



“Taichi Project” allows everyone to know more about olive oil! Know, Pick and Use Good Oil, Enjoy Delicious and Healthy Meal Everyday

Asian olive oil consumer market has been growing rapidly, evidenced by the forecast of over 2 million tons of olive oil imported from Europe annually. Although olive oil has not been incorporated into Taiwanese cuisine yet, its popularity has certainly been growing. However, the vast number of olive oil products on the market, with their different types, quality and price, is confusing consumers. According to the results of a survey recently conducted by FoodNEXT, titled “Can’t Control your Oil – Survey on Consumer’s Habit of Using Cooking Oil”, 36% of the surveyees use olive oil the most, while 24% of the surveyees use sunflower oil. Therefore, the percentage of Taiwanese consumers using olive oil as condiment is rising.

However, do consumers really understand olive oil’s quality standards? Do they know how to pick the right olive oil? Olive oil has been perceived as both of high quality and high price, leading to some manufacturers, in their pursuit for profits, substitute good quality olive oil with lower quality ones, which infringed upon consumer rights and damaged their trust on olive oil. Now, Taiwanese consumers do not need to be bothered by oil anymore! To protect consumers, *Consorzio Nazionale Olivicoltori* (CNO), *Unione Nazionale Associazioni Produttori Olivicoli* (UNAPOL) and *Unione Nazionale dei Produttori Olivicoli* (UNASCO) jointly launched, and EU has funded for, a 3-year “TAICHI Project”, aiming to increase awareness of olive oil’s relevant knowledge, history, culture, effects, daily usage and tasting in Taiwan, as well as to establish quality assessment system for olive oil, so as to allow more consumers to safely use such healthy condiment every day.

TAICHI Project – Launched Last Year in Taiwan Providing a Diverse Platform for Easy Learning of Olive Oil Knowledge

“Olive Oil and Health, Food with Olive Oil, Selecting Olive Oil, Olive Oil’s Purchase and Storage, Latest Research on Olive Oil...”, these are practical information that consumers desperately need to understand, yet there was insufficient authoritative channel for them to do so. Through some hard work, TAICHI Project has established its official Chinese website, filled with extensive information on olive oil. Moreover, the website will be updated occasionally for more latest information on olive oil. Besides, on the social media front, TAICHI Project has established itself on YouTube, Instagram and Facebook, uploading many precious or relaxing information and videos. Its fan page has already attracted thousands and thousands of likes in a relatively short period of time, showing that Taiwanese consumers are eager to know more about olive oil. TAICHI Project’s App, being the most instant source of information, has opened for download last year as well.

At the same time, in order for consumers to easily know more about olive oil and the Mediterranean diet, TAICHI Project has commissioned a short film with a culinary-romantic twist, called “the Mysterious Cook”. Its director, Giacomo Arrigoni, is one of the most exciting emerging European directors, and has won over 15 international film festival awards. He has also been elected to the International Scripwriters’ Pavilion at the 2018 Cannes Film Festival.



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The film takes place in the main olive oil producing region in Italy, the beautiful Puglia. Olive oil experts commented that olive oil produced there are of best quality and the main actors were Esmeralda Spadea and Yoon C. Joyce. The film was viewed over 100,000 times, just shortly after it has been released online in Taiwan. TAICHI Project communicates with consumers in the most down-to-earth and common media platforms, so as to make olive oil-related information as easily accessible as possible. TAICHI Project believes that, in the future, everyone can be an olive oil expert, and can pick good quality olive oil without any hassle.

TAICHI Project has been initiated by three Italian national olive oil industry associations: CNO, UNASCO and UNAPOL, representing around 300,000 Italian olive growers, extractors, fillers, logistic operators and relevant product producers and service providers, covering 55% of manufacturers in the global olive oil industry. Besides, TAICHI Project promotes extra virgin olive oil that has the ALL IN ONE characteristic – quality, safety, health and taste – and, taking advantage of this, promotes the latest olive oil-featured Mediterranean diet.

This year, TAICHI Project will participate in the 2018 Taipei International Food Show. Our booth will be in Nangang Exhibition Center (Booth No. M1232), organizing activities such as tasting and trying olive oil. In the future, the three Italian olive oil associations will frequently organize activities such as tasting conferences and oil-taster courses, in order to fully interact with Taiwanese olive oil industry players, catering industry players, consumers and opinion leaders, so as to increase popularity of olive oil, sometimes called “liquid gold”, its great taste, health facts and practical knowledge in Taiwan. Good oil in dishes can greatly improve food quality and diet.

To keep up to date with our latest events, you can download the OurOliveOil APP in [App Store](#) or [Google Play](#).

To find out more about the TAICHI project, visit [OurOliveOil.com](#)

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