



“TAICHI Project” Press Conference in Shanghai – Italian producers say “No” to chaos in the Olive oil market and present the European Traceability systems, from the tree to the bottle. ”

Olive oil is one of the most abused cooking oil in the market, especially in China, as addressed in the ‘Quality Week Report’ by CCTV on 1st of April 2018. Olive oil is the most accepted healthy cooking oil with a limited yearly yield and therefore it has a high commercial ‘value’ that makes lots of cooking oil ‘bottling company’ label their products as Olive Oil in big font, but with very little or no olive oil in their Olive Oil blended cooking oil products. This behavior has badly harmed both the consumers’ and the olive oil growers’ interests. Europe as a region has contributed almost 70% of the world olive oil output in 2017, therefore, facing this market challenge, European Union has financed a non-profit project --- TAICHI project with the objective of helping Chinese consumers to increase their knowledge about olive oil and to protect both Chinese consumers’ and European Olive Oil growers’ interests.

On November 13, 2018, at the Park View Hotel - Pudong Area, Shanghai – with support of the two Italian consortia of olive growers - Italia Olivicola and UNAPOL – the Taichi project team will hold a press conference on the importance of olive oil quality and traceability, in the frame of the EU “TAICHI project”. Vice President of Italia Olivicola, Luigi Canino, together with, President of Unapol, Tommaso Loiodice, will explain further the role of Italian consortia in ensuring a traceability system through which consumers can get an ID Card of olive oils and they will illustrate the different olive oil types, European quality certifications as well as the cost structure of olive oil.

At the end of the press conference, the two Italian consortia will give their commitment, in the frame of EU TAICHI project, to guarantee to Chinese consumers that they will strictly urge and supervise their member producers to follow the characteristics of European qualitative standards in their production. They will introduce a traceability system that allows consumers to see all the steps and locations where the olive oil has been before arriving to the shelf. One of the four values at the base of the two consortia is, in fact, to protect Made in Italy from scams and falsification.

Through this press conference and the on-going FHC exhibition, with the support of the two olive oil consortia, it will be a great opportunity for Chinese media, olive oil importers, distributors and even consumer to build direct contact with the representative of Italian Olive Oil growers and their representative in China. It will be a great benefit for them to protect their interest as well as Chinese consumers interests.

Together with them, Zhao Yinong, CEO of GBTIMES, the representative of TAICHI project in China will share the findings from researches carried out on extra virgin olive oil quality perception among Chinese consumers and will illustrate new strategies to protect buyers from olive oil scams.



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About TAICHI Project

TAICHI is an informational program co-funded by the European Union with the aim to promote the knowledge and use of European olive oil in Mainland China and Taiwan. The two main consortia of Italian olive growers, Italia Olivicola and UNAPOL, support and lead the program. The purpose of the project is to spread the culture of olive oil, especially of extra virgin olive oil, in the Countries where the consumption of this product is still small, but with great potential growth opportunities.

To find out more about the TAICHI project, visit OurOliveOil.com

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