

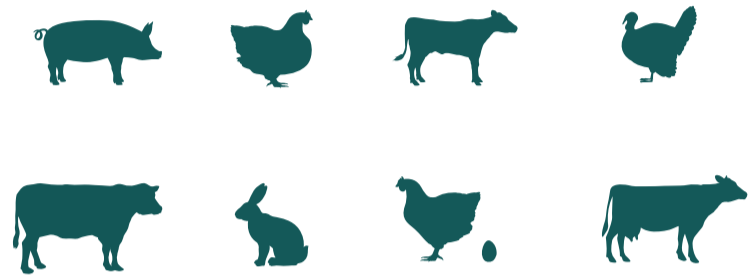
Introducing the Better Life label



What is Better Life label?

In 2007, the Dutch Society for the Protection of Animals introduced the Better Life label, which is intended to improve the welfare of millions of animals held on livestock farms via the Dutch market. Criteria are developed for three levels.

Animals



How

How can my business apply for the Better Life label?

Companies can apply to the Better Life label Foundation. Once a company has been approved, it will receive a letter of approval and certificate, after which it can produce or purchase Better Life-products and supply these. Better Life is not communicated on international markets, except for business-to-business.

Audits

How is the Better Life label monitored?

Better Life label Foundation is a private foundation acting as an independent quality label certification organisation responsible for ensuring that the standards of the Better Life label are upheld correctly. Independent Certification Bodies conduct initial inspections and annual (unannounced) inspections at livestock farms and processing firms. They build on existing quality assessment audits.

Stars



1 - The major animal welfare problems have a.o. been addressed. The animals have more space and enrichment.

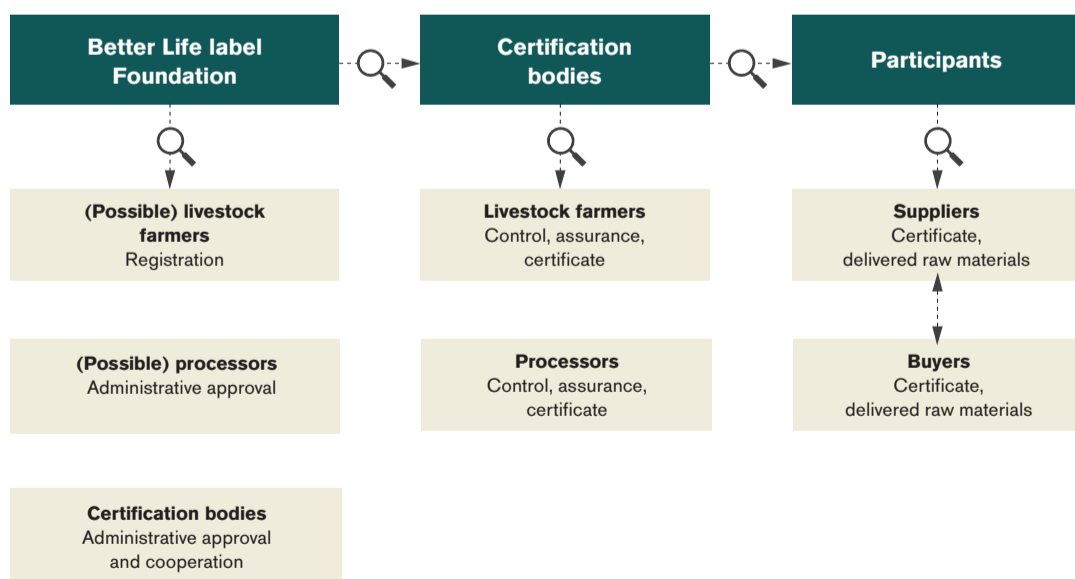


2 - The animals can go outdoors.



3 - Animal welfare at organic or comparable standards.

Chain



Interested?

▶ beterleven.dierenbescherming.nl/zakelijk
▶ info@sblk.nl

In 2019 the label accounts for more than 2 billion euros supermarket sales.*

94% of the Dutch consumers has heard of the Better Life label.

The Better Life label with two and three stars was designated a leading quality label since 2016 by "Milieu Centraal", a public information organisation monitoring sustainability.

Since its introduction, almost 190 million animals have had a better life.