



## Europe condemns olive oil fraud in China

**Recent olive oil fraud cases in Fujian province, reported by the Chinese Central Television, deeply concern the TAICHI project team, supported by the EU and Italy's three main olive oil consortia. Your family's safety is our priority and we will do our best to protect the consumers in Mainland China and Taiwan.**

Food safety issues in China may damage the image of European olive oil. Our goal is to restore the trust and protect the consumers from Mainland China and Taiwan by empowering them with the authoritative and scientific information on all olive oil related aspects: nutrition and health benefits, organoleptic characteristics, production technology and European quality schemes.

Visit [OurOliveOil.com](http://OurOliveOil.com), a comprehensive scientific fact-based website providing only verified information and useful tips to help you make a well-informed choice. In the "Selecting olive oil" section one can find in-depth answers to the questions that consumers in China and Taiwan are most concerned about:

1. How to recognize high quality olive oil
2. How to read the label: EU quality certification and label breakdown
3. What is traceability and how it helps the consumer?
4. How to store olive oil
5. Olive oil types

In addition, on [OurOliveOil.com](http://OurOliveOil.com) brings you healthy recipes from famous chefs, articles about European food culture and tips on using olive oil in Chinese and Mediterranean cuisine. The TAICHI team hopes this information helps you find quality olive oil on the market and enjoy its supreme taste and healthy properties in your daily diet.

The website is a part of TAICHI informational program promoting awareness and use of European olive oil in China and Taiwan. The project is co-funded by the European Union and Italy's major olive growers, CNO, UNAPOL and UNASCO.

Find out more about [TAICHI](#) project.

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