



Tāki Mai

**Fiji Crops Forum: Embracing the
Changing Landscape of the Fiji Crops
Sector, November 2015**





Brain Health and Mood Category

Based on Innovation
and Market Impact
Potential

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What is Kava/ Tāki Mai ?

Kava: Piper Methysticum: “Intoxicating pepper”

Kava is a proven natural aid for mild anxiety, stress, insomnia and muscle relief 😊

British Pharmacopoeia 1914/
US Dispensary 1950

Taki Mai is the highest quality farm to shelf kava brought to market to date.

Taki Mai is a Fijian phrase that translates to “serve me now.” It is used when drinking kava in a traditional setting as it has been for centuries.





Taki Mai

Product Attributes

- Water Extracted Kava
- Single Pure Source
- Fast and Efficacious
- Naturally Calming
- + KAVA SHOTS
- Organic Cane sugar
- Naturally Flavoured



Taki Mai



Vertical Integration in Fiji

Extraction Facility

- Cold Water Extraction Mechanical processing
 - Dedicated Plant
- Easy Export to International Markets
 - HACCP and cGMP Certified



Training Farmers and Future Farmers

- Improved planting regimes
- Standardization and quality
- Growing for Taki Mai supply
- Sustainability message
- Working with Ministry of Agriculture





Product & Market Overview

Our Early Retail Partners

- Whole Foods Market – SoPac (Arizona, Hawaii, Nevada, SoCal)
- Mother's Market – Orange County
- Down to Earth – Hawaii
- Mana Foods – Hawaii
- Alive and Well – Hawaii
- Napili Market – Hawaii
- Lassens – CA Central Coast
- Grassroots – Los Angeles
- The Vitamin Shoppe
- Motibhai Group – FIJI
- Jacks of Fiji
- Amazon.com



Local Challenges

- Working with farmers on improved crop husbandary and commercial focus for growing kava
- Building supply chain with standardised, quality kava varieties
- Sourcing adequate, quality planting materials for propagation
- Supply irregularity
- Crop theft
- Land lease difficulties

International Regulatory Hurdles

- Kava on FDA poisonous plants database and FDA watch list

Label Warning Requirements for a chain with 600 stores throughout the USA

- *The US FDA advises that a potential risk of rare, but severe, liver injury may be associated with kava-containing dietary supplements.*
 - *Ask a health care professional before use if you have or have had liver problems, frequently use alcoholic beverages, or are taking any medication.*
 - *Stop use and see a doctor if you develop symptoms that may signal liver problems, including jaundice (yellowing of the skin or whites of the eyes) and brown urine. Other nonspecific symptoms can include nausea, vomiting, light-colored stools, unusual tiredness, weakness, stomach or abdominal pain, and loss of appetite.*
 - *Not for use by persons under 18 years of age, or by pregnant or breastfeeding women.*
 - *Not for use with alcoholic beverages.*
 - *Excessive use, or use with products that cause drowsiness, may impair your ability to operate a vehicle or heavy equipment.*
-
- Legal advice on label preparation
 - Product Liability



USA

Structure Function Claims

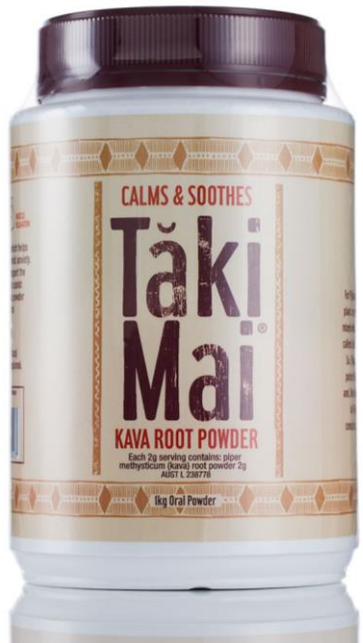
USA

- Calms and Soothes

Australia

Australia

- Mild Anxiety Relief
- Stress Relief
- Insomnia Relief
- Muscle Relaxation



Taki Mai

Key Industry Developments



- June 2014: German ban lifted by BfrAm because ban not enforceable

- November 2014: ACP classify kava as fourth item in the commodity program 2015-2020.

- Codex Approval planned for 2016

- AUSTRALIA

- TGA classifies kava as a controlled import substance

- USA

- Kava still listed on poisonous plants database

- NZ

- Kava powder acceptable either as a food or dietary supplement



Suggestions for a Roadmap to 2020 for the Kava Industry

- Fiji Standard for Kava Industry, both local and export
- Working Group for administration and regulation of kava industry
- Tissue Culture set-up for supply of high quality, disease free kava plating material
- Regional collaboration on testing and validation methods for kava
- Kava to be given “high priority” by government given current market shortages in the Pacific and rapidly growing international demand



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