



**Good Practice 23:
A Monastery Diet Becomes a
Trademark in Greece**

SKIVRE Training Scheme



Author/s:

**Angela Ivanova
Pantelis**

Institution:

**INI-Novation Bulgaria
OOD, Bulgaria
GUnet**



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Good Practice 23:

A Monastery Diet Becomes a Trademark in Greece

**Greek Ministry of
Agriculture and Food**



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
Υπουργείο Αγροτικής Ανάπτυξης
και Τροφίμων

Description

Another example of good practice comes from Greece. We found it as information in an article published on the online GR Reporter in 2014. Below, you can find a short translation that we hope will inspire and motivate you to gain good ideas for your brands:

In 2014, the Ministry of Agricultural Development and Food (Greek: Υπουργείο Αγροτικής Ανάπτυξης και Τροφίμων, <http://www.minagric.gr/index.php/el/>) announced that it was about **to create a logo** for the monastery zones, which **aims to link the Greek monastery diet to the international vegetarian movement**. The sign will also be given to **restaurants that will offer representative monastery meals within the designated areas**.

The monastery diet is considered to be **a continuation of the eating habits of ancient Greece**, which were preserved in Byzantium through Christianity and were part of the classic pattern of eating for Greek families until the late 1970s.

With the creation of the trademark, the ministry aims to inform the general public about the monastery's diet and cuisine while, at the same time supporting local farmers and tourism companies in the monastery regions.

The idea was presented at a conference on the topic: "Monastery Diet, Agricultural Production and Development of Agricultural Regions", organized by the ministry at the newly created Gastronomy Museum in the central Athens district of Psiri.

University professors, researchers, and physicians presented the benefits to the body of the monastery diet as well as its connection to everyday traditional dishes. "A crucial role in the way we eat, both for our culture and our religion, which has greatly influenced our gastronomy," said lecturer Georgy Kofina.

According to other researchers, "80 percent of our daily diet is identical to that in monastic communities." They state that the monasteries could also be included among the producers of trademarked products and products with a protected geographical indication. "We must not forget that the monasteries have preserved the traditional Greek crops and, of course, their seeds," said former director of the Center for Ethnography at the Athens Academy of Ekaterini Polimeru - Kamilaki.

"The Greeks are not well versed in the monastery diet and its benefits to the body. Studies show that teenagers have moved away from the traditional diet, and this is one of the main causes of their obesity," said the theologian - teacher Ioannis Anastasopoulos. He cited data that, during the interval, students between the ages of 6-12 eat sandwiches at a rate of 28 percent, toast - at a percentage of 20 percent, 10 percent eat croissants, and only 5 percent eat some fruit.

The main products in the monastery diet are fish, seafood, pickles, legumes, fruits, vegetables, olive oil, bread, and honey; it is therefore considered one of the healthiest ways of eating. Participants in the conference noted that it can be applied partially or fully in the eating habits of certain groups of people with specific dietary requirements or preferences such as diabetics, people with heart disease, athletes and more.

More monastery recipes can be found on the website of the Mount Athos monks: www.monastiriaka.gr/sidages.php



Picture 1. Monastery recipe for healthy monastic dish. Source: <http://www.qrreporter.info>



Source/link

This good practice article and also the picture on the front page are available under the following links:

http://www.grreporter.info/Manastirskata_dieta_stava_zapazena_marka/15498

Country

Greece

Topic

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