



European certifications

The PDO (Protected Designation of Origin) and PGI (Protected Geographic Indication) European denominations certify the excellence of a European food product that is the result of the singular combination of the human and environmental factors of a specific territory.

The PDO (Protected Designation of Origin) seal defines a product that comes from a place, a region or a country, whose quality and characteristics are essentially and exclusively due to the particular geographic environment and its intrinsic natural and human factors and whose production phases are carried out within the delimited geographic area.

The PGI (Protected Geographic Indication) designates a product that comes from a place, a region or a country, whose geographic origins are essential to the quality, reputation or other characteristics and for which at least two phases of its production are carried out within the delimited geographic area.

The Organic farming label known as the "Euro leaf" is used to identify organic agricultural products and certifies that during its phases of production no chemical substances are employed and only natural phytosanitary products are used.

These certified European Extra virgin olive oil certifications provide solid and multiple guarantees (regarding the impeccable production process, strict monitoring of the supply chain, elevated quality standards, and authenticity) that are of great value within the Taiwanese consumer's mind. Can they stimulate and condition the Taiwanese conceptions of these products and influence their food purchase choices?

We sat down to discuss this question with Chef William Lo.

1) Do the Taiwanese know the meaning of the PDO, PGI and Organic labels for EVO Oils and the respective particulars and guarantees these seals ensure on the products that are awarded these recognitions?

The Taiwanese do not generally know the meaning of the PDO and PGI seals of the European Community, unlike the recognition that identifies Organic products. For this reason they have very little awareness with regard to what guarantees these certifications confer to the products they protect.

2) Is the lack of awareness of these European certifications a generalized phenomenon or is there a difference between one consumer and another (depending on age, cultural level or socio-economic level)?

It is quite generalized.

3) What might be the reasons behind the low level of awareness among Taiwanese with regard to European food certifications (specifically PDO and PGI)?

The communication and education is not sufficient.

4) Does the EVO oil certification condition the purchase choices of the Taiwanese? (Even though they may not know what it means)

Yes, it does, but without a proper awareness of why.

5) Are the Taiwanese willing to spend more for a certified European EVO oil than they would spend for an oil without certifications?

Yes. They are willing to spend more, despite the lack of awareness.

6) Could the right strategy to promote the spread of EVO oil in Taiwan be to focus on reinforcing the image of the product with regard to nutrition? Or should we focus on other aspects, starting with its value on a sensory level?



You need to focus on the promoting the health properties of EVO oil, as a healthy product that has benefits for health through the use of social media and television.

Chef William Io has presented a series of recipes based on Extra Virgin Olive Oil for the Taiwanese consumers that he created to allow them to make excellent and genuine dishes with the simplicity of home cooked meals. Let's have a look at some of them.

1. Sugarcane Smoked Tea Goose



Ingredients

200g goose breast, 1 sugar cane, 7g Taiwan tea, 1/3 white radish, 50cc Extra Virgin Olive Oil, 300cc water / broth, 120g sugar, 120cc vinegar, 1 teaspoon salt and pepper, small amount of chives

Recipe

1. Put the goose breast in a bowl, sprinkle with tea leaves, add Extra Virgin Olive Oil 15cc, a little bit of salt and pepper, and marinate for one night (12 hours).
2. Put the diced white radish and the tea leaves into a pot. Add water / broth, cook for 40 minutes, season with salt.



3. Pour a small amount of Extra Virgin Olive Oil in a pan, pan-fry the marinated goose breasts at middle heat. Start with the skinned side for 5 minutes, until it becomes crispy, turn it over and pan-fry for 30 seconds.
4. Chop the sugar cane in half, put the pan-fried goose breasts on it. Preheat the oven at 210 degrees, roast for 5 minutes. Take out and let it rest for 3 minutes, then put it back into the oven, roast for another 2 minutes, take it out and set aside.
5. Take another pan, add vinegar and sugar, cook on low heat for about 2 minutes, until it thickens.
6. In a big bowl, add 2 tablespoons of broth as described in step two, 3 tablespoons of sauce as describe in step five. Add Extra Virgin Olive Oil, mix well to make a flavour sauce.
7. Presentation: slice the goose breast and place it in a plate and add the flavour sauce as from step six. Decorate with roasted sugar cane, diced white radish, and sprinkle with chives. Now the dish is ready to be served.

2. Sweet and Sour Fish





Ingredients

1 slice of sea bass fillet, 15g pineapple, 15g red pepper and yellow pepper, 15g snap peas, 70cc Extra Virgin Olive Oil, 40cc white vinegar, 50g tomato paste, 1 plum, 25g sugar, small amount of potato starch, 1 Miyagawa, salt and pepper

Recipe

1. Clean the sea bass fillet, remove the fish skin. In a bowl, put the fillet and add Extra Virgin Olive Oil 15cc, potato starch, salt and pepper, mix evenly.
2. Pour the small amount of Extra Virgin Olive Oil in a pan, add the seasoned sea bass fillet, pan-fry for 3 minutes at low heat.
3. In the same pan, add pineapples, red and yellow peppers, snap peas, stir fry for 1 minute. Then put in a heat-resistant bag, add 50cc of Extra Virgin Olive Oil, a bit of salt, then vacuum the bag, cook at low temperature for 10 minutes.
4. Making of the sweet and sour sauce: add tomato paste, white vinegar, plum, sugar, lemon juice, a small amount of Extra Virgin Olive Oil in a pan, mix and cook for 3 minutes.
5. Presentation: add the sweet and sour sauce from step 4 on the plate, place the pan-fried sea bass fillet. Decorate with the cooked pineapple, red and yellow pepper, snap peas. The sweet and sour fish is now ready to be served.