



## **From Italian olive growers, a concrete support for cancer research with the project "An extra for research"**

**CIA, Italia Olivicola and the Airc Foundation united to support 5,000 researchers engaged in cancer research and to promote healthy habits including the consumption of extra virgin olive oil.**

The next weekend, the 7<sup>th</sup> and 8<sup>th</sup> December 2019, in 40 cooperatives and oil mills in many Italian regions, it will be possible to buy the new extra virgin olive oil and a portion of the proceeds will go to the AIRC Foundation to make a concrete contribution to the treatment and prevention of cancer. The initiative is part of the project 'An extra for research', promoted by the CIA and the olive-growers of Italia Olivicola together with the Airc Foundation, united with the dual objective of supporting the work of 5,000 researchers engaged in cancer research and enhancing the value of 'extra virgin olive oil, the main product of the Mediterranean diet'.

For each bottle or can of new EVO oil purchased, the mills will allocate 2 euros to the Airc Foundation projects. Moreover, to make a good and healthy gift for next Christmas, gift packs of 500 ml bottles of 100% Italian cold-pressed extra virgin olive oil are already available on the website of the Shop.airc.it Foundation.

In addition to this first initiative, the project 'An extra for research' will foreseen of several appointments aimed at informing the public about the importance of adopting behaviors and healthy habits to reduce the risk of cancer including the daily consumption of extra virgin olive oil.

Today, we know well that the food we consume can be a valuable ally for disease prevention and, in the case of extra virgin olive oil, in reducing cancer risks, particularly those that involve the esophagus, stomach and intestines as shown the results of the research conducted by the team led by prof. Antonio Moschetta of the University of Bari published in the journal Gastroenterology.

The EU-funded TAICHI project aims to disseminate information and knowledge on the world of olive oil to increase consumers' awareness of mainland China and Taiwan on the consumption of this product. The project, promoted by the two main consortiums of Italian olive growers, Italia Olivicola and UNAPOL, offers consumers all the information needed to understand the benefits of olive oil through its website, various social media platforms and OurOliveOil APP - available in the App Store and Google Play.

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

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