

#Freedompineapple

Due to the Chinese ban on imports of Taiwanese pineapples on 26 February 2021, a social media campaign has been launched to call for people around the world to support freedom pineapples from Taiwan.

As 99.79% of the batches pass inspection, China's sudden and unilateral decision to enact the ban is not based on principles of health or fair trade, and is politically-driven. Another example is China's announcement of tariffs on Australian wine last November. Australia then launched 'Freedom Wine' joined by many countries including Taiwan.

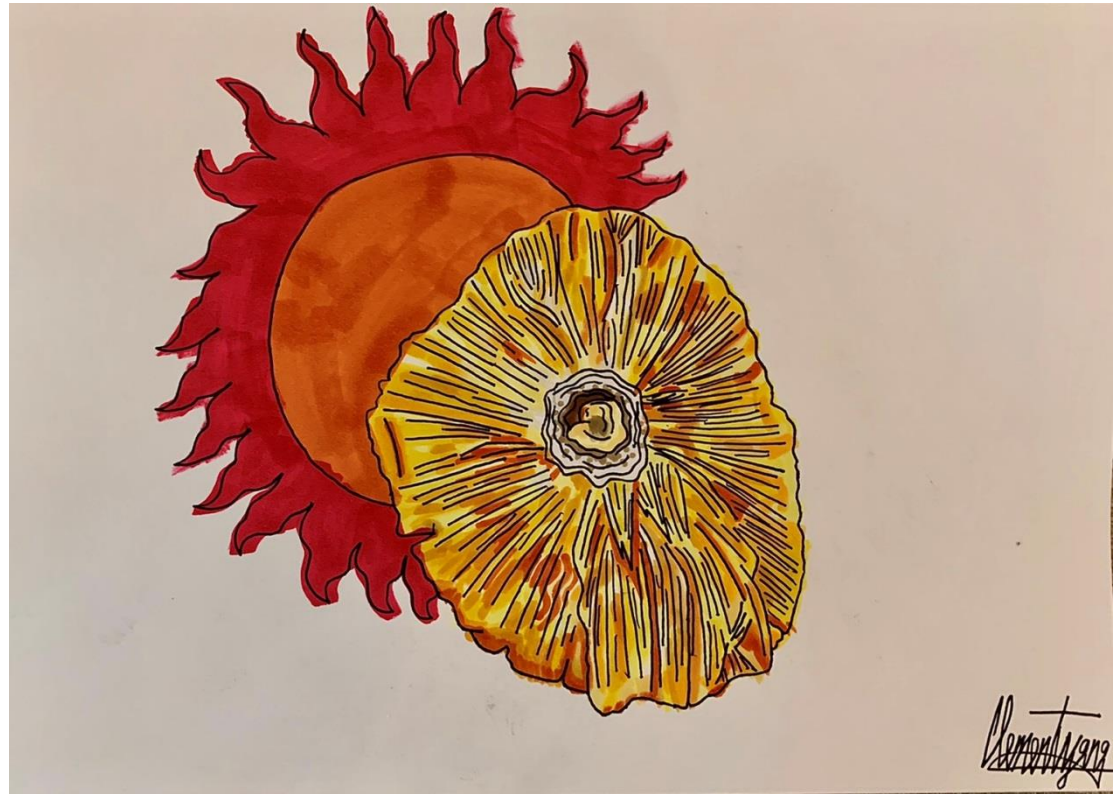
Since launch of the #freedompineapple campaign, Representative or Trade offices in Taiwan from Canada, the United States, Japan, Germany and Britain have hailed the product, and have devised creative ways to enjoy Taiwanese high-quality pineapples, such as by placing them on pizza, with chicken tacos, or in avocado salsa.

We are sure most of you have tried the sweet treat pineapple cake. This time, we would like to share this special '**freeze-dried**' (the same technique to make space food) pineapples from Kaohsiung, Taiwan, with you.

This product was previously chosen as an official souvenir by President Tsai Ing-wen in 2018. Taiwanese businesspersons in Ireland recently introduced it to the local market after the successful sale of Yulin peanuts from Taiwan in support of the #freedompineapple campaign.

The pronunciation of pineapple ("ong lai") in Taiwanese Hokkien sounds similar to "May prosperity come forth" in English, and so the pineapple is usually regarded as a symbol of wealth, fortune and prosperity.

We therefore hope that you enjoy the taste of the freedom pineapple and support freedom! We also look forward to having more Taiwanese products launch in the Irish and EU markets.



**Support #Freedompineapple
Taipei Representative Office in Ireland**