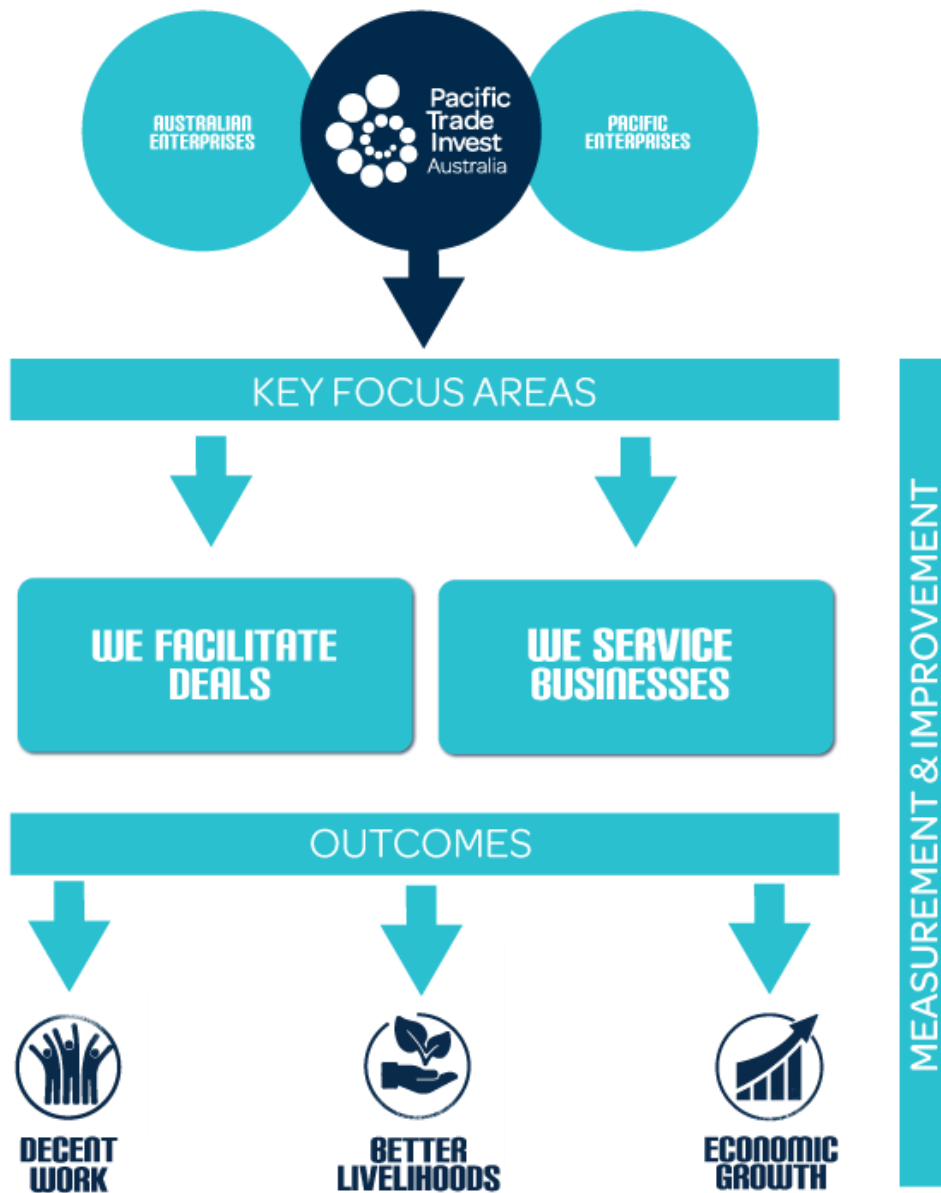




Kava and the Australian Market

2022 MARKET REALITY





WHAT WE DO





TRADE PROGRAM

Growing the exports of Pacific Island businesses to the Australian market

Core services

- Facilitate trade connections (buyer & exporter)
- Market information for exporters
- Trade exhibitions & events
- Specialised business advice for exporters





INVESTMENT PROGRAM

Attracting capital to foster sustainable economic growth and prosperity in Pacific Island countries;

Core services

- Investor / Investee matching services
- Promotion of investment opportunities
- Market information for international investors
- Specialised business advice for investees
- Facilitate tailored investment missions



Export – International Trade Show



Kava Pre Opening December 2021

- No passenger flights in therefore no kava coming in via flights from the Pacific Islands.
- Limited supply, per kilo price escalated
- Up to AUD\$500 per kilo was being asked.
- High price, high demand telegraphed to the Pacific that there was serious money to be made





Kava profile in Australia



*Profile is limited outside
of the Pacific diaspora*

Kava profile in Australia



Fiji Kava is doing a great job of raising the profile of kava by selling their noble kava products for the complementary and alternative medicine market.

Supermarket Retail - Fiji Kava on the shelf





Online E-Commerce

2020 saw 9 million
Australian households shop
online -> 82% of all
households

Kava Websites launched



We have 9 varieties of kava, available in sizes of 250g, 500g & 1kg, as well as strainer bags and coconut shell cups in stock. We offer same day, Australia Post express postage for all orders received by 14:00, Mon ~ Fri.

With the discount, our popular Vanuatu Nakamal Kava (strong, balanced and smooth drinking) will be 250g@\$44.10 / 500g@\$81.00 / 1kg@\$153.00.

Importer own brand

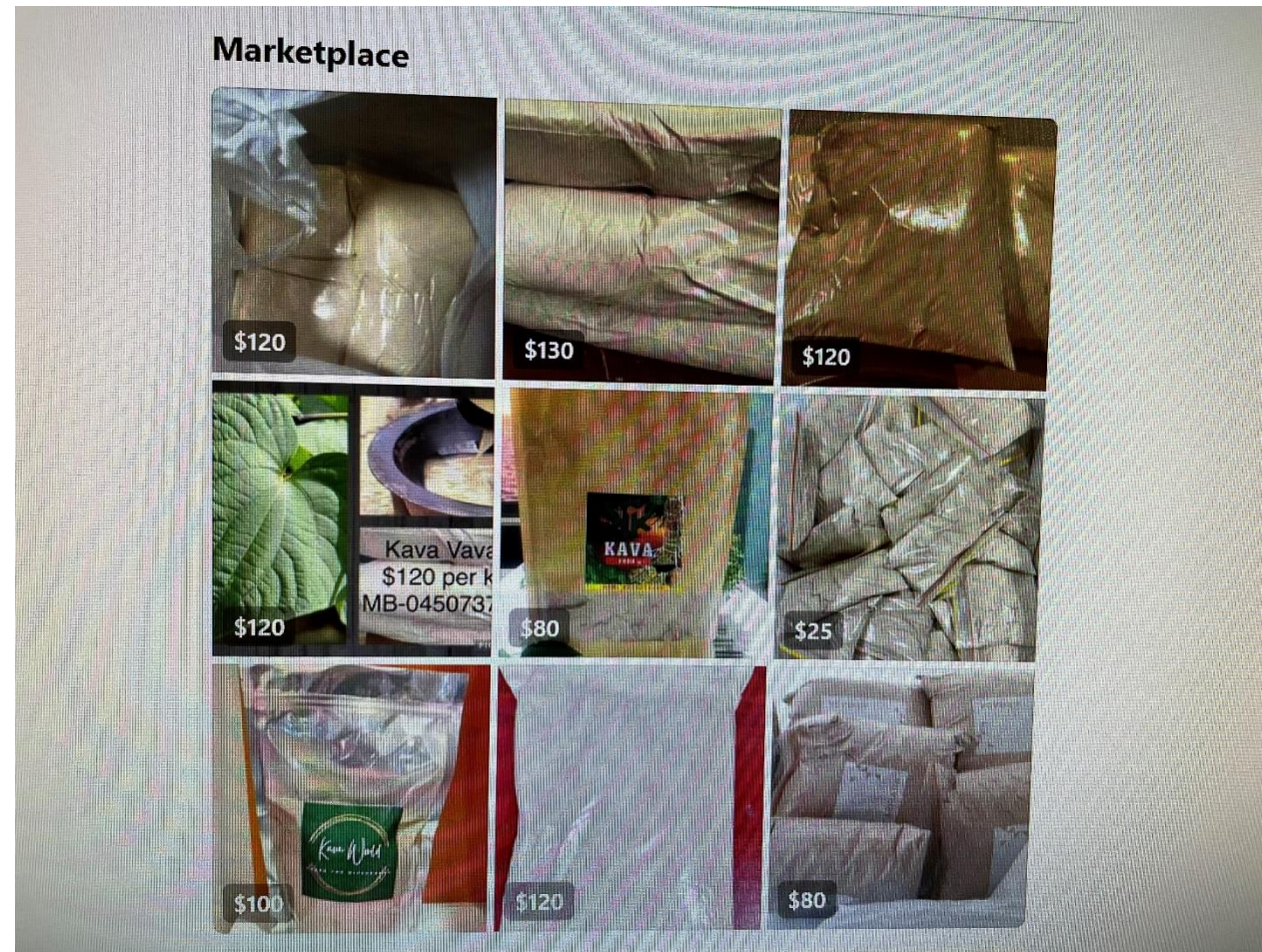




Social Media – Kava Australia



FACEBOOK MARKETPLACE



EBAY AUSTRALIA

The screenshot shows the eBay Australia search results for 'Kava'. The left sidebar contains filters for Brand, Condition, Price, and Buying format. The main area displays four product listings with their respective images, titles, prices, and seller information.

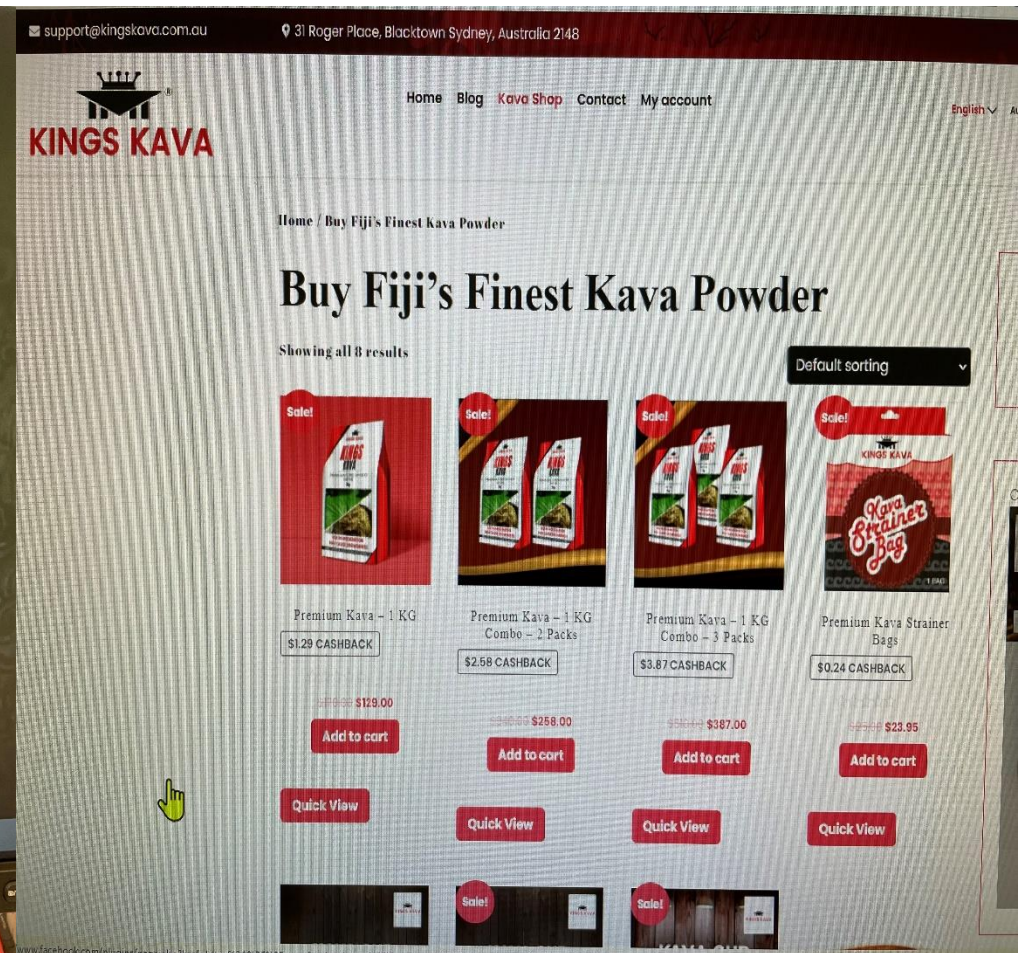
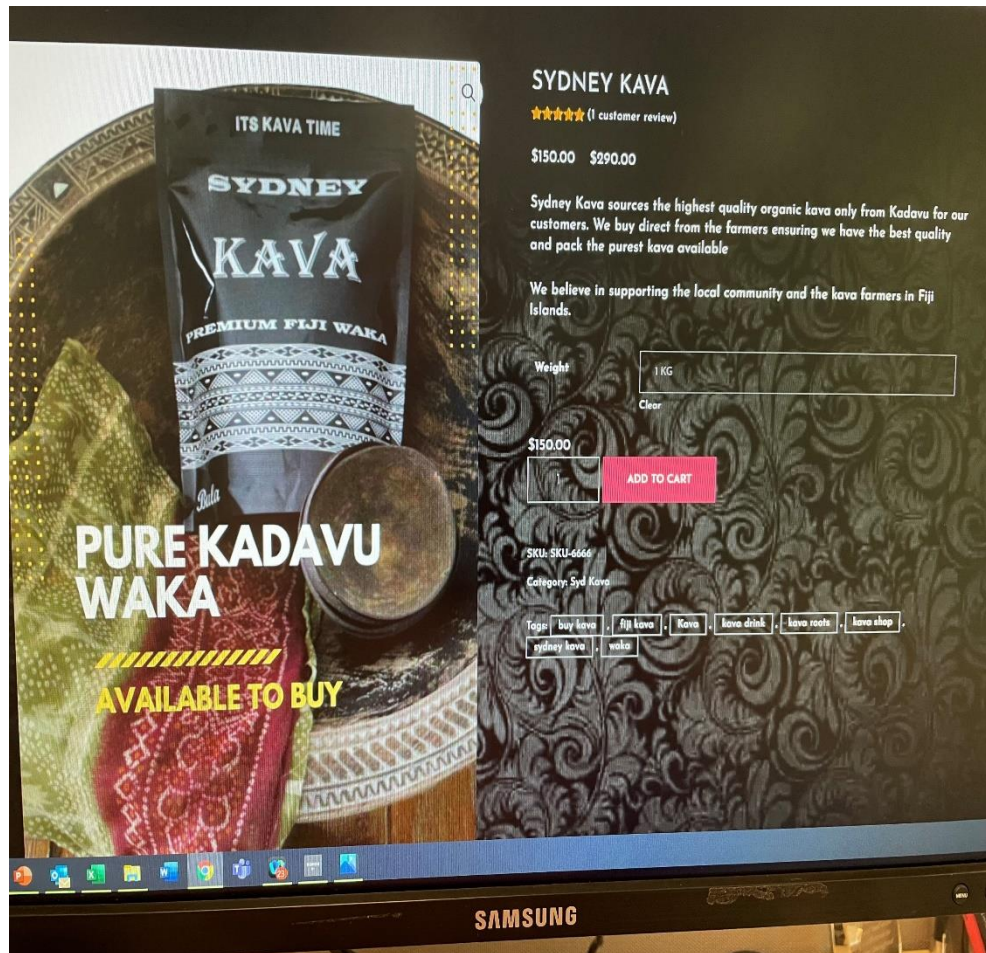
Filters:

- Brand:** Nature's Way (6), Nature's Answer (3), Not Specified (66)
- Condition:** New (451), Used (298), Not specified (117)
- Price:** Under AU \$42.00, AU \$42.00 to AU \$49.00, Over AU \$49.00
- Buying format:** All Listings (754), Accepts offers (116), Auction (3), Buy It Now (233)

Product Listings:

- Product 1:** **Brand new**
AU \$49.00
Buy It Now
+AU \$2.80 postage
Click & Collect
57 sold
Seller: thegr_5450 (43) 100%
- Product 2:** **Brand new**
Pure Premium Fijian-Kava (Waka)
AU \$39.95
Buy It Now
+AU \$9.30 postage
20 watchers
Seller: moce.kava (151) 100%
- Product 3:** **Brand new**
Moana-Kava 100g Powdered - Anxiety Relief and Relaxation of the body
Kava Powder - Direct from Tongan Farm
AU \$28.00
Buy It Now
Free postage
Click & Collect
Almost gone
9 sold
Seller: moanakava (144) 87.5%
- Product 4:** **Brand new**
FREE DELIVERY Karans-Kava 200g+CLOTH/STRAINER Relaxation of the mind and body
AU \$45.00
Buy It Now
Free postage
Seller: retroyams (97) 100%

E- Commerce



Kava Bars



Taking Opportunities!



Taking Opportunities

Long weekend special! 2kg for \$190
100% Fiji Waka
Located at Lalor park
What time is it?
Kava Time Sydney



Sponsorships



Focus on building a brand & telling a story

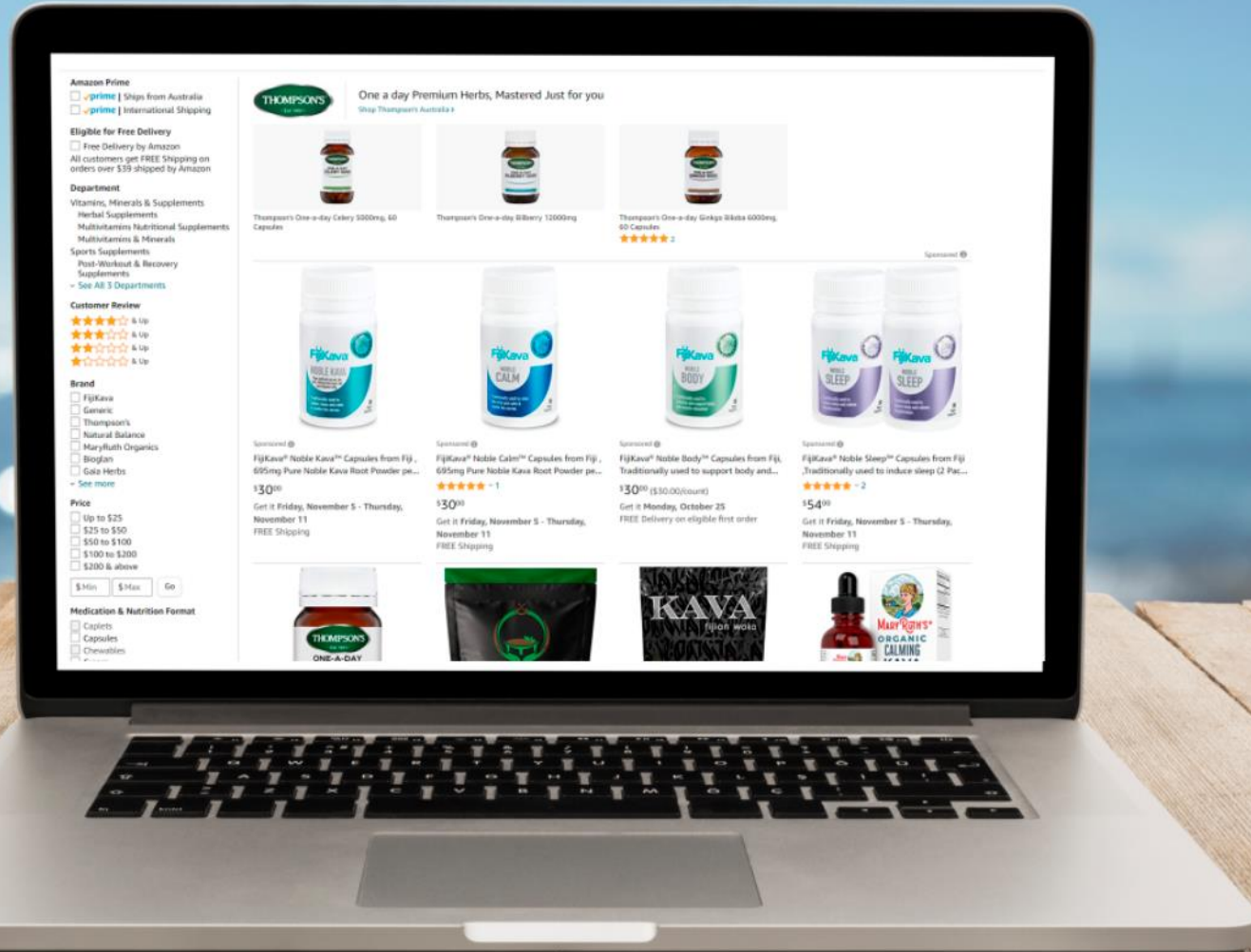


Focus on building a brand & telling a story





Capsules & Powder



Amazon Australia


amazon.com.au DELIVER TO JERSEY
prime Vaucluse 2030 All kava powder

All Today's Deals Best Sellers Automotive Gift Cards Coupons Gift Ideas Health & Personal Care Beauty Books Pet Supplies Buy Again Home Improvement Sports, Fitness & Outdoors Electronics Toys & Games


Health & Household Baby Care Bath & Body Best Sellers Deals Dental Care Household Supplies Outlet Store Sex & Sensuality Subscribe & Save Vitamins & Supplements

PHILIPS Our best innovation
Sonicare 9900 Prestige, Shaver Series 9000 Prestige, Lumea Prestige IPL and more



[Back to results](#)



Click on the image to open expanded view

 **Karan's Fiji Kava Powder**
Brand: Karan's
★★★★★ 2 ratings

\$80⁰⁰

 Secure transaction  Returns Policy

- A Premium Blend of 100% Fiji Kava Roots
- Strong and Smooth
- A great alternative to alcohol
- Will relax the mind and aid sleep

zip Pay with Zip
Buy now and pay at your pace using Zip [Learn more](#)

SUMMARY

- The Australian consumer now has a wealth of choice to choose from a variety of sources for their kava.
- Challenge now is to build awareness / useage into the mainstream consumers who have not tried kava before.
- The Government's decision on future kava importation will be informed by the monitoring and evaluation conducted throughout the pilot and a final evaluation report at the conclusion of the pilot in mid-2023.
- The Department of Health is coordinating the monitoring and evaluation component of the pilot and has contracted an evaluation team, led by the National Drug and Alcohol Research Centre (NDARC), Ninti One (an Indigenous research company) & Phama Plus to undertake this work.



Will assist Pacific exporters with introductions to importers.



PTI Australia already works with many of importers and distributors for Pacific products.



Export license to export kava, pricing, packaging & labelling should be ready or close to ready before any introductions are made.



See:
www.pacifictradeinvest.com
for pricing calculators.



Thank you

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www.pacifictradeinvest.com