



The TAICHI project promoted by the European Union is a great tool to be informed, to learn to recognise quality olive oil and to be protected from frauds

The Taichi project, funded by the European Union and promoted by the CNO, UNASCO and UNAPOL consortia, which together account for 55% of the over 520 000 Italian producers, is a fundamental tool for the consumers who want to gain a competence to recognize high-quality olive oil, such an important product for health.

Precisely because of its beneficial effects on health and supreme taste, much appreciated by consumers, olive oil has often been the subject of counterfeiting in China. Many cases of fraud have recently been reported in local press. To protect yourself from fraud, you can find all the comprehensive information on European quality schemes and organoleptic features of extra virgin olive oil on the TAICHI project website www.ouroliveoil.com.

European producers in the Mediterranean area pay great attention to the olive oil's production methodology and the labeling accuracy. Furthermore, the adoption of traceability concept, from tree to table, allows consumers to easily access all the information about the type of olives, country of origin and production methods used.

Approaching the TAICHI project allows you to grasp the difference among the various types of olive oil and recognise a high-quality product on the market. Choosing genuine extra virgin olive oil you are not only adding a great taste to your daily diet but also improving your health.

To find out more about the TAICHI project, visit OurOliveOil.com

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www.ouroliveoil.com

