



Ministry of Commerce, Industry and Labour
Matagaluega o Pisinisi, Alamanuia ma Leipa



SAMOA AVA AWARENESS PROGRAM

31st JANUARY 2018 – UPOLU

With the introduction of the *Samoa Ava Regulations*, the Ministry of Commerce, Industry and Labor held an awareness program in Savai'i on Thursday 7th December 2017 at Rosalote Fale followed by site visits at Neiafu and Taga on the following day.

This week on Wednesday 31st January 2018, the Ministry will hold its awareness program in Upolu at Hotel Elisa from 9:00am to 1:00pm. The main objective of these standards is to protect consumers and facilitate safe trade by ensuring product safety and quality standards of 'ava and 'ava products for human consumption or medicinal purposes.

Ava is defined by the plant species *piper methysticum* and the traditional and ceremonial food beverage obtained by 'ava extract made by mixing water and extraction of the plant's organs such as roots, peeled rhizome or stump.

The Samoan varieties are ava le'a, ava la'au, ava loa, and ava talo. Samoa is one of three (3) main producers and supplier for kava products in the region. The local industry and kava growers considered expanding their farms to cater for local demands and export purposes when the ban in European markets was lifted two years ago.

The awareness program will help Samoa's ava growers to prepare themselves and to have an understanding about the new regulations.

This is an exciting opportunity for Samoa to strengthen its economy for the future, and encourage better business practices and benefits for overseas markets.

MCIL acknowledged the Australia and New Zealand-funded Pacific Horticultural and Agricultural Market Access (PHAMA) Program for supporting the awareness program. PHAMA is providing technical and financial support for the development, launch and implementation of a quality standard for 'ava in Samoa.

