

The International Trappist Association (ITA) unites twenty Trappist abbeys throughout the world, monasteries in which Trappist monks and nuns produce a variety of products for sale. The association is non-profit. It is dedicated to assist the members of the ITA in the production of goods and in the pursuit of standards of excellence. The association also protects the brand name 'Trappist®' and the fundamental values it stands for, which underpin every Trappist product.

- The association's members and their values

All abbeys who are members of the ITA belong to the Order of Cistercians of the Strict Observance. This order still follows the sixth-century Rule of Saint Benedict, and are guided and inspired by Cistercian spirituality.

### **Silence and dedication**

Any economic enterprise undertaken by member communities is marked by prayer, an attitude of responsibility, and silence. The Trappists, monks and nuns, participate in management, sometimes in production. They are concerned to ensure the welfare of their collaborators and to provide consumers with correct information. They endeavour to keep production environmentally friendly and sustainable, putting quality before quantity. Furthermore, their policies of marketing and sale strive to maintain a high degree of integrity.

- The ITA monitors and encourages

Through their industries, ITA members play a part in the wider market economy. The monastic values on which their production rests ensure the uniqueness of each individual product. The ITA 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. It does this 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.

- Trappist®, a protected brand name

To indicate the origin of their products, all the world's Trappist monasteries may advertise their products using the brand name Trappist®. This also applies to yeast used in production. Abbeys that brew beer develop yeast especially for each Trappist® beer. There is, for instance, a Rochefort Trappist® yeast, an Orval Trappist® yeast, etc. The brand name 'Trappist®' is protected. Usage of the brand name Trappist® in other contexts should not be allowed to mislead anyone.

### **Authenticity of origin**

The monastic life appeals to the imagination of many producers. The ITA therefore sees to it that the name Trappist® is not used improperly. Indeed, the ITA originated from a need to ensure such protection: the association was founded in 1998 to inform consumers unambiguously about the origin and authenticity of Trappist products.

### **Trappist® products with the ATP label**

Whereas all Trappist abbeys have an exclusive right to use the brand name Trappist®, members of the ITA are entitled to claim another title: the label, 'Authentic Trappist Product (ATP)'. A Trappist® product with an ATP label not only has a monastic origin. The label further guarantees that it was produced exactly according to the guidelines set up by the ITA.