



Improving Compliance & Understanding the Market

PHAMA Plus

Purpose and Expected outcomes

- PHAMA Plus, HACCP Australia, DAWE, DFAT, and PPIU responded to requests from kava stakeholders (exporters, Pacific governments etc) for clarification of the labelling requirements;
- Several kava stakeholders reached out to PHAMA Plus for assistance to look for buyers/ importers in Australia;

Purpose

- Explain and clarify the labelling requirements for kava exports to Australia
- Discuss and explain the relevance and context to some of the labelling requirements
- Provide an overview of the Australian market since the pilot started in December 2021
- Bring kava stakeholders to share information on in-country export processes;

Expected Outcomes

1. Improved understanding of the labelling requirements;
2. Improve compliance with the labelling requirement;
3. Understand the realities of the kava market in Australia;
4. Improve collaboration and sharing of information to support and facilitate safe export of kava;
5. Identify additional support required;



Update since 1 Dec 2021

- 1 December 2021: Kava pilot was launched by the Australian Government
- January 2022: First commercial imports of kava received in Australia
- From January – 25 May: over 73tonnes of kava had been imported under the pilot.
 - The compliance rate with the labelling requirements had also improved slightly from 67.21% (7 April) to 73% over a month later.
 - The top reasons for the non-compliant labels are the absence of:
 - Importer details
 - Lot codes or incorrect format
 - Country of origin information
 - Mandatory warning statement
 - No biosecurity fails



Update since 1 Dec 2021

- 28 April: Australian government announced new kava products that can be imported under the pilot:
 - Frozen raw kava roots and rhizomes (whole or sliced)
 - Dried kava roots and rhizomes (whole or sliced)
 - Must be commercially prepared and packaged in clean and new packaging.
 - The goods must be washed and continuously maintained at -18 °C or below for a period of at least seven consecutive days and must arrive frozen.
 - Goods will be subject to random verification inspections to verify the frozen state of the goods.



Useful Information

- PHAMA Plus: <https://phamaplus.com.au/>
- PACER Plus Implementation Unit: <https://pacerplus.org/>
- HACCP Australia: <https://haccp.com.au/>
- Pacific Trade Invest – <https://pacifictradeinvest.com/>
- Australian Department of Agriculture, Water and the Environment (DAWE) – <https://www.awe.gov.au/biosecurity-trade/import/goods/food/type/kava>
- <https://www.awe.gov.au/sites/default/files/documents/kava-factsheet.pdf>.
- Australian Department of Foreign Affairs and Trade (DFAT) – <https://www.dfat.gov.au/geo/pacific/economic-prosperity-in-the-pacific/australia-kava-pilot>



THANK YOU

Tanuvasa Semy Siakimotu
Biosecurity and Environmental Safeguards Adviser |
Kava Adviser

s.siakimotu@phamaplus.com.au