



**From the merger between the CNO and UNASCO is born ITALIA OLIVICOLA, the biggest organization of olive- producers at national level.**

**One of the priority objectives is to promote the culture of quality and to contrast the frauds and counterfeits.**

Last October 9th, during a convention at the Antonianum Auditorium in Rome, was made official the merger between the CNO (National Olive producers Consortium) and the UNASCO and the birth of a new subject called ITALIA OLIVICOLA.

ITALIA OLIVICOLA is the largest Italian organization of olive producers that can count on very respectable numbers: 250,000 producers, 57 Producer Organizations located in 15 Italian regions, a product turnover of 54 million euros and an export capacity in well 42 international markets.

A reality that stands out both for its ability to represent the producers and for protecting the quality of olive oil to protect consumers.

Italian olive growing is unique in Europe for cultivated olive varieties (almost 500 cultivars present in Italy) and for olive growers' commitment to quality, sustainability and product traceability.

In this frame, the battle is registered that ITALIA OLIVICOLA together with UNAPOL is carrying out in defense of the panel test also at the International Olive Oil Council (COI).

It is with this spirit that the commitment of ITALIA OLIVICOLA will continue in the TAICHI project.

Next appointment on the agenda will be the participation at the FHC Food & Hotel CHINA 2018 that will be held in Shanghai from 13 to 15 November 2018.

On that occasion and during the press conference to be held on November 13th at PARK VIEW HOTEL, the importance of olive oil traceability systems to guarantee consumers and at the same time the healthy values of the oil d olive oil highlighted by numerous scientific studies.

With the TAICHI project, co-funded by the European Union and promoted by ITALIA OLIVICOLA and UNAPOL, it is possible to acquire important information on the nutritional characteristics of the olive oil and on its best use in the kitchen.

To stay up to date on the project and its events, visit [OurOliveOil.com](http://OurOliveOil.com) or download the OurOliveOil app on the App Store or Google Play.

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