSECURITY REQUIREMENTS

Kava imported into Australia must comply with Australia's biosecurity requirements. Refer to the Australian Government Department of Agriculture, Water and the Environment (DAWE), Biosecurity Import Conditions (BICON) [Kava for human consumption](#) case for more information.

3 FOOD STANDARD REQUIREMENTS

Kava intended for retail sale in Australia must comply with the [Food Standards Australia New Zealand \(FSANZ\)](#) food code and labeling requirements. In addition to broader FSANZ regulations, specific requirements for kava are outlined in [Standard 1.2.1](#), paragraph 1.2.1–9(3)(f), and [Standard 2.6.3](#).

STEPS FOR IMPORTERS

1 REGISTER YOUR BUSINESS

Kava importers will need to have an Australian Business Number (ABN) registered via the [Australian Business Register](#) (application information is available [here](#)). Importers will also need to be registered for the Goods and Services Tax (GST) via the [Australian Tax Office](#) (application information is available [here](#)).

2 PERMITS

Once Phase 2 regulations are in place, importers will need to apply to the Australian Government Department of Health [Office of Drug Control](#) for a permit. All application forms can be found [here](#).

3 PROCESSING

The Office of Drug Control will check all details on the application form and will issue a permit where able to do so.

WHAT'S NEXT?

The Australian Government's decision on future and ongoing kava importation requirements will be informed through the monitoring and evaluation process being undertaken throughout the pilot.

To assist with this, the Department of Health has engaged the National Drug and Alcohol Research Centre (NDARC) and Ninti One to undertake this work. A final evaluation report will be delivered for consideration at the conclusion of the pilot.



CONTACT

For further information on trading kava in the Australian market, please contact Jeremy Grennell, PTI Australia General Manager of Exports:

jeremy.grennell@pacifictradeinvest.com