



PACIFIC KAVA EXPORTS TO AUSTRALIA

A KAVA PILOT PROGRAM - Q2 UPDATE

Australia's Kava Pilot Program, launched in 2019, marked a major step in strengthening Pacific trade opportunities by allowing the commercial importation of kava. The pilot consisted of two phases: first, increasing the quantity travellers could bring into Australia, and second, permitting kava imports as a food item. Pacific Trade Invest (PTI) Australia took an active part in the Kava Pilot Program, educating exporters and facilitating the commercial importation of kava into Australia. Today, import arrangements under the program remain in place, creating 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

Since the launch of Australia's Kava Pilot Program, more than 540 tonnes of kava have been imported, demonstrating the program's success in creating a sustainable and expanding pathway for Pacific suppliers. Fiji and Tonga dominate this trade, together accounting for over 75 per cent of cumulative imports, while Vanuatu has firmly established itself as the third-largest supplier with volumes now exceeding 100 tonnes.

The pace of imports is accelerating. In the first half of 2025 alone, 76 tonnes were imported, representing around 14 per cent of total program volumes since inception. Fiji has driven the majority of this growth, contributing nearly 45 tonnes YTD, while Vanuatu added more than 23 tonnes and Tonga almost 8 tonnes. This recent uplift confirms that demand in the Australian market is not only holding steady but strengthening.

Vanuatu's performance is particularly noteworthy. Despite having fewer than 25 suppliers, it has surpassed the 100,000 kg milestone cumulatively and contributed nearly a third of all imports in 2025 to date. This highlights the efficiency of a concentrated supplier base and points to its increasing competitiveness alongside Fiji's more diversified network.

By contrast, Papua New Guinea, Samoa and the Solomon Islands have not recorded any new imports in 2025. Their cumulative contributions remain very small - together less than 0.5 per cent of total imports - suggesting there is still considerable untapped potential should supply chain, compliance, or market access barriers be addressed.

Overall, the data tells a story of consolidation and momentum, with more than half a million kilograms of kava now imported under the program, and a strong start to 2025, the sector is positioned for continued growth, deeper market penetration, and broader participation by Pacific exporters.



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)	YTD (kg)	Cumulative Imports (kg)	Suppliers
Fiji	19,203.6	25,613.5	44,817.1	223,224.2	199
Tonga	4,398.0	3,401.0	7,799.0	189,972.3	69
Vanuatu	10,443.4	12,558.0	23,001.4	103,353.1	24
New Zealand	503.0	0.0	503.0	21,755.6	37
Papua New Guinea	0.0	0.0	0.0	2,050.0	2
Samoa	0.0	0.0	0.0	282.0	3
Solomon Islands	0.0	0.0	0.0	230.0	3
Total	34,548.0	41,572.5	76,120.5	540,867.2	337