

KAVA REPORT 2003

IN-DEPTH INVESTIGATION INTO EU MEMBER STATES MARKET RESTRICTIONS ON KAVA PRODUCTS

PART I

Situation Analysis

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CDE

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1. Situation analysis of kava restrictions

Kava has a very long tradition of use in the South Pacific as a tranquilizing ritual beverage from the rootstock of the plant. In Europe, kava preparations have been used since at least 1886 to reduce stress and anxiety. During its long traditional and medicinal use, kava has not shown any severe side effects such as hepatotoxicity. Accordingly, due to its historical use and modern scientific data demonstrating safety and efficacy, the German BfArM (the German Federal Institute for Drugs and Medical Devices), analogous authority to the U.S. Food and Drug Administration, has approved kava preparations as a nonprescription drug for the treatment of anxiety disorders, stress and restlessness. Consequently, up until few months ago, kava, with its centuries old reputation, was one of the top ten best selling herbs worldwide.

However, in the last months of 2001 the situation changed dramatically and kava was subjected to actions of the international health authorities. A small number of adverse effect reactions reportedly associated with the use of kava products brought kava into the attention of health agencies in Europe and America.

In November 2001, European regulatory authorities placed restrictions on the sale of food supplements and herbal medicines containing kava. These restrictions were based on the actions taken by the German and Swiss health authorities. Finally, the BfArM in Germany was the first authority to ban kava on June 14, 2002. Aside from Germany, France, Japan and Switzerland, the most recent kava bans and recalls have taken place in England, Australia, Canada, New Zealand, and Singapore, as well as voluntary recalls in almost all European countries.

The negative publicity from these actions, together with the numerous kava bans, alerts and market recalls, as well as press reports, has greatly disadvantaged the kava industry and kava exports from the South Pacific. There in the four principal kava-producing countries of Vanuatu, Fiji, Samoa and Tonga, the livelihood of many rural people depends on the cultivation and trading of kava. The restrictions resulted in a mass cessation of exports from these countries. Consequently, the domestic price of kava has severely declined and export earnings have been lost severely threatening the livelihood of many South Pacific people.

These countries are members of the Pacific Islands Forum, so-called FICs (Forum Island Countries). The Pacific Island Forum is the key political organization in the Pacific and represents Heads of Government of all the independent and self-governing Pacific Island countries, Australia and New Zealand. It provides member nations with the opportunity to express their joint political views and to cooperate in areas of political and economic concern. The Forum Secretariat located in Suva, Fiji,

provides economic and political policy advice to the Forum. The Forum Secretariat has been taking a leading role in initiating and coordinating measures and actions in order to find a solution to the economic kava crisis (see 1.3). Together with the CDE (Centre for the Development of Entreprises) located in Brussels, Belgium, it has played a decisive role in requesting and realizing the present detailed report.

This document gives a detailed situation analysis of the worldwide kava restrictions covering their chronological development in the different countries and the resulting economic consequences especially for the South Pacific kava producers and traders.

1.1 Chronology of worldwide actions taken against kava by regulatory authorities

This chapter summarizes chronologically for each country in detail the different actions taken against kava by the respective health authority, beginning with Germany and Switzerland. These European countries represent the first two, which started to issue of potential health risks caused by kava products, finally resulting in the withdrawal of marketing authorization for all types of kava-containing food and medicinal products. Therefore, these actions and countries are the initiators of the worldwide kava bans and restrictions.

1.1.1 Germany

In Germany, in 1998 the first two cases of hepatotoxicity associated with kava were reported.

On 19 October 2000, the BfArM issued a report stating that it had no intention of conducting a new risk evaluation for licensed kava products.

On 8 November 2001, the BfArM issued a letter to all German manufacturers of medicinal kava or kavaine-containing products proposing to withdraw marketing authorizations for all kava-containing medicines on the basis of 24 cases involving liver toxicity from Switzerland and Germany. Companies were given 4 weeks to respond to the notice.

In contrast, on 31 May 2002, kava was officially approved as prescription drug by the German Federal Drug Agency (BfArM), effective July 2002.

On 14 June 2002, the BfArM informed the German manufacturers of kava preparations that their registrations had been cancelled with immediate execution. This included all food and medicinal products containing kava; even homeopathic medicinal products up to the dilution of D4 (1:10,000).

On 23 October 2002, the German Federal Institute for Risk Assessment (BfR) warned consumers not to use kava products distributed via the internet.

Several German pharmaceutical manufacturers using kava initiated legal steps against the immediate recall of marketing authorization by BfArM. Their formal objection was refused for the time being. To date the ultimate judicial decision is outstanding and the lawsuit is still pending.

1.1.2 Switzerland

In Switzerland, in September 2000 the government notified kava marketers of safety concerns regarding kava, based on the initial four case reports. In 2001 the health authorities (SWISSMEDIC, former IKS) concluded a drug safety protocol. All cases except one were related to an acetone kava extract (Laitan, manufactured by the German company Schwabe), which was therefore provisionally suspended and definitely withdrawn in April 2001. The ethanolic extract as well as a synthetic preparation containing d-/l-kavaine have remained on the market but were moved from OTC category to “pharmacy only” status. In addition, the government gave the respective manufacturers three years to market these products and monitor their safety regarding liver problems.

1.1.3 Austria

Austria suspended all registrations following the German ban of kava in July 2002. There was no case report in Austria.

1.1.4 France

In France, on 8 January 2002, the French Agency for the Safety of Health Products (AFSSAPS) suspended all preparations containing kava for the duration of one year based on the reports from Germany and Switzerland although there were no cases reported in France. The public was advised to stop the use of kava products. Until then two non-serious liver case reports were filed, both with questionable causality for kava.

1.1.5 Belgium

On 8 January 2001, in Belgium the health authority announced that it would require additional labeling on kava products and that it would communicate with pharmacies and health stores to ensure that they distribute kava with care.

1.1.6 Malta

The department of Health of Malta also published an official warning.

1.1.7 United Kingdom

On 19 December 2001, UK industry members voluntarily agreed to temporarily remove kava products from the market. This reaction followed a letter from the regulatory body, the Medicines Control Agency (MCA) requesting marketers, suppliers and retailers of kava products to “voluntarily” withdraw all kava products from the market pending a closer evaluation of its toxicity. Although the MCA stated that it was not to be aware of any UK reports of hepatotoxicity linked to kava. The Food Standard Agency (FSA) also advised consumers not to use products containing kava as a precautionary measure. Since then three case reports of liver toxicity were linked to kava and the MCA concluded a negative risk benefit ratio for kava, which was cited by the German BfArM in the discussion following the ban of kava in Germany. However, the British MCA did not examine the use of kava in the traditional indication area, the treatment of anxiety and stress disorders, but mainly for urinary problems. Its use as a nervine has increased markedly only in recent years [1].

On 18 July 2002, the MCA announced the intention to consider a proposal that prohibited the supply of kava in unlicensed medicinal products until 27 September 2002, during which time MCA also considered public reaction. From these comments, MCA will decide whether to proceed with the proposal to ban unlicensed kava products. On December 20, 2002, MCA concluded the safety investigation and decided to the ban medicinal products containing kava. The order comes into force on January 13, 2003. The Committee on Safety on Medicines (CSM) and the Medicines Commission both concluded that there is clear evidence linking kava with rare cases of liver toxicity. No specific risk factors have been identified and it is not possible to predict who is at risk before they use kava. Therefore measures such as label warnings appear not to be sufficient to reduce the risk of liver toxicity. Consequently the ban and withdrawal was judged as necessary. The order prohibiting the sale came into effect on 13th January 2003, but this will be reviewed after 2 years and in the interim if any new evidence comes to light.

1.1.8 Netherlands

On July 2002, the government of the Netherlands prohibited the sale of kava-containing products.

1.1.9 Portugal

Portugal followed the French example and suspended all registrations of kava products for the duration of one year.

1.1.10 Ireland

In Ireland on 4 February 2002, the Irish Medicines Board (IMB) in consultation with the industry initiated a voluntary withdrawal of all products containing kava from the Irish market to be effective immediately, although the Medical Director at IMB stated that the current data is confusing. The IMB based its withdrawal on similar actions by other EU Member States.

1.1.11 United States

So far, 20 case reports were filed in the United States. However, only five stated some type of liver disorder. On 19 December 2001, the US Food and Drug Administration (FDA) issued a letter asking healthcare professionals to report any adverse events that might link kava with hepatotoxicity to the FDA's MedWatch program. On 25 March 2002, FDA published a consumer advisory concerning the potential risk of severe liver injury and rare hepatic failure associated with the use of kava-containing dietary supplements posted on the FDA website <www.fda.gov>. The FDA letter was not intended as a public warning. So far there is no official ban on kava preparations and they are still allowed. The FDA is investigating the potential hepatotoxic risks of kava. Manufacturers were suggested to voluntarily label kava products to warn consumers of a possible liver toxicity problem. The Council for Responsible Nutrition (CRN) suggested labeling statements, which can be found on its Web site (www.crnusa.org), including the recommendations that consumers limit consumption of total kava lactones to 300 mg per day and ask a physician about using kava if they have liver problems, frequently use alcoholic beverages or take any medication.

On November 29, 2002, the US Center for Disease Control issued a report on hepatic toxicity possibly associated with kava-containing products. This report presents the investigation of the two US cases of liver failure associated with kava-containing dietary supplements and summarizes the European cases. FDA research suggests that < 1% of the adverse events that occur with the use of dietary supplements are reported to FDA. However, FDA did not revise its conclusion that there are not enough data to ban kava but continues to advise consumers and health-care providers about the potential risk associated with the intake of kava products.

To date Kava-containing products are still legal in the US. But in consequence to the immense negative publicity, most companies marketing kava products have stopped their selling because they fear for possible expensive claims for damages from consumers or organizations.

1.1.12 Canada

In Canada on 16 January 2002, Health Canada announced the intention to conduct a comprehensive safety assessment of kava and advised consumers not to use any kava-containing products although no cases of liver toxicity have been reported in Canada. As of 21 August 2002, there have been four cases of liver toxicity associated with kava resulting in a stop-sale order for all products containing kava by Health Canada concluding that there is insufficient evidence to support their safety. Two of the cases showed a highly questionable causality and the Canadian Health Food Association called the ban “completely unacceptable”, as in Germany Health Canada made its decision without having discussed its assessment with experts in the field of herbal medicine.

1.1.13 Australia

On 26 February 2002, in Australia the Therapeutics Goods Association (TGA) issued separate communications to health professionals and to consumers with regard to emerging concerns about medicines containing kava following international reports linking their use with hepatotoxicity. The TGA stated that there have been no Australian cases of liver problems due to kava-containing medicines and recommended that consumers discontinue use of kava and consult a doctor in the event of liver-associated symptoms, and advised against any use by persons at special risk of liver damage and against unsupervised use when taking prescription medicines. Health professionals were requested to report any case of hepatotoxicity related to kava intake to the TGA. On 15 August 2002, TGA issued a voluntary recall of all medicines containing kava. The forms of kava used as a drink by Pacific Islanders were not believed to be associated with the serious liver problems in contrast to tablet preparations with kava. The recall was sparked by the death of a woman using a kava-containing medicine along with several other alternative medicines. However, the case was poorly documented.

1.1.14 New Zealand

On 16 January 2002, the New Zealand Ministry of Health announced that it was looking into overseas concerns about kava and liver damage concurrently stating that

the evidence is poor because of the existence of additional liver-affecting factors, such as alcohol consumption. On 16 August 2002, the New Zealand Food Safety Authority (FSANZ) issued a warning to the consumers of kava-containing dietary supplements, which were still allowed. This advice followed the action of the Australian TGA initiating a voluntary recall. On 9 October 2002, FSANZ started a review process on the safety of kava and kava-containing food products and invited interested individuals and organizations to submit comments. In New Zealand no reports of kava-associated hepatotoxicity have been reported so far.

1.1.15 New Caledonia

On 11 January 2002, in **New Caledonia** the Health and Social Department announced a ban on the sale of kava-derived products sold in pharmacies. Excluded from the ban were traditional kava preparations and kava products sold in supermarkets.

1.1.16 Singapore

In Singapore, on 25 July 2002 kava and its extracts have been banned from sale by the country's Health Sciences Authority (HSA). This move comes six months after HAS issued a precautionary advice to consumers to avoid kava. Since then kava products have not been available on the Singapore market. While no adverse events regarding kava consumption have been identified in Singapore, HAS prohibited the importation and sale of kava products in the country based on German and Swiss case reports.

1.1.17 South Africa

In November 2002, the South African Medicines Control Council (MCC) issued a drug alert, that kava may cause irreversible liver damage, following other international health authorities. Consumers were advised to discontinue the use of all kava-containing products and to seek medicinal care if symptoms suggestive of liver injury appear. No cases of liver damage have been reported to the MCC. Healthcare professionals were advised to report any suspected cases of kava-related hepatotoxicity to the MCC.

1.2 Economic impact and consequences of kava restrictions

1.2.1 Economic development of kava trading in the Pacific Islands due to the actions taken against kava

In recent years, there has been developed a promising market for kava because of the increased worldwide demand for kava. In 1998, when the export figures from South Pacific islands (Samoa, Fiji, Vanuatu, Tonga, Hawaii) reached its peak level it was among the top-selling herbs in the U.S. with a turnover of approximately US \$ 8 million and among the fastest-growing herbs with a growth rate of 473% from 1997 to 1998 [2]. The central bank figures for Samoa show that the export value of kava skyrocketed from S\$47,000 in 1992 to an estimated S\$3.5 million in 1998 (US\$ 1 = S \$ 2.80) [9]. In the South Pacific region the annual production of kava was estimated to be about US \$ 200 million [8]. But since the German health authorities began their actions against kava-containing products in late 2001 and finally banning Kava in June 2002, a domino effect has taken place among national health authorities worldwide prohibiting this important medicinal plant crop. Consequently the world market for kava has been all but destroyed resulting in immense economic losses for the South Pacific islands [3].

The explosion in demand for kava in the late 90's resulted in tremendous price increases as well as increasing numbers of growers who specialized in kava cultivation and earned several times more money selling kava than they would have with rival crops. Consequently there has been a corresponding rise in land being made available for kava plantains. The area of land planted with kava in the South Pacific has reached approximately 10,000 ha. In Samoa for example, there has been a corresponding 86% increase in land being made available, rising from 353 acres in 1998 to the present figure of around 2600 acres. Therefore the livelihood of many South Pacific inhabitants involved in kava production was heavily dependent on a productive kava industry [9].

The world kava market was segmented into 3 components: the beverage, pharmaceutical and nutraceutical market.

The beverage market is predominately comprised of Pacific island consumers who drink kava on ceremonial or social occasions particularly in Vanuatu and Fiji [9].

The pharmaceutical market was centered in Germany where kava has been studied for decades and was categorized as prescription drug until June 2002. Approximately 6000-7000 tons of green kava had been required each year to produce 1000-1400

tons of dry powder for an estimated 1.3 million users. In the U.S., by contrast, kava has not been approved as prescription drug but as dietary supplement. Consequently it was wide spread in the nutraceutical market and most of the large herb as well as functional food companies in the U.S. have included kava in their food products. Europe did not have a similar industry. Americans spent \$15 million on kava in 1996 and twice that much in 1997. The Nutrition Business Journal projected sales of almost \$50 million for 1998 [9].

Farmgate prices for fresh kava rootstocks in Vanuatu in the mid-1980s were estimated at US\$1/kg. As a consequence of the growing demand domestic prices increased and prices destined for North American and European markets were reported to reach \$11-22/kg in the late 90ies. A typical price for a kava product in US retail market was US\$10 for a bottle of 100 capsules with a total stated kava content of 40 grams for a price of US\$250/kg kava [9].

But the negative publicity from the kava bans, alerts and market recalls has greatly disadvantaged the growing significance of kava industry as a source of foreign exchange earnings and exports from the South Pacific to the European and U.S. markets came to a halt in late 2001. The current situation is an economic disaster for the producers and traders in the South Pacific Islands, particularly those situated in Fiji, Hawaii, Samoa, Tonga and Vanuatu where the livelihood of many rural people depends on the cultivation and trading of kava. In consequence to the mass cessation of exports from these countries, the domestic price of kava has severely dropped and export earnings have been lost resulting in declining incomes for farmers and businesses, as clearly shown by the export figures, e.g. from **Samoa** [3, 5, 7]:

Kava Export Samoa Month /Year	Volume (metric tons)	Value in 1000 Tala	Value in 1000 US\$	Unit Value (US\$/kg)
1995		1436	560,04	
1996	72	1120	436,8	6
1997	83	1485	579,15	7
1998	223	4964	1935,96	8,7
1999	152	2139	834,21	5,5
2000	107	1049	409,11	4
2001	64	490	191,1	3
Apr 01	7,3	96	37,44	5
Nov 01	1,0	6	2,34	2,3
Feb 02	0,1	1	0,39	4
Apr 02	0,1	1	0,39	4

In **Fiji** alone, monthly kava export earnings were around FJ \$ 300,000-500,000 (FJ \$ 1 = US \$ 0.46) during most of 2001, up to FJ \$ 886,000 (April 2001) and FJ \$ 797,000 (October 2001) before falling to FJ \$ 363,000 and FJ \$ 153,000 in November and December 2001, respectively. For January-May 2002, kava export earnings hovered between FJ \$ 103,000 and FJ \$ 148,000 per month. Quarterly kava earnings in Fiji fell from a high of FJ \$ 1,313,000 in the 4th quarter of 2001 to only FJ \$ 323,000 in the 1st quarter of 2002. This represents a total **fall of 75%** over the period [4, 10].

In **Vanuatu**, a fall from 174 MVT (US \$ 1,34 million, VT130 = US \$ 1) to 42 MVT (US \$ 0.32 million) was experienced during that period. This represents a **fall of 76%**. This results in losses of export revenue of nearly US \$ 4 million per year [4, 10].

In **Tonga**, exports to UK in 2001 amounted to just 27 kg and valued at T' \$ 500 (T' \$ 1 = US \$ 0.50). There have been no records for exports to EU during 2001 and first half of 2002. However, figures for exports to the USA during 2000, 2001 and first half of 2002 amounted to 5177 kg (T' \$ 102,223), 2420 kg (T' \$ 46,125), and 1322 kg (T' \$ 28,052), respectively meaning a **fall of 75%** [4, 10].

The situation is also severe for producers and traders in **Hawaii**, whose kava exports to Europe, had averaged about US \$ 200,000 per month in 2001 [3].

1.3 Actions undertaken by the South Pacific region and the Pacific Islands Forum Secretariat to resolve the kava crisis

As described above the kava restrictions resulted in immense economic losses for the four principal kava-producing countries Vanuatu, Fiji, Samoa and Tonga. These countries are members of the Pacific Island Forum and called Forum Island Countries (FICs). They are also belonging to the ACP (African, Caribbean, Pacific) states of the Cotonu Agreement with the European Community focusing principally on poverty reduction in the ACP states.

The Pacific Island Forum represents heads of government of all the independent and self-governing Pacific Island countries, Australia and New Zealand, in total 16 member countries. It is supporting the Forum Member governments to enhance the economic and social well being of the people of the South Pacific by fostering cooperation between governments and between international agencies, and by representing the interests of Forum members. The Pacific Island Forum Secretariat (PIFS) located in Suva, Fiji, is the administrative arm of the Forum undertaking programmes and activities under the Forum guidelines. Worldwide Forum dialogue partners at the ministerial level are as follows: Canada, China, European Union, France, India, Indonesia, Japan, Korea, Malaysia, Phillipines, UK, and USA.

The PIFS has been engaged in a number of discussions to establish a reasonable strategy and effective measures to help the disadvantaged Pacific kava-producing industry.

In February 2002, the Commonwealth Secretariat (COMSEC) and the Centre for the Development of Enterprise (CDE) organized the Pacific Herbs Business Forum (PHBF) in Port Vila, Vanuatu. At the PHBF, taking place soon after the announcement in November 2001 of the European health authorities to place restrictions on the sale of kava-containing medicines, the PIFS and the kava-exporting FICs intensively discussed the kava crisis. In summary a number of resolutions were agreed upon which are listed in the official statement of the representatives of the growers and exporters of kava in Pacific Island countries (see statement in appendix 1). As they were unable, as individuals, to successfully solve the kava problem they requested that the regional organizations, the PIFS and the Secretariat of the Pacific Community contact the CDE and COMSEC to assist in carrying out the necessary actions. The PIFS has been playing an important role in following-up on most of the resolutions and undertaking other actions including the following [10]:

- Establishment of a Kava Task Force, whose membership covers relevant Suva-based organisations including the Fiji Islands Trade and Investment Bureau

(FTIB), Fiji School of Medicine (FSM), Fiji Ministry of Agriculture, Sugar and Land Resettlement, Secretariat of the Pacific Community (SPC) and representatives of the Fiji kava industry.

- A close co-operation of the PIFS with the COMSEC and CDE on future European developments concerning the sale and restrictions on kava-based products.
- As a direct result of the above collaboration, Dr. Joerg Gruenwald/Phytopharm Research, Berlin, has been engaged through CDE to prepare the present report.
- FSM, the Pacific Health Research Council (PHRC) and the University of the South Pacific have stepped up their kava research activities in response to the crisis. A considerable amount of knowledge on kava is reportedly available but have not been collated and organised into a coherent and accessible database.

In addition the kava issue was discussed intensively during the Forum Economic Ministers Meeting (FEMM) in Port Vila, Vanuatu in early July 2002. The outcome of that discussion was as follows:

"Ministers expressed their concern over the bans placed on kava and the resultant economic losses, and requested the Forum Secretariat, Commonwealth Secretariat and other relevant agencies' assistance in addressing these bans, including through obtaining scientific research and investigations, and agreed to bring the issue before the forthcoming Forum Leaders meeting and the ACP Summit".

Forum Leaders, during their annual meeting in Suva, Fiji, in August 2002, confirmed the FEMM decision on kava.

The Kava Crisis Committee formed at the PHBF met the Secretariat during the CDE-organised Pacific Regional Private Sector Meeting in Nadi, Fiji, in early October 2002. The Committee appreciated the efforts to address the kava issue and requested that kava stakeholders including the industry be kept informed of the ongoing developments.

In cooperation with the Pacific Islands Forum Trade Office in Beijing the PIFS is researching the possibility of promoting kava in China as well as reviewing scientific investigations. It also raised the issue with the Indian High Commission in Suva.

The Food Standard ANZ (FSANZ) is still reviewing kava standards in Australia and New Zealand beginning in October 2002. A regional submission is being prepared by the PIFS whilst it has also urged the concerned FICs to make submission to FSANZ as well.

1.4 Communication with kava-associated producers, traders and organizations

We have contacted kava producers and traders in the South Pacific region, German pharmaceutical companies producing and marketing kava-containing medicines, and numerous international organizations and associations associated with kava by mail. In addition we addressed the delegates of the Pacific Herbs Business Forum in Port Vila, Vanuatu, on 18-20 February 2002. The addresses are listed in appendix 1. They were asked to convey us their experience, economic situation, future perspectives, and points of view resulting from the worldwide kava bans and decreasing demand for kava. The letter sent is shown below:

Dear Colleagues,

Kava kava is a highly effective and safe herbal medicine for the treatment of anxiety disorders, proven in numerous clinical trials and traditionally used in the pacific islands for centuries.

On June, 14th 2002 the German Federal Institute for Drugs and Medical Devices (BfArM) published an official letter revoking the market authorization for kava kava-containing products. Although detailed scientific reviews clearly show that this ban is completely unjustified, health authorities in numerous countries within the EU and worldwide have followed the German initiative and withdrawn all products containing kava from their markets.

However, this ban resulted in an economic disaster for producers and traders in the Pacific Islands, in particular Fiji, Hawaii, Samoa, Tonga and Vanuatu. Furthermore, it is threatening many rural communities in this region, who depend on the cultivation and harvesting of this effective and safe medicinal plant, as it represents their only source of income.

Therefore we, Phytopharm Consulting, are performing a CDE-sponsored (Centre for the Development of Enterprise) project to rebuttal the restrictions of most EU member states on kava products. The CDE is a Brussels´ based institution offering support

to manufacturers in Africa, the Caribbean and the Pacific. This project includes among other things, a complete and comprehensive scientific analysis and development of a lobbying strategy to revoke the kava bans. Phytopharm Consulting based in Berlin, Germany, is the leading international consulting company dedicated to herbal medicines.

We assume that you are also convinced of the importance of kava as a powerful herbal remedy and are interested in supporting the kava manufacturers and traders in the South Pacific region. Therefore, we would appreciate your cooperation. We would be very grateful, if you will send us your comments, ideas and/or further information supporting the creation of a strong lobbying strategy by answering the enclosed questionnaire.

Questionnaire for creating a successful lobbying strategy

- 1. How do you judge the possibility of revoking the restrictions on kava?*
- 2. Have you already taken concrete measures to revoke the restrictions and restoring the market authorization of kava products?*
- 3. What suggestions/ideas do you have to actively rebut the kava ban?*
- 4. Where do you see critical points and hindrances?*
- 5. Any other comments/questions/information you may have?*

*Thank you a lot in advance for your support and cooperation.
We will certainly keep you posted.*

Sincerely,

Joerg Gruenwald, PhD

1.4.1 Answers and reactions of kava producers and traders from South Pacific islands

In summary, the reply to the letter shown above corroborates the negative economic impact on the South Pacific kava business due to the worldwide kava bans and is emphasized by the selection of the following original or summarized answers:

Roberta Davis, Kona Kava Farm, Hawaii:

Roberta Davis is working for an organically working farm, which is specialized in two varieties of kava. They grow and sell kava and kava-containing products. Due to the worldwide kava restrictions their American domestic sales have been reduced by 50% with very few new customers contrasting the annually increase of at least 20% before the kava crisis. The overseas orders have dropped off by 100%. The financial strain forced them to completely harvest the farm. As a consequence two people are unemployed and if the ban is not revoked they will lose an investment of around US \$ 100,000 with profits that would have been at least US \$ 250,000.

Ken Newton, Managing Director CCK Trading Ltd, Samoa:

„I have been exporting kava from Samoa from 1986 up to last year. Most of my exports have been to German pharmaceutical companies, the major company in recent times being Gehrlicher GmbH of Eurasburg near Munich.

The importance of kava in the national economy has steadily increased over the past 15 years, largely due to the significant efforts made by my company, and other traders, to find and develop export markets. This crop has made a very important contribution to monetary agricultural output, although it is difficult to specify the exact percentage contribution. In the years 1999 and 2000, the percentage contribution of agriculture to total GDP was about 12%. Within the 12% agriculture contribution, totalling \$76.83 million Samoan tala (approx. USD\$25 million), approximately 27% was monetary agricultural output and as I have said, kava exports played a significant role, especially for village farmers who are now suffering from the termination of an immediate source of cash income supplied by the traders/exporters more or less constantly throughout each year.

The European market was of prime importance in Samoa's kava export business with practically 100% of the exports directed to pharmaceutical companies. I estimate 80-90% of Samoa's exports went to Europe. Local consumption of kava is extremely

low, unlike the situations in Tonga, Fiji and Vanuatu. There have been small quantities exported to Fiji, Tonga and American Samoa.

The collapse of the world market, thanks to the bans imposed by Germany, based on very questionable "evidence", has completely ruined my business and left me holding 30 tonnes of kava stocks, ready for export, in my warehouse. I have been trying, without success, to dispose of this stock all year and by now it is unsaleable. An official audit of the stock was made by Government in February to verify my claim for some kind of compensation, but nothing came of that. The in-store value is Samoan Tala \$507,619.00 or approximately USD\$155,000.00. To me, this is a disaster about which very few people seem to be concerned, including the Samoan Government.

As mentioned earlier, my primary export market was to Gehrlicher and prior to the suspension of kava trading I had, ready to ship, 10 tonnes of kava to this company to fulfill a confirmed order. I was asked to postpone the shipment, which of course has never been sent ...For the Samoan smallholder the situation is equally disastrous, as the ban imposed by Germany has simply added another intolerable burden to these third world country farmers. Nearly all kava produced in Samoa came from the traditional mixed cropping systems involving food crops (taro, giant taro, bananas, breadfruit, coconuts). There was neither a significant amount of monocrop nor commercial production. The 1999 census of agriculture indicates that the effective area of kava cultivation increased from 600 acres in 1989 to 3000 acres in 1999, as indicated above. There was a total of 14,734 agricultural holdings. Kava was grown on 28% of all agricultural holdings. Most of the food crops grown in mixed cropping systems are for local consumption, e.g. coconuts 97%, and for this reason, a cash crop such as kava plays a vital role in the household cash economy, making an estimated contribution of US\$3-4 million per annum..."

Adimaimalaga Tafuna'i, Executive Director, Women in Business Development Inc., Samoa:

„I work for a Non Governmental Organisation, and we work in the rural areas of Samoa, finding opportunities for rural village people to generate some income.▣ The rural villages are quite small and isolated.▣ There is very little that can be used to source cash. The villagers have always lived a subsistence existence, but the cash economy has caught up with them and they need to earn cash.

Kava, has for many years, been the main source of income for many of our clients.▣ The ban means that very large kava plantations are now just left to be covered with weeds.▣ The growers are very disillusioned.▣ The boom in exports meant that they planted thousands of plants, involving much time and very hard work.▣ All that time and work has come to nothing.▣ Many of them have no other source of income, and have to rely on family members for their livelihood.

We have recently assisted some village producers to gain organic certification of their kava plantations.▣ All the time, work and money spent has been for▣ nothing.▣ This is just devastating for small rural producers.▣

A new wave of poverty is definitely being experienced because of the ban.▣

I'm involved in what happens to the growers, but the exporters who buy the kava from the producers are even harder hit, because they have invested much money and work in the process.▣

My organisation continues to work with the kava growers to try and find other avenues for income generation.▣ However there is very little available in the isolated rural areas.▣ We have no markets for other products.▣

If the ban was revoked, many Samoan families would be able to earn their own cash and not have to rely on family members.“

Frank King, CEO - Kava Traders TBJ Ltd., Vanuatu, in addition chairman of VKEA (Vanuatu kava Exporters Association) and PKCC (Pacific Kava Crisis Committee):

□

„1 a) I (Frank King) am the CEO of Kava Traders. In this capacity I represent the interests of an individual export merchant.

1 b) I am also the Chairman of the Vanuatu kava Exporters Association (VKEA) in which capacity, I not only represent the other kava exporters of Vanuatu but also speak in the broader interests of the entire Vanuatu kava industry as there are no other local trade associations representing growers or other stakeholders in Vanuatu's kava industry.

1 c) I am also the Chairman of the Pacific Kava Crisis Committee (PKCC) which was enabled by the "Pacific Herbs Business Forum" to fulfil the role of a regional, private sector response group to address any queries or other inputs into the Kava Stakeholders who tabled the "Ten Point Action Plan" which was presented to and adopted unanimously by the Herb Forum as a part of the Pacific Herbs Business Forum proceedings.

2 a) From the perspective of **Kava Traders, we have had to accept huge losses** for a business of our size due to the lack of notice given to exporters by European buyers. Like most exporters, when the BfArM scare became public information, we were caught with a large, 10 ton inventory of kava that was bought at a high price in a buoyant market. In order to dispose of this perishable product, we had to dump whatever kava stocks we were holding to whomever would buy it at prices roughly 50% of the prices we had paid to the farmers and local shipping companies for the kava and the freight charges involved in carrying the stock into store.

Since late 2001 sales of dried kava to pharmaceutical and nutraceutical companies in Europe have been at a standstill. During the same period, we have only managed to export 1,000 Kgs to the USA at prices 50% lower than prices charged in early 2001. Today, our main market is the domestic kava market in Fiji. In this regard and in order to survive, we are virtually dumping kava on the Fiji market at prices lower than the Fiji farmers are willing to sell their own kava. This has caused some friction between the two neighboring Melanesian countries with calls from certain quarters in Fiji for a ban on Vanuatu kava imports. Vanuatu has responded with counter threats against imports from Fiji but this has been more sabre rattling than serious dislocations in trade.

Prior to the bans, we were buying kava from farmers at a price of around \$US 5.00 to \$US 5.50 per Kilo with local shipping costs of around \$US 0.20 per Kg. Our selling price FOB Port Vila was in the region of \$US 9.00 to \$US 12.00 per Kilo. Today while transportation and handling costs remain unchanged, we pay our farmers

approximately \$US 1.80 per Kg and swell it by the container load (6 tons) to buyers in Fiji on a CNF basis for roughly the equivalent of \$US 3.28 per Kg. During 2003, Kava Traders will probably sell Fiji some 70 to 80 tons of Vanuatu dried kava. On this basis we will eke out a meagre net profit of 1% on sales. In terms of volume, we are still exporting similar volumes of dried kava and still buying the same volumes of dried kava from our farmers. What has changed are the prices and profit margins. We are fortunate in that we have probably the best facilities and the best business systems in place. We are one of a very few exporters who can look forward to not losing money again this year. Kava Traders is a dynamic young business with a large accumulation of business experience. For this reason, Kava Traders sees the current crisis in the more positive light of being an opportunity through which one can demonstrate one's excellence and resourcefulness. To this end, our revenue estimate for 2003 is in excess of the revenue we earned in 2001 and more than double the revenue of 2002.

2 b) Overall, Vanuatu is more fortunate than the other kava producing countries. To the East and to the West - Fiji and New Caledonia remain Vanuatu's largest export markets. While I am unfamiliar with the latest statistics, it would be reasonable to claim that at least 90% of Vanuatu's exports are to our two Melanesian neighbors. These two markets probably account for something in the order of 1,000 tons of dried kava exports annually. In this respect Vanuatu is outperforming the other kava producing countries by a comfortable margin. However this is not unjust because as a single commodity, the total Vanuatu kava market (i.e. domestic consumption and exports combined), outranks copra as the single most important commodity represented in our nation's GDP. Therefore for Vanuatu, the economic significance of a decline in the world wide kava market will have a greater impact on Vanuatu than any other kava producing country. It is hard to quantify the dislocation caused in Vanuatu by the current kava crisis. It is however, quite evident that Vanuatu has been denied a large measure of foreign earnings. Without the benefit of up-to-the-minute statistics, the changes in foreign earnings would be hard to calculate accurately. A best educated guess would be a decline in Vanuatu's foreign earnings in the region of \$US 2 million per annum. This position is consistent with the socio-economic impact paper I presented to the Science Symposium on Kava (held at Forum Secretariat, Fiji November 2002). It is hard to quantify, more accurately the economic loss to Vanuatu because the kava industry has always been erratic and as such, there are no clear linear trends upon which to base a mathematically sound assessment. Certainly, Vanuatu has lost a large part of its foreign earnings from the current bans but a clear and truthful statement, unaffected by sentiment, is hard to propose.

3 a) Ever since the kava bans and threats of bans started to affect the business, we have adopted a mode of transition from what the kava industry was - to our perception

of the future market for kava. Quite obviously, kava is a very powerful herb with strong physiological effects on the human organism. For countless centuries, kava has been consumed with no outward and harmful effects in the Pacific. For this reason, the future for kava is assured. What is not assured, is in what form and in what context will the market for kava re-emerge. Kava Traders has adopted the position that kava has earned a bad name because it was rushed into a poorly defined market with very imprecise products to address a range of human conditions that have never really been treated by kava in the traditional Pacific pharmacopoeia. For reasons of trade security, I will not explain any further what we are seeking to do. Sufficient to say that we will be adding value to kava by manufacturing new products through new processes. These new products will be launched on international markets where kava has not yet come under the microscope. In the interim, and in order to maintain continuity of trading, we will continue to dump kava in Fiji at low prices until we evolve in the new context of a manufacturer of kava products rather than being a simple exporter of the raw commodity. From our point of view, we see the current crisis as a means of re-building the market for kava on better laid foundations with better considered products in better prepared markets. The benefits from this approach include greater earnings for Vanuatu as we seek to add value locally before export. At the same time, we can retain better control of the kava market while the stakeholders have a bigger say in the types of products that are made out of the raw commodity. Our position is not extraordinary. There is a perception amongst the Pacific Island nations that the Pacific peoples are the perennial victims of their colonial past. This mind set has resulted in Pacific Island people forever expecting and demanding assistance from more developed countries without giving due regard to self help. Kava Traders has the benefit of being owned and operated by naturalised citizens who are not handicapped by the Pacific mind set.

3 b) Other kava exporters in Vanuatu are facing the prospects of reduced markets and lower prices by either getting out of the business or joining the fiercely competitive markets in Fiji and New Caledonia. I am not aware of any other stakeholder in the kava business in Vanuatu who have taken a similar course of action as we have at kava Traders. On the other hand, kava farmers are just having to commit more sweat and effort just to earn the same income. The domestic market for green kava is still the biggest market for Vanuatu kava. The loss of a large slice of the export market has clipped farmers earnings considerably. However even at today's reduced prices, kava farmers earn up to five times more than their counterparts in the copra industry. In the final analysis, the kava crisis has simply separated the sheep from the goats. Those who are looking for a free ride to easy riches have been

disappointed. Those who are willing to see a fair reward for honest labor and initiative have not been disappointed.

4 a) In the event that the bans on kava are not lifted - our future will not necessarily be compromised. Quite obviously, our development plans are based on the premise that the bans will remain in place simply because there is no clear and positive indication that things will be otherwise. On the other hand, a global ban on kava would be disastrous for us. For this reason, we are trying to re-define the kava market as quickly as possible with new products that will be harder to label as potentially harmful. In this way, any further bans on products based on concentrated, chemically extracted kava pyrones, will not necessarily apply to our proposed new products.

4 b) On the broader horizon, removal of the bans will be a welcome development for the kava industry in general. A qualified or total lifting of the bans is a first step in the rehabilitation of kava. However the removal of the bans is not a solution to the problem in and of itself. If and when kava bans are removed, this only heralds the beginning of the more complex and vital process of restoring public confidence in the product. In addition, manufacturers and distributors will need to feel more comfortable with their product liability exposure before they will be willing to commit resources to the manufacture and marketing of new products. I addressed this issue in my paper to the recent Science Symposium in Suva because it is important that the stakeholders in the kava industry understand that any rehabilitation of kava in real market terms lies in broader perception of public confidence in kava rather than the expedience of lifting bans.

In conclusion, I am sorry if I have not provided you with portents of hysteria and gloom. Kava is a commodity and marketing it is a simple commercial process. Coming to terms with unwelcome bans - irrespective of their justification - is part and parcel of bringing a new product to market. If the vested interests in kava stop feeling sorry for themselves and start to exercise their God given initiative and inventiveness - then instead of trying to flog a dead horse back into life, we can look forward to new and more profitable products that will be geared to side step the pit falls of the former market. Let us not forget that when laser technology was discovered, lasers were technological orphans looking for an application. Today, that perspective is amusing. Accordingly, let us not place too much emphasis on the status quo ante but rather seek a new destiny for kava as a commodity through an open mind and the application of unhindered, free market forces.

I will be glad to answer any further queries you may have in the pursuit of lifting these bans."

Roxanne Naylor, CEO, Kava Kompani, Port Vila, Vanuatu:

"I am a kava trader with over 11 years experience in Vanuatu.

I have invested heavily in laboratory equipment (HPLC) and associated testing facilities in the interests of providing a identifiable and quality grades of kava. (Over 100,000 USD in lab equipment alone).

The drop in turnover has made it impossible to continue with the laboratory, which provided service not only for my company but on a cost only basis for other Vanuatu exporters.

Previously my company exports were in the value of USD \$2 million per annum. This is an average figure. One contract alone was 12.5 million USD over 3 years.

Since Nov 8th 2001 my exports have been reduced to less than \$50,000 USD. The price paid to the growers is almost at cost of shipping. We are a nation of 83 islands. Bridges do not exist. The kava grown is not in the main centers of export due to climate and soil.

As we had the export tax removed, to facilitate the export of kava (previously it was 3%), the direct Government income from kava remains unaffected. However as the foreign exchange hard currency arriving in this country has a flow on effect on 3 to 1, that is enabling our population of over 80% subsistence farmers the ability to purchase essentials such as school fees, medical assistance, fuel for lighting and motor boats, etc. The lack of this foreign currency to Vanuatu has been nothing short of devastating.

Kava in Vanuatu is an individual crop. It can be grown by women, children, it is not a village crop. It is mixed with food crops and is not a mono cultivation, but serves as cash flow when needed. Kava due to its unique property of not being a seasonal crop remains in the ground until required.

When a wedding, funeral, medical fees or school fees are required, the grower will remove that plant, test a small amount in the village as per custom for quality and then load the remainder on an interisland shipping vessel or aircraft to the two only export centres of Lungaville (Santo) and Port Vila (Efate) for quality control, which includes final cleaning, testing, drying, sorting and packaging.

We are experiencing a new wave of poverty, where it is heartbreaking to receive a telephone call from an islander than may have taken one to two days to get to a telephone, only to be told no, we cannot buy.

It is true to say that there is still a big domestic consumption that does result in some cash flow, but this is internal money, not foreign currency, and as a supplier my internal figures are down 75% from previous to the ban due to the lack of money circulating from external sources.

My company has closed its doors. The few orders I do receive via Internet are placed into the hands of other exporters who still retain facilities. That loss was only 3 jobs directly, but indirectly it has affected the islanders, the airlines and the trading vessels. The consequences for Vanuatu are devastating. We had a safe and valuable herb that appears to have been discredited by unreasonable and unjustifiable adverse reaction reports. This is a country with very few natural resources, a history of over 3000 years of safe in body "testing" of kava. If we had a problem with kava then half the population should be dead, as it is consumed on a daily basis both in the rural and urban sectors, yet we have not reports of ill effects. The Government had budgeted for a 16% increase in kava exports, only to find the market door closed firmly in their face.

The consequences of the unjustified ban not being revoked are hard to calculate. From advice from a former Minister of Finance we will end up as an aid dependent country for a long time. To bring other products to market takes years, and the sell off is then in our timber and fisheries, a result that has been witnessed with devastating effects in other countries that have been forced down this path.

In personal terms I have lost over 600,000 USD in the investment I made for packaging, cleaning, importation of equipment and laboratory losses. This is a large figure, but inconsequential to the heartbreaking effect of what is happening to our rural population.

There is no free medical, schooling or social services here. The cash earned from kava contributed to this. To most villages kava was the sole source of income.

If there was a REAL reason for this ban we would understand, but this appears to be an unjustified beat up of Pacific Island countries for no other reason than to make us AID dependent and deprive the vast majority of the World of a safe, effective and valuable alternative to drugs.

The USA, although not invoking a ban, has caused insurance liability problems, and with the USA being a litigious country, this has also led to no sales.

Other countries, although reporting no adverse effects have also followed the BfArM ban, which has led to an almost zero export level. New Caledonia, a territory of France, has defied the ban.

In summary, the effects are profound, to the point that the decision makers should take a personal visit to the country of Vanuatu, review the health of the people that consume kava regularly, and review what appears to be erroneous reports with a major publicity campaign to allay the unfounded fears now placed in the consumers."

1.4.2 Answers and reactions of German pharmaceutical companies using kava

As well as the kava producers and traders in the South Pacific islands, we contacted all German pharmaceutical companies producing and/or marketing kava-containing medicinal products before June 2002, when the marketing authorization in Germany was cancelled.

The following German pharmaceutical companies were addressed to convey us their experiences, activities and estimations regarding the negative kava development and situation (e-mail addresses listed in appendix 1):

Ardeypharm GmbH, Herdecke, Germany
BC Biochemie Pharma GmbH, Ismaning, Germany
Biocur Arzneimittel, Holzkirchen, Germany
Börner GmbH, Berlin, Germany
Ct-Arzneimittel GmbH, Berlin, Germany
Duopharm GmbH, Bad Aibling, Germany
Dr. Dünner GmbH, Bad Woerishofen, Germany
Dyckerhoff Pharma GmbH, Koeln, Germany
Fujisawa Deutschland GmbH, Muenchen, Germany
Gehrlicher GmbH & Co. KG, Eurasburg, Germany
Hexal, Holzkirchen, Germany
Krewel Meuselbach GmbH, Eitorf, Germany
Lichtwer GmbH, Berlin, Germany
Madaus AG, Koeln, Germany
Merckle GmbH, Ulm, Germany
Meta Fackler KG, Springe, Germany
Novartis, Nuernberg, Germany
Pflüger GmbH, Rheda-Wiedenbrück, Germany
Ratiopharm GmbH, Ulm, Germany
Redinomedica AG, Bielefeld, Germany
Sabona GmbH, Bruckmuehl, Germany
Dr. Willmar Schwabe, Karlsruhe, Germany
Truw Arzneimittel Vertriebs GmbH, Guetersloh, Germany

The company Sabona stated that with kava they have lost the product with the highest sales, which resulted in decrease of total sales by 20%. As a consequence 10 persons had to be dismissed.

The company Krewel-Meuselbach answered that their total inland turnover depreciated by 8% due to the sales stop order on kava medicines. They have initiated legal steps, in cooperation with other affected German companies, and filed a formal objection against the immediate recall of the registration of kava medicines by BfArM. To date there was no final legal decision and the lawsuit is still pending.

Redinomedica reported to us that they suffered massive financial losses due to the kava prohibition resulting in severe cost-cutting measures with significant staff reduction. They are also seriously concerned about the potential signaling effect of the kava restrictions concerning other herbal medicines, e.g. St. John's Wort.

According to an anonymous source, sales figures of kava-containing capsules strongly decreased from the peak year 2001 to 2002 by 90%.

In summary, one can conclude that the economic situation of these German pharmaceutical companies was also heavily compromised by the worldwide kava restrictions initiated by the German BfArM.

1.4.3 Answers and reactions of international organizations and associations

In addition, we contacted several international organizations and associations, listed in appendix 1, by mail. They predominately agreed with our evaluation that the severe restrictions on kava is not scientifically justified and offered us their support and cooperation to actively rebut the kava restrictions. They can be included in the further lobbying strategy suggested in part IV of this document.

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Appendix 1

Resolution by kava industry representatives at the Pacific Herbs Business Forum

Representatives of the growers and exporters of kava in Pacific Island Countries here at the Pacific Herbs Business Forum have resolved that because we are unable, as individuals, to effectively address the current kava trade problem, the following actions should be taken in respect of the disruption to the kava trade between the South Pacific countries and Europe which occurred, without warning or advice.

We request that that the regional organizations, the Forum Secretariat and the Secretariat of the Pacific Community contact the CDE and COMSEC to assist in carrying out the following actions:

- Write to the various European regulatory authorities that have implemented a ban or are contemplating restrictions on kava to provide a clear explanation and basis for their actions or the actions that they may take.
- Contact major importers of kava in Europe and the USA, addresses to be obtained from the Pacific exporters, to obtain their view on the current restrictions on the kava trade.
- Open discussions with the Centre for the Development of Enterprise (CDE), Belgium. This EU organisation has promoted kava growing and processing in the Pacific for several years in partnership with the Forum to seek their assistance in this matter.
- Request the Forum Geneva Representative to advise on seeking action from the WTO under either TBT, Technical Barriers to Trade, or under SPS, Sanitary or Phytosanitary Measures, and how any evidence from the WHO could be applied in these actions.
- To seek funds, under such schemes as STABEX, to compensate farmers and exporters for losses of crops and exports in the kava producing countries caused by the unexpected disruption to the kava trade without any prior warning.
- For the Pacific Island Countries to seek support for reputable and independent medical research on the safety of kava as a traditional beverage.
- For the Pacific Island Countries to request WHO to convene an expert panel to examine the scientific evidence concerning the alleged adverse health effects of kava.

- For the Pacific Island kava producing States to recruit the services of a professional consultant to represent their interests and address the negative publicity in both the USA and Europe.
- Research needs to be carried out on other health benefits of kava for products for the western markets. Partnerships should be developed to facilitate this.
- Kava quality standards need to be adopted and implemented by the kava exporters in the Pacific. The kava exporting countries need to determine the most appropriate way to implement and enforce internationally accepted standards.

Furthermore, in order to counteract as far as possible the adverse press reports, we propose that the recommendations of this meeting be publicised as widely as possible through a press statement.

In conclusion, we request the Governments of kava exporting countries to endorse this statement and undertake steps to implement the actions for the recovery and development of this agriculture sector that is important to the economies and farmers in the kava exporting countries.

□

List of contacted organizations and associations

Association of the German Pharmaceutical Industry (BAH)

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Germanwatch

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DG Trade European Commission

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DG Development European Commission

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The Association of the European Self-Medication Industry (AESGP)

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The European Scientific Cooperative on Phytotherapy (ESCOP)

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American Botanical Council (ABC)

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**List of contacted delegates of the Pacific Herbs Business Forum, Port Vila, Vanuatu,
18-20 February 2002**International Organisations

Commonwealth Secretariat, UK
WHO Regional Office, Philippines
FAO Sub Regional Office, Samoa
Forum Secretariat, Fiji
IFC - South Pacific Development Facility, Australia
European Commission, Vanuatu
AusAID, Vanuatu
New Zealand High Commission, Vanuatu

Australia

Australian Herb Growers Association
Complimentary Health Care Council
MediHerb
Southern Cross University
Tree of Health
Yourhealth

Cook Islands

Cook Island Premium Noni
Sunline Noni Ltd

Fiji

Bioteknologi (Fiji) Ltd
Fiji Kava Council
Food Technology Consultants
Noni Supplies Fiji Ltd
Ram Karan Kava Dealers
Royal Noni (Fiji) Ltd
Spices of Fiji
Wainimate Traditional Healers Association

France and French Polynesia

Cosmecal Labs
Essential Oils Exporter
Toxicologist, Rosset Hospital, Noumea
Morinda Inc. Tahiti/USA
Dept. de la Recherche Agronomique Appliquée

Germany

Herbex
Phytopharm Consulting
Ulrich Helberg Consulting
Zeller

Greece

Apivita & Enfarel
Vioryl

Italy

Carlo Sessa spa

Marshall Islands

Ministry of Resources and Development
Pacific Fabrication Inc
University of South Pacific, Majuro

Federation of Micronesia

Department of Agriculture
Phonpei Kava Planting Association

New Zealand

Heatheries of New Zealand
Ministry of Maori Development
Ministry of Health
NZ Vitalife
NZ Maori Council
NZ Hortitech Ltd.

Nuie

Levi Farms

Palau

Charlene Mersai
Palau National Museum

Papua New Guinea

Gamma Enterprises
Investment Board
Pacific Spices
Pomis Ltd
Natural Product Chemist, University of Papua New Guinea

Samoa

CCK
Ministry of Agriculture
Nonu Samoa Enterprises
Pure Coconut Oil Co Ltd
Samoa Manufacturers Association
Samoa Association of Traditional Healers

Solomon Islands

Kolomola Holdings Ltd

South Africa

Grass Roots Natural Products, South Africa

Tonga

Morpheus Pharmaceuticals
Royal Noni
Traditional Healer

United Kingdom

Essential Nutrition
Organic Herb Trading
European Health Products Manufacturers

USA and Associated Territories

Alden Botanicals
Cosmopolitan Trading
Hawaii Awaha Association
Nutritional Engineering Inc
Pacific Medicinal Plant Specialist

Vanuatu

Chamber of Commerce
CIRAD
Department of Fisheries – Seaweed Expert
Director of Public Health – WHO Boardmember
Industrial Botanicals Corporation Ltd
Kava Store
Kava Kompanie
Tebakor Island Products Ltd
Vanuatu Agro Processing
Vanuatu Kava Exporters Association

List of contacted German pharmaceutical companies using kava

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