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Neptune Pacific helps Tuvalu achieve first commercial export in 24 years

Tuvalu, a small South Pacific island nation located between Australia and Hawaii, is one of the most remote and import-dependent countries in the world. For more than two decades, Neptune Pacific has serviced Tuvalu, at times being the only shipping line to support the population of approximately 10,000 people.

While Tuvalu's tiny sandy atoll islands limit large-scale production, local innovation and international collaboration have helped create a new export opportunity. With technical support from a UK-based development consultancy, a local team has developed Fenua Ola, a small-batch premium skincare range made from extra-virgin coconut oil.

The product name 'Fenua Ola' – means living land, representing the connection between the coconut the skincare is made of, and its Tuvalu home.

Neptune Pacific has supported the initiative from the very beginning, transporting the raw materials required for packaging, labelling and production, and working alongside the six-person Fenua Ola team to ensure all documentation and cargo were prepared for export.

On 27 June 2026, Tuvalu held a ceremony to hand over Fenua Ola's first export of goods to Neptune Pacific. The shipment marks a historic milestone for the island nation, with Fenua Ola becoming Tuvalu's first commercial export since 2002.

Andrew Jacque, Agricultural Policy Advisor, who supported the company's development, says Neptune Pacific's involvement was instrumental in helping bring the project to life.

"Given Tuvalu's remote location and shipping complexities, this collaboration played a significant role in Fenua Ola's success and sets a strong foundation for future Tuvalu exports."

Fenua Ola emerged from efforts to revitalise Tuvalu's coconut industry through the Tuvalu Coconut Rehabilitation Programme, led by the Government of Tuvalu with financial support from the European Union.

The programme aims to both restore coconut production and to create greater economic value from coconut-based products – which Fenua Ola has succeeded in doing.

For Lauti Bici, Chief Executive Officer of Tama Tuvalu Pty Ltd, Fenua Ola's manufacturer, seeing the first shipment of precious cargo depart aboard Neptune Pacific's vessel was a proud moment.

“The successful launch of Fenua Ola's first shipment is a testament to the progress achieved through vision, perseverance, and partnership. Our collaboration with Neptune Pacific strengthens our journey towards sustainable growth and reinforces Tuvalu's commitment to resilience, innovation, and opportunity in the face of climate and economic challenges”.

To commemorate the milestone, Neptune Pacific provided freight free of charge for Fenua Ola’s first export, transporting 2,102 units of skincare from Funafuti to Auckland, New Zealand in June.

Jason Ward, Owner’s Representative for Neptune Pacific, said supporting trade and economic growth across the region is central to the company’s purpose.

“Operating shipping services in remote parts of the South Pacific is about more than moving cargo. It's also about helping local businesses access new markets and opportunities.

"We're invested in the long-term success of the communities we serve because we're part of them too."

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Photo captions:

1. **Neptune Pacific Fenua Ola 1:** Rev. Alefaio Honolulu from Church of Tuvalu speaking at the port ceremony, with the Fenua Ola shipment packed into a Neptune Pacific container.
2. **Neptune Pacific Fenua Ola 2:** Asau Leauma, Permanent Secretary for the Ministry of Natural Resources and Development, Government of Tuvalu, speaking at the port ceremony, with the Fenua Ola shipment being prepared for transport.
3. **Neptune Pacific Fenua Ola 3:** Honolulu and Leauma with the Fenua Ola team, and members of the wider Tuvalu community celebrating the historic milestone at Funafuti Port.

Editor’s note:

Neptune Pacific was formerly known as Neptune Pacific Direct Line or NPDL until 2025. Please ensure that you use our current name in all reporting.

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About Neptune Pacific:

Neptune Pacific (formerly known as Neptune Pacific Direct Line or NPDL) is the leading shipping and logistics company in the South Pacific, owned by The Wonderful Company.

Neptune Pacific offers liner shipping and end-to-end supply chain logistics services between 21 countries and 37 ports across the U.S., Australia, New Zealand, Asia, and the Pacific region, including Fiji, Samoa, American Samoa, Tonga, Tahiti French Polynesia, Cook Islands, Norfolk Island, Kiribati, Tuvalu, Wallis and Futuna, Solomon Islands, New Caledonia, Vanuatu, and the Marshall Islands. Currently, Neptune Pacific's fleet includes 10 vessels supported by onshore logistics assets and dedicated agency staff.

Headquartered in Singapore, the company's wider operations also include ship management and chartering, shipping agencies, cruise agencies, stevedoring (port operations), warehousing, container consolidations, fumigation and customs clearance, trucking and container depot operations, airfreight, and fuel brokerage.

For more information, please visit the Neptune Pacific website and follow the company on LinkedIn and Facebook for regular updates.