



**Good Practice 3:
The International Trappist
Association -
International Network to Protect
Brand and Values**

SKIVRE Training Scheme



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Good Practice 3:

The International Trappist Association - International Network to Protect Brand and Values

**International Trappist
Association**



Description

The International Trappist Association (ITA) unites twenty Trappist abbeys located all over the world. A variety of products for sale are produced by Trappist monks and nuns in these monasteries. It's a non-profit association, dedicated to assist the members in the production of goods and in the pursuit of standards of excellence. Also, the brand name "Trappist" and the fundamental values it stands for, which underpin every Trappist product are protected by the association. The association monitors and encourages its members. Through their industries, members play a part to their wider market economy. The association takes care that member communities develop a good balance between their commercial goals and their spiritual heritage. It helps and supports them in this endeavour, in the following ways:

- By protecting the brand name "Trappist" and the common economic interests of Trappist communities,
- By providing reliable information about the Order of Cistercians of the Strict Observance (OCSO),
- By fostering cooperation between the Abbeys,
- By developing a network of solidarity and cooperation with other Trappist Abbeys.

■ **Protecting authenticity of origin**

The monastic life appeals to the imagination of many products. Therefore the association on behalf of its members sees to it that the brandname "Trappist" is not used improperly. The foundation was founded in 1998 to inform consumers unambiguously about the origin and authenticity of Trappist products, as there was a need to do so.



■ A special label was developed

All Trappist abbeys have an exclusive right to use the brand name Trappist, but members of ITA are entitled to claim the label “Authentic Trappist Product (ATP)”. This label indicates the product is not only has a monastic origin but it also guarantees it was produced exactly according to the guidelines as set up by the Association. All applying for the special ATP label must meet three strict criteria:

- Products must be made in the immediate surroundings of the monastery,
- Production must be carried out under the supervision of a monk or nun,
- Profits should be intended for the needs of the monastic community, for purposes of solidarity within the Trappist order, or for the development of projects and charitable works.

■ Furthermore

All members belong to the Order of Cistercians of the Strict Observance. This order follows the sixth-century Rule of Saint Benedict, and are guided and inspired by Cistercian spirituality. Any economic enterprise is marked by prayer, an attitude of responsibility and silence. Trappist monks and nuns participate in management and sometimes in production. Production is to be kept environmentally friendly and sustainable, putting quality before quantity. Policies of marketing and sale strive to maintain a high degree of integrity. They are concerned to ensure the welfare of their collaborators and to provide consumers with correct information.

■ Why is this a good practice

This is a good practice as it clearly shows the benefits of cooperation and networking: to face challenges, to share knowledge, protecting authenticity and ensuring the high quality standard of the brand. It opens additional sale channels, broadens the horizon of every member, it ensures the true goal remains clear and protected. Knowledge and strength are put together for all to benefit from in different ways.

Source/link

This good practice article and also the pictures on the front page are available on the official website of the ITA association under the following links:

<https://www.trappist.be>



Country

Belguim

Topic

SKIVRE Training Scheme	
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