



PACIFIC KAVA EXPORTS TO AUSTRALIA

A KAVA PILOT PROGRAM - Q1 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

Australia's kava market continues to experience strong demand growth, with 34.5 tonnes imported in Q1 2025. This solid start to the year highlights ongoing momentum in the Australian market, driven by Pacific communities, wellness industries, and specialty beverage suppliers.

Fiji remains the leading exporter, contributing more than 19 tonnes in the quarter. Its exporter base is the most diverse, with nearly 200 suppliers, ensuring broad participation and supply chain resilience. Tonga followed with 4.4 tonnes, though with a more consolidated supplier network delivering smaller but stable volumes.

Vanuatu stands out as a key growth driver, contributing over 10 tonnes in Q1 from just 23 suppliers. This underscores the efficiency of its exporter base and its growing role in the Australian market.

By contrast, Papua New Guinea, Samoa, and the Solomon Islands recorded no new imports this quarter, reflecting untapped potential if barriers such as compliance and supply chain capacity can be addressed.

With cumulative imports now approaching 500 tonnes since December 2021, the Q1 results reflect both the strength of established leaders and the emergence of Vanuatu as a competitive player, laying a strong foundation for further growth across 2025.



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)	YTD (kg)	Cumulative Imports (kg)	Suppliers
Fiji	19,203.6	19,203.6	197,610.7	197
Tonga	4,398.0	4,398.0	186,571.3	68
Vanuatu	10,443.4	10,443.4	90,795.1	23
New Zealand	503.0	503.0	21,755.6	37
Papua New Guinea	0.0	0.0	2,050.0	2
Samoa	0.0	0.0	282.0	3
Solomon Islands	0.0	0.0	230.0	3
Total	34,548.0	34,548.0	499,294.6	333