THE 'KAVA' SLIPPERY SLOPE

FROM 'INNOVATION/VALUE ADDED' TO KAVA BAN 2.0?

The issue is not innovation. The issue is what we continue to call 'kava'.

TRADITION
CULTURE
PRACTICE
COMMUNITY
LIVELIHOODS

OUR
PEOPLE
OUR KAVA
OUR FUTURE

KAVA

- Defined by Pacific traditional knowledge systems (plant, beverage and practice)
- **Noble cultivars + water (only)**
- Aligned with CODEX
- Established safety profile[1]

WHAT LED TO THE 2000 EUROPEAN KAVA BAN?

- Extracts, nutraceuticals and concentrates
- Non-noble cultivars / aerial plant parts
- Interactions with drugs, supplements and botanicals
- Adverse events attributed to products marketed as 'kava'[2]

MISINFORMATION
CONFUSION
SAFETY CONCERNS
REPUTATION DAMAGE
THREATS TO
PACIFIC LIVELIHOODS

WHEN EVERYTHING BECOMES 'KAVA'...

Once the definition moves, where does it stop?



KAVA

Noble cultivars + water (only)



'VALUE ADDED' (FLAVOURED)

Flavouring, ready to drink



GUMMIES, CAPSULES, TABLETS

Nutraceuticals and supplements



EXTRACTS & CONCENTRATES

Highly concentrated products



KAVA BARS WITH KRATOM

Kava and kratom often sold together (>80% in the US)[3]



'KAVA'–KRATOM PRODUCTS

Addictive substance, serious health risks and deaths

ADVERSE EVENTS & MEDIA ATTENTION

- Kava growers in Hawai'i fear being associated with 'Gas Station Heroin'
- Kratom and kava: The consequences of a legal high
- Lawsuit claims addiction to Purple Lotus Kava Bar's kratom-laced drink

These are real headlines!



CALLING 'PRODUCTS CONTAINING *Piper methysticum*' KAVA ENDANGERS KAVA

- Protects culture
- Protects safety
- Protects Pacific livelihoods

CLEAR DEFINITIONS
SUPPORT BETTER RESEARCH,
REGULATION AND POLICY.

**CREATE SAFE VALUE-ADDED PRODUCTS;
BUT RESERVE THE NAME 'KAVA' FOR KAVA.**

PROTECT THE NAME. PROTECT KAVA. PROTECT PACIFIC LIVELIHOODS.

1 WHO; doi:10.1177/2050324519876131.
2 PMID: 20720265; doi:10.1016/j.fitote.2014.11.012.
3 https://tinyurl.com/86p-cent

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