



## Four top benefits of European extra virgin olive oil presented in Taiwan

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Italian olive oil industry experts explained four of the top benefits of European extra virgin olive oil – quality, safety, healthy properties and great taste – at a food safety event in Taiwan. The event was organised as part of the international TAICHI project, an informational programme co-funded by the EU.

The purpose of the TAICHI project is to spread awareness, understanding and use of high-quality European olive oil in mainland China and Taiwan. The project is supported and financed by Italy's three major olive and olive oil-producing consortia: CNO, UNAPOL and UNASCO.

The presidents of the three consortia – Gennaro Sicolo (CNO), Tommaso Lojodice, (UNAPOL), and Luigi Canino (UNASCO) – came to Taiwan to meet with members of the press, food industry experts and consumers, to talk about the four best characteristics of European extra virgin olive oil: quality, safety, health benefits and great taste.

### Quality and safety

Concerns about fake products in China's cooking oils market are as relevant as ever, while the quality and safety standards of European olive oil are guaranteed by strict European laws and regulations. In order to help Asian consumers to recognise high-quality olive oil on the market, the EU runs an authoritative web resource at [www.ouroliveoil.com](http://www.ouroliveoil.com), providing in-depth information on olive oil types, the EU certification system, traceability and the production process – from olive farming and harvesting to pressing and bottling.

### Health benefits of olive oil

The three industry leaders also highlighted the multiple health benefits of olive oil. Recent scientific research suggests that replacing animal fats and seed oils with extra virgin olive may reduce the risks of many chronic diseases. Olive oil is an essential part of the healthy Mediterranean diet that is listed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity.

### Great taste

At the end of the event, an acclaimed industry expert held an olive oil tasting master-class to teach the public how to recognise extra virgin olive oil through smell, taste and touch. According to the expert, the colour of the product is not an important indicator of its quality.

For more information on the TAICHI project and European olive oil, visit [www.ouroliveoil.com](http://www.ouroliveoil.com)



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