



## Extra virgin olive oil among healthiest food trends of 2018, the Year of Italian Food

**The TAICHI project highlights extra virgin olive oil as one of the healthiest food trends of 2018 that has been declared the Year of Italian Food by Italy's cultural and agricultural ministries.**

The Year of Italian Food promotes national food, wine and culture, focusing on iconic dishes and traditions of the Mediterranean diet, which ranks on UNESCO's list of Intangible Cultural Heritage of Humanity. As an essential ingredient of the Mediterranean diet, extra virgin olive oil is an important part of Italian food heritage and European cultural identity.

The Year of Italian Food provides a perfect opportunity for bringing the gastronomical, nutritional and cultural value of olive oil to Mainland China and Taiwan - one of the main goals of the international TAICHI project.

Co-funded by the European Union, the TAICHI project is supported by experts from Italy's three major olive oil-producing associations: CNO, UNASCO and UNAPOL. They believe that the unique taste, multiple health benefits and superior quality of extra virgin olive oil make it among the healthiest food trends of 2018.

In 2018, the TAICHI project is organising several educational and promotional events around olive oil, including press conferences and guided tastings, as well as participating in exhibitions and activities related to food safety in Mainland China and Taiwan. To keep up with these events, you can download the OurOliveOil APP in [App Store](#) or [Google Play](#).

Research shows that sales of Italian products to China increased by 18% last year, with olive oil exports reaching 41%, according to Eda Erbeyli of Daxue Consulting, a company that analyses trends in the Chinese market. This data demonstrates that Italian food, and olive oil in particular, is highly appreciated in China.

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