‘Traditional Roots’ in International Economy - The Yaqona-Economy in Fiji and its Problems and Efforts before the Last Coup in 2000

Until the coup in 2000, exporters in the Fiji Islands sent big amounts of kava (yaqona) to Europe, Asia and the United States. A significant kava-boom on the international market in 1998 changed the domestic market and had an effect on the whole yaqona-industry. This induced the government, foreign investors and many of those involved in the yaqona-industry in Fiji to make efforts to enlarge production and processing. In fact yaqona was expected by some to overtake even the sugarcane industry regarding the profitability on the agricultural sector. After introducing the subfields of the domestic market such as production, wholesale, retail and sale of the ready-mixed yaqona-drink, I will talk about the first steps of a developing industry of processing the yaqona-roots in the country.

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