



## Extra virgin olive oil: here are the many good reasons to consume it regularly

The **TAICHI** project, supported by the EU and Italy's main olive oil producers is promoting extraordinary nutritional and health properties of "natural olive juice" among consumers in China and Taiwan.

Extra virgin olive oil is a staple food in the diet of Mediterranean Europe. The popularity of this product is defined by two factors: the taste on the palate and multiple health-promoting properties. Thanks to these precious qualities extra virgin olive oil is widely known as "liquid gold".

The TAICHI project experts, led by Italy's major olive and olive oil producers, CNO, UNASCO and UNAPOL, strongly believe that extra virgin olive oil has a great market potential in China and Taiwan. The project is promoting the awareness and the use of European olive oil among Asian consumers. This full-featured promotional project is designed to inform the consumers about all the aspects of the extra virgin olive oil, including:

1. Olives cultivation and olive oil production techniques;
2. European product quality certifications and traceability system that traces the product from the tree to the table;
3. Covering the latest scientific research on the health benefits of regular consumption of extra virgin olive oil.

According to the TAICHI project experts, the Chinese consumers are fascinated in particular by the recent studies in the scientific field. For example, a new study, published by the Temple University of Philadelphia, has confirmed the potential benefits, associated with the Mediterranean diet (and in particular with extra virgin olive oil) in preventing the wide-spread Alzheimer's disease. This study refers to the proven antioxidant properties of extra virgin olive oil having a positive effect on human cardiovascular system.

Another important scientific study, conducted by researchers of the University of Bari and published in "Biochimica et Biophysica Acta" journal, shows that polyphenol-rich extra virgin olive oil may have an anti-inflammatory and anti-tumor effect on humans.

Furthermore, the TAICHI team highlights that extra virgin olive oil prolongs longevity: "The Italians are the regular consumers of extra virgin olive oil and are the second most long-lived nation in the world with more than 22% of the population being over 60 years old."



CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS THAT PROMOTE  
A HEALTHY LIFESTYLE.

[www.ourliveoil.com](http://www.ourliveoil.com)

