



The TAICHI project is your best guide to recognising quality and authenticity of European olive oil

Following the EU olive oil policy, the TAICHI project aims to protect consumers in Mainland China and Taiwan from fraud and give them reliable tools to identify the quality and authenticity of European olive oil.

Europe is the world's leading producer of olive oil. However, as the demand for this healthy product steadily increases around the globe, several non-EU countries are also expanding their domestic production. This leads to increased competitiveness, lack of efficient quality control and elevated risks of counterfeiters on the global olive oil market.

A recent survey shows that consumers in Mainland China and Taiwan see olive oil as a healthy product, but that quality issues are a major concern for them. For example, several cases of illegal blending of olive oil with other vegetable oils, deliberate mislabeling and forging of expiry dates have recently been uncovered in China.

To fight fraud and protect consumers, the European Union is supporting an educational and promotional campaign - the TAICHI project. Empowered by expertise from Italy's three major olive oil-producing associations: CNO, UNAPOL and UNASCO, the TAICHI project highlights reliable tools to verify the quality and authenticity of European olive oil:

1. **OurOliveOil website, Augmented Reality feature and APP:** an authoritative source of information delivering the latest industry news, scientific findings and nutrition tips
2. **Traceability:** a special tracking code on the bottle, tracing oil's origins from tree to table
3. **EU quality logos:** PDO, PGI, Organic Farming - indicating high-quality products in terms of their authenticity, origin, or organic farming.
4. **EU marketing standards for olive oil:** obligatory and optional information on the product label
5. **Guided tastings** organised by the TAICHI experts with focus on organoleptic characteristics (taste, smell and texture) of extra virgin olive oil
6. **Educational events** organised by the TAICHI experts for press, market specialists and consumers.

The TAICHI project team hopes these tools help to inform, empower and protect Mainland Chinese and Taiwanese traders and consumers. To find out more about the TAICHI project, visit OurOliveOil.com

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