



PACIFIC KAVA EXPORTS TO AUSTRALIA

A KAVA PILOT PROGRAM - Q3 UPDATE

Australia's Kava Pilot Program, launched in 2019, paved the way for increased commercial importation of kava. The pilot progressed in two phases: first, increasing the amount travellers could bring in, and later, permitting commercial imports from 1 December 2021. Pacific Trade Invest (PTI) Australia played an active role throughout, educating exporters and helping businesses navigate the requirements for entry into Australia. Today, these arrangements remain in place, providing a valuable pathway for Pacific exporters.

To export kava to Australia, businesses must comply with import regulations. All imports must meet food safety standards, with proper packaging and labelling. Additionally, importers will need an import permit from the Office of Drug Control (Department of Health, Disability and Ageing), depending on quantity and intended use.

The data below provides a snapshot of Pacific kava exports to Australia, by country of origin, quantity, suppliers, and entries.

INSIGHTS

Australia imported 44,027 kg of kava in Q3 2025, a 5.9 per cent increase on the previous quarter. This brings total imports for the year to 120,147 kg and takes cumulative volumes under the Kava Pilot Program to just under 585,000 kg.

Vanuatu's steady growth is the most notable shift in the 2025 data, with volumes increasing each quarter and positioning it as the second-largest supplier so far this year. Fiji continues to lead overall and remains the most consistent contributor to Australia's intake, supplying the highest volumes each quarter and drawing from the widest supplier base. Tonga, despite holding the second-highest cumulative total since the program began, has shipped comparatively modest volumes this year, while Papua New Guinea and Samoa are yet to ship any in 2025.

Smaller quantities appeared through other channels. New Zealand featured again in a redistribution capacity, contributing a minor volume to the quarterly total. The Solomon Islands also recorded its first shipment of the year.

Beyond the headline figures, the evolving supplier landscape highlights the growing diversity of Pacific exporters participating

in the Australian market. While Fiji and Vanuatu continue to lead in volume, the emergence of new contributors such as the Solomon Islands and the redistribution role played by New Zealand demonstrate the expanding reach of the program. This diversification not only strengthens supply resilience but also creates fresh opportunities for smaller producers to access Australian buyers. As the program matures, ongoing engagement and compliance with import standards will be key for exporters looking to build sustainable, long-term trade relationships.

Together, the data provides a clearer picture of how kava is moving across our region into the Australian market this year.



CONTACT

For more information on exporting kava to Australia, please reach out to the PTI Australia team here:

<https://pacifictradeinvest.com/contact-us/>



Source: DFAT 2025

Country	2025 KAVA IMPORTS (KG)				CUMULATIVE FIGURES SINCE COMMENCEMENT (DEC 2021)	
	Q1 (kg)	Q2 (kg)	Q3 (kg)	YTD (kg)	Cumulative (kg)	Suppliers
Fiji	19,203.6	25,613.5	23,214.0	68,031.1	246,438.0	206
Tonga	4,398.0	3,401.0	5,772.0	13,571.0	195,744.3	69
Vanuatu	10,443.4	12,558.0	14,825.0	37,826.4	118,178.3	25
New Zealand	503.0	0.0	120.0	623.0	21,875.6	40
Papua New Guinea	0.0	0.0	0.0	0.0	2,050.0	2
Samoa	0.0	0.0	0.0	0.0	282.0	3
Solomon Islands	0.0	0.0	96.0	96.0	326.2	4
Total	34,548.0	41,572.5	44,027.0	120,147.5	584,894.4	349