

A CONSCIOUS CHOICE

Introduction of the Better Life label



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1. Introduction

The Better Life label, which aims to improve the welfare of millions of animals through the market, was introduced in 2007 by the Dutch Society for the Protection of Animals. >>



2. What is the Better Life label?

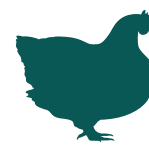
The Better Life label is a label found on the packaging of meat, dairy products and eggs. The star system indicates the extent to which animal welfare has been taken into account. There are three levels of animal welfare. >>

3. What are the criteria?

The Dutch Society for the Protection of Animals sets the animal welfare standards for each species of animal, e.g. amount of living space, daylight, (covered) outdoor run and enrichment. >>



Laying hens



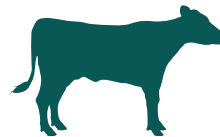
Broiler chickens



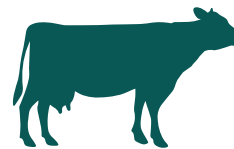
Pigs



Beef cattle



Calves



Dairy cattle



Turkeys



Rabbits



4. How does the production chain work?

Companies that meet the criteria are awarded the Better Life label. The Better Life label Foundation coordinates the certification of participating farms and businesses. >>





'Thanks to the requirements of the 3-star Better Life label, our animals have a happy life. They can go outside, they have plenty of space and they have a dignified existence.'

Chris and Marjanne Borren, broiler chicken farm, 3 stars

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1. INTRODUCTION

Consumers are becoming ever more aware of the importance of consuming sustainable, animal-friendly products.

As the sales figures for Dutch supermarkets suggest, animal welfare is one of the main reasons why consumers buy sustainably produced food. The Dutch Society for the Protection of Animals' Better Life label is the fastest-growing and most well-known quality label in the Netherlands. The number of farms and businesses embracing the Better Life label is growing year on year.

Improve welfare through the market

The Better Life label, which aims to improve the welfare of millions

of farm animals through the market, was introduced in 2007 by the Dutch Society for the Protection of Animals. The label offers an alternative between regular and organic farming. Welfare criteria have been defined for laying hens, broiler chickens, pigs, beef cattle, calves, dairy cattle, turkeys and rabbits.

More than 150 million animals now have a better life as a result, and products with the Better Life label account for total sales in supermarkets of approximately 2 billion euros. Better Life products are not just available in supermarkets, they can also be purchased in some butcher's shops and from online stores and foodservice companies.

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2. WHAT IS THE BETTER LIFE LABEL?



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The more stars, the better the conditions for the animals

The Better Life label is a label found on the packaging of meat, dairy products and eggs. The label has three levels of animal welfare (1 star, 2 stars or 3 stars). The star system indicates the extent to which animal welfare has been taken into account. The more stars, the better the conditions for the animals.

THE LABEL

The Dutch Society for the Protection of Animals' Better Life label defines the animal welfare criteria that participating businesses must meet. The Dutch Society for the Protection of Animals does not benefit financially from the label. The Better Life label Foundation is responsible for implementation activities, such as auditing and compliance. Participating businesses pay a contribution to the Better Life label Foundation for their participation.

The label is designed to improve the welfare of farm animals through the market. This is typical of the Dutch Society for the Protection of Animals' approach: collaboration with all partners in the chain and the sector. The label's success comes from the



collaboration of an NGO with the government, farmers, processors, retailers and advocacy organisations within the chain with the aim to bring changes in the field of animal welfare, environment and biodiversity together.



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HISTORY

It started with a concept involving a stronger, slower growing breed of broiler chickens known as the ‘Volwaard’ that was introduced in the market in 2007. Farmers wishing to participate in the trial had to provide a covered outdoor run, more space and enrichment materials. Four supermarkets and six poultry farms took part in the trial, making the new ‘Volwaard’ breed of broilers available to consumers. An added benefit was that the broilers were more robust and, as a result, antibiotics were almost not needed.

Product range

In 2007, Minister of Agriculture, Nature and Food Quality Cees Veerman announced the introduction of the higher welfare

‘Volwaard’-broiler chicken with a one-star Better Life label. The label went from strength to strength. In 2011, Albert Heijn, in partnership with Vion, was the first supermarket to replace all of its regular pork with a one-star Better Life label. Other supermarkets in the Netherlands soon followed their lead.

Now, in addition to meat and eggs, there are more than 6,000 composite products containing meat which have been produced to higher animal welfare standards. In 2019, the range was further expanded to include the one star Better Life label for dairy products.

RESULT

Consumers are becoming ever more focused on animal welfare and sustainability. As a result, the Better Life Label is growing fast and 150 million farm animals now have a better life. This is all due to the commitment of more than 1,800 farms, 431 processing firms, retailers and of course, consumers who buy products with the Better Life label. The label accounts for cumulative sales in supermarkets of more than 2 billion euros.

94% of Dutch consumers have heard of the label and 33% can spontaneously name it as the best known label (source: GFK 2019). Finally, since 2016, the sustainability organisation Milieu Centraal has designated the Better Life label as a *Topkeurmerk*, a top-quality certification.



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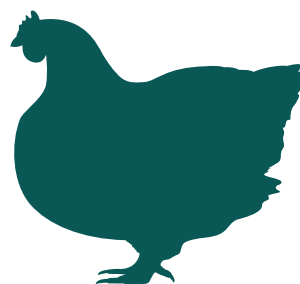
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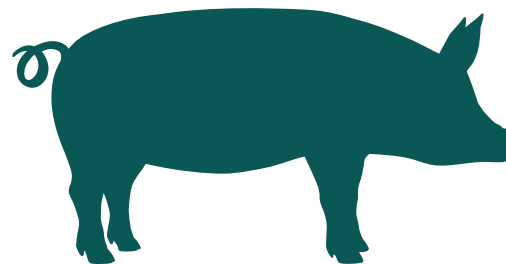
IN NUMBERS #1

35.2 million



The Better Life label has grown rapidly from the outset. The number of animals that have been given a better life through the label has increased by almost 3 million in one year: from 32.4 million in 2017 to 35.2 million in 2018, not including organically kept animals.

1,864



The Better Life label was launched in 2007 with 6 farmers who dared to raise the bar. The number of Better Life farmers increased to 1,864 farms in 2018. They keep their farm animals in accordance with the criteria for 1, 2 or 3 stars.

Total number of animals

2012	6.0 million
2013	11.9 million
2014	17.3 million
2015	20.5 million
2016	27.6 million
2017	32.4 million
2018	35.2 million

Total number of farms

2012	805
2013	866
2014	1,005
2015	1,237
2016	1,534
2017	1,690
2018	1,864

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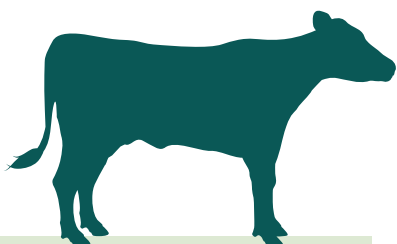
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IN NUMBERS #2

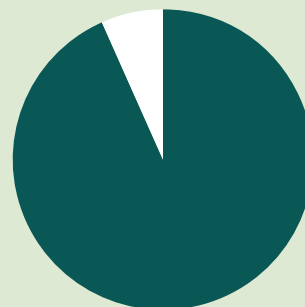
32%

In 2018, turnover was 1.9 billion euros, an increase of 32% compared with 2017.



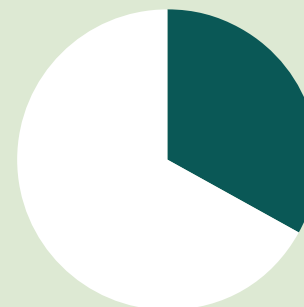
Turnover

2014		€ 517 million
2015		€ 592 million
2016		€ 907 million
2017		€ 1,471 million
2018		€ 1,944 million



94%

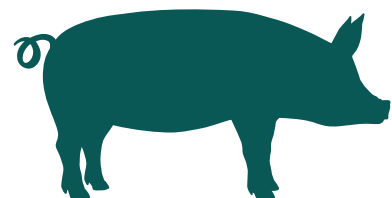
of Dutch consumers have heard of the label



33%

of the Dutch consumers can spontaneously name the Better Life label as the best known label

source: GfK

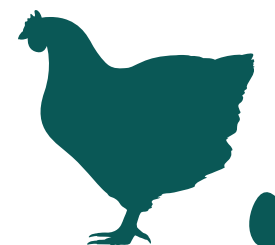


6,011

Better Life products were on the shelves in 2018

431

processing firms are Better Life certified



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IN NUMBERS #3

75.4%

For all categories the market share increased over the years. For example, the market share of the category 'pigs' has increased to 75.4% in 2018.

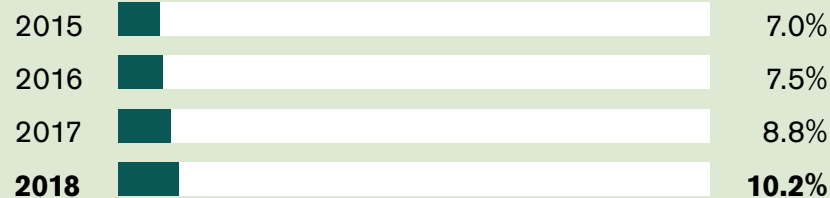
Market share: pigs



Market share: poultry



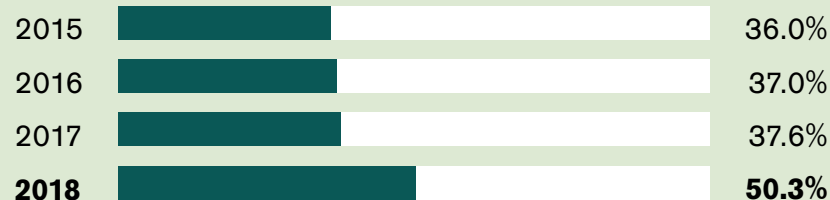
Market share: beef cattle



Market share: calves



Market share: eggs



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3. WHAT ARE THE CRITERIA?



The Dutch Society for the Protection of Animals sets the animal welfare standards for each species of animal, e.g. amount of space, daylight, enrichment and (covered) outdoor run. Animal welfare criteria have been defined for laying hens, broiler chickens, pigs, beef cattle, calves, dairy cattle, turkeys and rabbits.

Better Life farmers have taken measures beyond the law to better meet the needs of their animals. There are already more than 1,800 farms that keep their animals in accordance with the criteria of the 1, 2 or 3-star Better Life label.

Different levels of animal welfare

The overviews indicate the usual statutory (EU) requirements for each species of animal. The star system reflects the different levels of animal welfare. One star indicates that the main welfare problems for that particular species of farm animal have been resolved. Two stars indicates, amongst other things, that the animals have free access to an outdoor run. Three stars represents the maximum welfare level, comparable to the organic sector.

Basis of the criteria

Scientific knowledge and practical experience form the basis of the criteria. In addition, the criteria go beyond the legal requirements and are compared with other quality systems and labels. Stakeholders are actively involved in drawing up the criteria.

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Laying hens

Under the Better Life label, laying hens have access to an outdoor area that provides them with fresh air and plenty of daylight.

With 1 star, for example, they have a covered outdoor area and with 2 and 3 stars, they have an additional outdoor area. The hens also have access to daylight in their barn, enrichment material for distraction and clean, dry bedding.

On the next page you will find an overview of the criteria. >>



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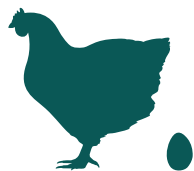
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OVERVIEW OF THE CRITERIA FOR LAYING HENS

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	Conventional barn eggs			
Indoor stocking density	9 hens per m ²	9 hens per m ²	9 hens per m ²	6.7 hens per m ² ⁽¹⁾
Covered outdoor run	✗	✓	✓	✓
Outdoor area	✗	✗	✓ 1 hen per 4m ² ⁽²⁾	✓ 1 hen per 4m ² ⁽³⁾
Maximum group size	✗	6,000 hens	6,000 hens	6,000 hens
Enrichment material	✗	✓	✓	✓

- (1) Organic products are automatically awarded a Better Life label with three stars. These criteria are prescribed by the EU. They specify a maximum stocking density of six hens per square metre.
- (2) The pasture may be subdivided to allow the grass time to grow. In this case, a minimum area of 2.5 m² per hen applies.
- (3) Farms such as Rondeel (three stars) have at least a 216 m² outdoor run per 6,000 hens. This is not a traditional outdoor run; the space is structured precisely as required by the hens' needs, meaning it is put to optimal use.

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Broiler chickens

Broiler chickens with the Better Life label are a slower growing breed, raised in barns with more space and plenty of daylight.

As well as fewer animals in the barn, the broiler chickens also have an outdoor area and more fresh air. With 1 star, there is a covered outdoor area and with 2 and 3 stars, they have a covered and an outdoor area. They also have access to daylight in their barns, enrichment materials for distraction and sufficient clean, dry bedding. The transport distance to the slaughterhouse is shorter. *On the following pages you will find an overview of the criteria. >>*



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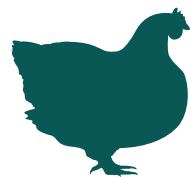
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OVERVIEW OF THE CRITERIA FOR BROILER CHICKEN

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	Conventional	Non-organic ⁽⁴⁾		Organic ⁽¹⁾	
					
Indoor floor space ⁽²⁾	No requirement, average of 18 broilers per m ²	12 broilers per m ²	13 broilers per m ² ⁽²⁾	11 broilers per m ²	10 broilers per m ²
Stocking density (total kg bodyweight per m²)	Max. 42 kg/m ²	Max. 25 kg/m ²	Max. 27,5 kg/m ² ⁽²⁾	Max. 25 kg/m ²	Max. 21 kg/m ²
Covered outdoor area	X	✓	X	X	X
Outdoor area	X	X	✓ 1 broiler per m ²	✓ 1 broiler per m ²	✓ 1 broiler per 4m ²
Slow-growing breed compulsory	X	✓	✓	✓	✓
Enrichment material	X	✓	✓	✓	✓ (not compulsory) ⁽¹⁾
Daylight	Not compulsory	Daylight compulsory	Daylight compulsory	Daylight compulsory	Daylight compulsory
Slaughter age	35-42 days	56 days	56 days	81 days	81 days
Slaughter method	Electric water bath or gas stunning	Gas stunning recommended ⁽³⁾	Gas stunning recommended ⁽³⁾	Gas stunning recommended ⁽³⁾	Gas stunning recommended ⁽³⁾
Transport to slaughterhouse	Max. 24 hours	Max. 3 hours	Max. 3 hours	Max. 3 hours	Max. 24 hours ⁽¹⁾

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OVERVIEW OF THE CRITERIA FOR BROILER CHICKEN

- (1) Organic products are automatically awarded a Better Life label with three stars, provided the animals are stunned before slaughter. These criteria are laid down in European legislation.
- (2) For the Better Life label with two stars, there are more broilers per m² than for the labels with one and three stars. This is due to the free range system, where the chickens have additional outside space. Therefore they have relatively more room than broilers kept within the one star scheme.
- (3) Gas stunning is currently not compulsory for the award of a Better Life label, because not all of the slaughterhouses that are used have the capability to apply this method. The majority of slaughterhouses do use gas stunning. The Dutch Society for the Protection of Animals' objective is to phase out the water bath method as quickly as possible.
- (4) Non-organic also includes Red Label (Label Rouge).

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Pigs

Under the Better Life label, pigs have more space, are provided with sufficient enrichment material for distraction and have a shorter transport time from farm to slaughterhouse.

Tail docking is not allowed under the 2 and 3 stars label, and these animals also have access to a lying area with fresh straw and a (covered) outdoor area. In addition, piglets stay with the sow for longer, and with 2 and 3 stars, the sow can move freely in the farrowing pen after the first few days of giving birth. With 3 stars, gestating sows can go out to pasture. Castration is not permitted with 1 star but may be carried out with anaesthetic and pain relief under 2 and 3 stars.

On the following pages you will find an overview of the criteria. >>



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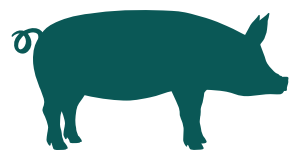
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OVERVIEW OF THE CRITERIA FOR PIGS

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	Conventional			Organic ⁽¹⁾ 
Minimum floor space				
• Sows	2.25 m ² per sow	2.25 m ² per sow	2.5 m ² per sow	2.5 m ² per sow
• Farrowing pen	3.5 m ²	3.8 m ²	6.5 m ²	7.5 m ²
• Weaned piglets	0.3 m ² per piglet	0.4 m ² per piglet	0.5 m ² per piglet	0.6 m ² per piglet
• Fattening pigs	0.8 m ² per pig	1 m ² per pig	1.1 m ² per pig	1.3 m ² per pig
Loose sow in farrowing pen	X	X	✓ After 5 days	✓ After 3 days
Covered outdoor area	X	X	✓ • 0.7 m ² per pig • 1 m ² per sow	✓ • 0.4 m ² per piglet • 1 m ² per pig • 1.9 m ² per sow
Access to pasture	X	X	X	✓ For pregnant sows
Piglet with mother	Min. 21 days	Min. 23 (average 25) days	Min. 33 (average 35) days	Min. 39 (average 42) days

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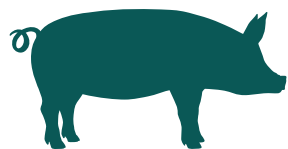
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OVERVIEW OF THE CRITERIA FOR PIGS



		Organic ⁽¹⁾		
	Conventional			
Enrichment material	Enrichment must be safe and have the following properties: edible, chewable, rootable and degradable. In addition, the material must be innovative, accessible, available and clean.	Permanently available material such as straw in a tube, or daily loose edibles in combination with a wood block or a rope. <i>In case of 40 or more pigs: straw</i>	Straw	Straw
Castration	Allowed with anaesthesia	Prohibited ⁽²⁾	Allowed with anaesthesia	Allowed with anaesthesia
Tail docking prohibited	✗	✗	✓	✓
Weaned piglet transport	No limit	Max. 6 hours	Max. 6 hours	Max. 6 hours
Fattened pigs transport	No limit	Max. 8 hours	Max. 8 hours	Max. 6 hours

(1) Organic products are automatically awarded a Better Life label with three stars, provided the animals are stunned before slaughter. These criteria are laid down in European legislation.

(2) Pigs under the Better Life label with one star may not be castrated. Further research is being carried out in order to end castration under two and three stars in a responsible way.

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Beef cattle

Under the Better Life label, beef cattle have more space, a soft, dry lying area with straw and access to pasture.

Bulls older than 1 year can be kept inside permanently for safety reasons. Better Life label cattle also have access to daylight, fresh air and sufficient roughage. De-horning and castration are only permitted with anaesthetic and pain control and a breed must be chosen that does not require routine caesarean sections. The cattle also have a shorter distance to travel from the farm to the slaughterhouse.

On the following pages you will find an overview of the criteria. >>



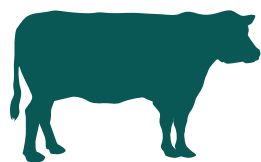
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OVERVIEW OF THE CRITERIA FOR BEEF CATTLE

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	Conventional			<i>Organic ⁽¹⁾</i> 
Indoor floor space per cow (>700 kg)	No requirements	5.4 m ²	6.6 m ²	8.5 m ²
Soft surface to lie on	Full slatted floor, without soft surface, allowed	Soft straw surface	Soft straw surface	Soft straw surface
Daylight	Not compulsory	Daylight compulsory	Daylight compulsory	Daylight compulsory
Access to pasture				
• Cows, calves and bullocks	Not required, but customary	5 months 8 hours per day	6 months 12 hours per day	7 months 12 hours per day
• Bulls	Bulls older than 8/12 months kept indoors	Bulls older than 1 year kept indoors	Bulls older than 1 year kept indoors	Bulls older than 1 year kept indoors
Breeds with frequent caesarean section	Allowed	Prohibited	Prohibited	Prohibited
Calf kept with the mother	Not required	Min. 3 months	Min. 5 months	Min. 6 months
Castration & dehorning	Anesthesia required, pain relief not required	Only with anaesthesia and subsequent pain relief	Only with anaesthesia and subsequent pain relief	Only with anaesthesia and subsequent pain relief

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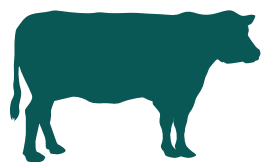
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OVERVIEW OF THE CRITERIA FOR BEEF CATTLE



Transport to farm

Transport to slaughterhouse

Conventional



Organic ⁽¹⁾



19-29 hours ⁽²⁾

Max. 12 hours ⁽³⁾

Max. 10 hours ⁽³⁾

Max. 8 hours ⁽³⁾

No limit

Max. 4 hours

Max. 4 hours

Max. 4 hours

(1) Organic products are automatically awarded a Better Life label with three stars, provided the animals are stunned before slaughter. These criteria are laid down in European legislation.

(2) 19 hours for calves, 29 hours for adult cattle. After 24 hours of rest, calves may be transported for another 19 hours and adult cattle for another 29 hours.

(3) These transport times apply to cattle older than five months; younger animals must not be transported longer than eight hours.

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Calves

Under the Better Life Label, veal calves have more space and are kept in groups from the age of 8 weeks.

In addition, they have access to daylight, roughage and iron supplements to prevent anaemia. In the case of 2 and 3 stars, the veal calves also have access to an outdoor area. Transport time from the farm to the slaughterhouse for all calves is shorter.

On the next page you will find an overview of the criteria. >>



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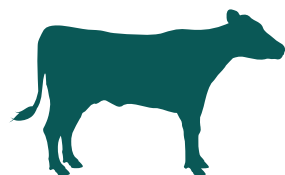
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OVERVIEW OF THE CRITERIA FOR VEAL CALVES

Look for the latest version on beterleven.dierenbescherming.nl



	Conventional			Organic ⁽¹⁾ 
Indoor floor space	1.8 m ² per calf	1.8 m ² per calf <i>From 2025 and in case of renovation or construction: 2 m² per calf</i>	2 m ² per calf	<ul style="list-style-type: none"> • 2.5 m² per calf • After 14 weeks 4 m² per calf
Soft surface to lie on	X	X	✓ At least 50% of surface is soft; rubber allowed	✓ At least 50% of surface consists of straw
Free access to outdoor area	X	X	✓ Hardened Min. 2 m ² per calf	✓ Pasture After 14 weeks
Roughage (white calves)	<ul style="list-style-type: none"> • calf milk • after 14 weeks: average of 100 g of roughage • after 15 weeks: min. 250 g of roughage 	<ul style="list-style-type: none"> • calf milk • after 14 weeks: average of 200 g of roughage • after 15 weeks: min. 500 g of roughage 	White veal calves not allowed. Rosé veal calves: <ul style="list-style-type: none"> • calf milk • after 14 weeks, full transition to roughage 	White veal calves not allowed. Rosé veal calves: <ul style="list-style-type: none"> • calf milk • after 14 weeks, full transition to roughage
Blood iron content	Deficient, anaemia	Sufficient, no anaemia	Sufficient, no anaemia	Sufficient, no anaemia
Transport to farm	No limit	Max. 8 hours	Max. 8 hours	Max. 8 hours
Transport to slaughterhouse	No limit	Max. 4 hours	Max. 4 hours	Max. 4 hours

(1) Organic products are automatically awarded a Better Life label with three stars. These criteria were defined by Skal.

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Dairy cattle

Under the Better Life label, dairy cattle have more eating areas and more lying areas that are spacious and comfortable. Cows and youngstock have access to pasture and to sufficient daylight, fresh air and roughage. The distance from the farm to slaughterhouse is also shorter.

Special attention is paid to the care of calves. There are criteria for housing, colostrum management and the provision of drinking water, for example. There are also additional farm criteria for the environment, nature and biodiversity.

On the following pages you will find an overview of the criteria. >>





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OVERVIEW OF THE CRITERIA FOR DAIRY CATTLE

SUBJECT	CRITERION	Organic ⁽¹⁾		
		Conventional		
Accommodation	Number of eating points			
	• Lower limit	No requirement	80% of the cows can eat at the same time	No requirement
	• In case of renovation or new construction (at any case within 10 years)	No requirement	100% of the cows can eat at the same time	No requirement
	Number of drinking points	No requirement	Group ≤ 20 animals: minimum of two. One additional drinking point for each additional group of 20.	No requirement
	Cubicles			
	• Lower limit	No requirement	100% of the cows can lie down at the same time	For 100% of the cows ⁽²⁾
	• Bedding	No requirement	Cow mattress or thick layer of litter	Cow mattress ⁽²⁾
	Floor	No requirement	In case of renovation or new construction, and no later than 2027: soft surface for walkways	At least 50% solid flooring

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OVERVIEW OF THE CRITERIA FOR DAIRY CATTLE

SUBJECT	CRITERION	Conventional	Organic ⁽¹⁾	
				
Accommodation (continued)	Walking space per cow	No requirement	In case of renovation or new construction, and no later than 2040: at least 5 m ²	6 m ²
	Cow brush	No requirement	One per 60 dairy cows	Brush required ⁽²⁾
Access to pasture	Lactating cows	No requirement	At least 120 days, 6 hours per day	At least 180 days, 8 hours per day ⁽²⁾
	Young cattle	No requirement	At least 100 days during first 2 years of life	Soil permitting.
Calf care	Drinking water always available for young calves	No requirement	Yes	No requirement
	Calf kept with the mother	No requirement	Calf is licked clean by the mother, then separated	No requirement
Dehorning		Anaesthesia required, pain relief not required	Anaesthesia and subsequent pain relief required	Anaesthesia and subsequent pain relief required ⁽²⁾
Transport	Transport to slaughterhouse	Max. 29 hours	Max. 4 hours, or max. 250 km	No requirement

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OVERVIEW OF THE CRITERIA FOR DAIRY CATTLE

SUBJECT	CRITERION	Conventional	Organic ⁽¹⁾	
				
Herb-rich pasture	Percentage of herb enrichment of pasture.	No requirement	5% of parcels extensive herb-rich plots.	No requirement
Nesting opportunities on farm	Trees and shrubs on the farm and buildings accessible to swallows, sparrows and starlings.	No requirement	Taking measures for breeding birds.	No requirement
Landscape elements	Percentage of local landscape elements (such as ditches or rows of trees)	No requirement	Ditches maintained around farm, and 2% (Low NL) or 3% (High NL) consists of local landscape elements.	No requirement
Rewetting	Between February and June: rewetting of herb-rich pasture on farms in Low Netherlands.	No requirement	Farms in the Low Netherlands take rewetting measures between 15 February and 15 June.	No requirement
Cattle feed and raw materials	Quantity of concentrates in ration	No requirement	Maximum 40%	Maximum 40% of total ration.
	Origin of roughage	No requirement	Purchased feed to be sourced within 50 km of the farm.	At least 60% of the feed comes from the farm itself or from organic farms in the region.

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OVERVIEW OF THE CRITERIA FOR DAIRY CATTLE

SUBJECT	CRITERION	Organic ⁽¹⁾		
		Conventional		
Cattle feed and raw materials (continued)	Percentage of permanent pasture	No requirement	At least 15% for a ten-year period	No requirement
	Pesticides	No requirement	No use made of glyphosate or other highly toxic substances.	No use made of chemical, synthetic pesticides.
	Concentrates from Europe	No requirement	In the long term, at least 70% coming from Europe.	At least 60% of the feed comes from the farm itself or from the region.
	Sustainable soy and palm products	No requirement	Coming from a certified, responsible production system.	Organically produced feed
	Concentrates free from genetically modified organisms (GMOs)	No requirement	GMO-free	GMO-free
Fertiliser and minerals	Mineral record-keeping	No requirement	Mineral record-keeping by farmer.	100% use of organic fertiliser on organic land. Maximum of 170 kg nitrogen per hectare per year from animal manure allowed.

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OVERVIEW OF THE CRITERIA FOR DAIRY CATTLE

SUBJECT	CRITERION	Conventional	Organic ⁽¹⁾	
				
Fertiliser and minerals (continued)	Land-based	No requirement	Farmers have enough land to spread the manure of their own cows. E.g. for growing maize and grass. This completes the circle.	Land-based production: all organic fertiliser is spread and used on organic land.
	Phosphate fertiliser	No requirement	No phosphate fertiliser	No artificial fertiliser.
	Nitrogen fertilisation	No requirement	No requirement	Maximum of 170 kg of nitrogen from animal manure used per hectare.
	Manure fermentation/processing	No requirement	Manure may only be sold to a farmer, not to a private trader, before the right manure can be fermented.	No official requirement, spread only on organic land.
Energy and climate	Electricity use	No requirement	Purchased electricity max. 50 kWh per 1,000 kg of milk. Per 1 January 2025 max. 25 kWh per 1,000 kg of milk.	No requirement
	Green electricity	No requirement	100% green electricity	100% green electricity ⁽²⁾

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OVERVIEW OF THE CRITERIA FOR DAIRY CATTLE

SUBJECT	CRITERION	Organic ⁽¹⁾		
		Conventional		
Energy and climate (continued)	Use of diesel and/or gas	No requirement	In case of new construction, a barn without a gas connection.	No requirement
	Energy-neutral	No requirement	The farm generates its own electricity from 1 January 2030.	No requirement

- (1) Organic products are automatically awarded the Better Life label with three stars. The criteria are set down in European organic legislation and are inspected in the Netherlands by Skal.
- (2) Most organic dairy farms have agreed to comply with the additional requirements formulated by Natuurweide, the organisation of organic dairy farmers in the Netherlands. These requirements are being inspected in addition to the Skal norms from 2019 on.

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Turkeys

Turkeys with the Better Life label are a slower growing breed, with more space in their barn and an outdoor area with fresh air and plenty of daylight.

A covered outdoor area is required for 1 star, and for 2 and 3 stars they have access to an additional outdoor area. Sufficient daylight is provided in their barn and enrichment material as a distraction, alongside clean, dry bedding. The transport distance to the slaughterhouse is also shorter.

On the following pages you will find an overview of the criteria. >>



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OVERVIEW OF THE CRITERIA FOR TURKEYS

Look for the latest version on beterleven.dierenbescherming.nl



	Conventional			<i>Organic</i> ⁽¹⁾ 
Indoor floor space	No minimum size	Max. three birds per m ² for males and max. five birds per m ² for females	Max. 6.25 birds per m ²	Max. 10 birds per m ²
Stocking density (total kg bodyweight per m²)	Max. 58 kg/m ² for male birds and 48 kg/m ² for female birds	Max. 40 kg per m ² for male birds and 36 kg per m ² for female birds	Max. 35 kg/m ²	Max. 21 kg/m ²
Covered outdoor area		✓	✗	✗
Outdoor area		✗	6 m ² per bird	10 m ² per bird
Slow-growing breed compulsory		✓	✓	✓ (not compulsory) ⁽¹⁾
Lighting	Artificial light	Daylight	Daylight	Daylight
Enrichment material		✓	✓	✓ (not compulsory) ⁽¹⁾
Slaughter age	No minimum age	Male birds: min. 126 days; female birds: min. 98 days	Min. 126 days; female birds: min. 98 days	140 days

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OVERVIEW OF THE CRITERIA FOR TURKEYS

		Organic ⁽¹⁾		
	Conventional			
Slaughter method	Electric water bath or gas stunning	Gas stunning recommended ⁽²⁾	Gas stunning recommended ⁽²⁾	Gas stunning recommended ⁽²⁾
Transport to slaughterhouse	Max. 24 hours	Max. 8 hours	Max. 3 hours	Max. 24 hours

(1) Organic products are automatically awarded a Better Life label with three stars. The criteria were defined by Skal.

(2) Gas stunning will be made compulsory.

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OVERVIEW OF THE CRITERIA FOR RABBITS

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Rabbits

Rabbits with the Better Life label have more space, access to shelter (walls and tunnels), platforms to jump onto, enrichment material to distract them (wood to gnaw on and roughage). Under the Better Life label, does are kept in groups with other does as long as possible, and fattening rabbits have a shorter distance to travel to the slaughterhouse.

	Conventional	Beter Leven 
Group accommodation: does ⁽¹⁾	X	✓
Minimum floor space		
• Individual does	2.2 does per m ²	2.2 does per m ² ⁽²⁾
• Does in group accommodation	N/A	1.5 does per m ²
• Fattening rabbits	14.3 per m ² if < 5 animals 16.7 per m ² if > 5 animals	11.1 rabbits per m ²
Access to hiding places in group accommodation	X	✓
Platform for Fattening rabbits	X	✓
Lighting	Artificial light	Artificial light, eventually daylight ⁽³⁾
Enrichment material	Roughage <i>or</i> gnawing material	Roughage <i>and</i> gnawing material
Transport to slaughterhouse	Max. 24 hours	Max. 6 hours

(1) A doe is a female rabbit that has had at least one litter.

(2) Minimum floor space will eventually be enlarged to 1.7 does per m² (in case of renovation or new construction of the accommodation, but no later than 2027).

(3) Research is currently ongoing into the amounts and periods of daylight rabbits need. The findings will be reflected in the Better Life label criteria for rabbits.

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‘Thanks to the Better Life label, we have joined forces with an NGO, so that we, as a farmer and the NGO, are not working against, but with each other. Moreover, the Better Life label is a respected quality label that is well known to consumers.’ Ruud Zanders, Co-Founder Kipster

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4. HOW DOES THE PRODUCTION CHAIN WORK?



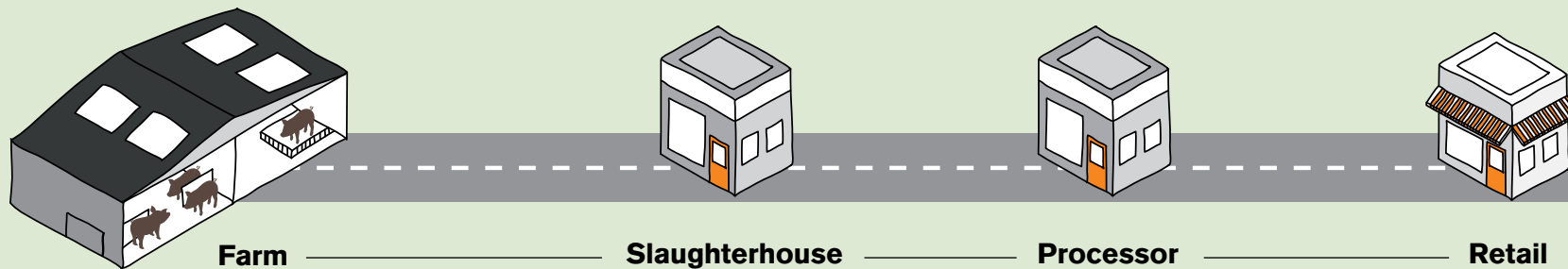
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A PRODUCTION CHAIN



Transparent, audited, assured

Businesses that meet the criteria are awarded with a certificate for the Better Life label. The Better Life label foundation coordinates the certification of participating farms and businesses. These independent audits are carried out on all links in the chain.

PRODUCTION CHAIN

The production chain of the Better Life label comprises of farms, slaughterhouses or egg packing stations, processors, logistics service providers and, finally, the supermarkets, butchers or foodservice companies that supply the products to the consumer. The Better Life label Foundation and Certification Bodies audit (potential) farms and processing firms. They audit all parties in the chain such as suppliers and buyers. Farmers are audited as well and do not pay a fixed fee.

CHAIN RESPONSIBILITY

The Better Life label is transparent and assured throughout the chain. The Better Life label Foundation is a private quality label >>

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certification organisation which is responsible for ensuring that the standards of the Better Life label are upheld. It is a compact, non-profit motive organisation which passes its costs on to participants.

Guarantee

The Better Life label on packaging means that the product has been checked in accordance with the Better Life label regulations. The same applies to 'composite' products such as pizzas and sauces and salads which contain Better Life ingredients.

First of all an assesement takes place by the Better Life label Foundation. The farms are audited to assess whether they meet the Better Life label criteria. The work instructions of processing firms, which specify how they meet the Better Life criteria for separation of Better Life-products from other products, are also checked. The specifications of the products to be produced are then assessed and proposed communications (including labels) are checked.

Chain manager

Within the chain, there are chain managers: overarching partners in the chain who coordinate the supply and demand of Better Life-products. They also help farmers with the certification process. Often, slaughterhouses and egg packing stations act



as chain managers, but there are also a number of intermediate chain managers.

A schematic overview regarding the assurance can be found at page 41.

AUDITS

Following provisional approval by the Better Life label Foundation, participants are audited and certified at least once a year by independent Certification Bodies based on the applicable criteria. The Certification Bodies have been accredited in accordance with ISO 17065 and have been recognised as such by the Better Life label Foundation. Certification bodies wishing to be recognised must meet the acceptance criteria.



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The Certification Bodies decide whether Better Life label certification can be awarded based on the certification regulations, the applicable criteria and a physical audit.

A Certification Body checks that a participant meets the criteria on a regular basis (in accordance with the inspection frequency specified in the regulations). Based on the inspection, it determines whether it meets the criteria and whether certification can be awarded for a year.

Unannounced and announced

In addition, in principle, every year:

- unannounced inspections will be carried out at around 20% of all farms
- additional checks will be performed on around 25% of processing chains.

Some companies are inspected without warning, and risk-based traceability audits are also carried out. These are checks on delivery from participant A to participant B and on receipt from participant B back to participant A. The accuracy of suppliers and customers are checked and ensured that the same number of kilograms are delivered as are received.

The correct performance of the independent audits by the Certification Bodies is crucial. The Better Life label Foundation guarantees this by holding harmonisation meetings and by



performing office audits based on the acceptance criteria for Certification Bodies and the certification regulations. There are also individual meetings with the Certification Bodies on an annual basis. In addition, shadow audits are carried out on the Certification Bodies by an independent third party.

An overview of the assurance within the chain can be found on page 42.

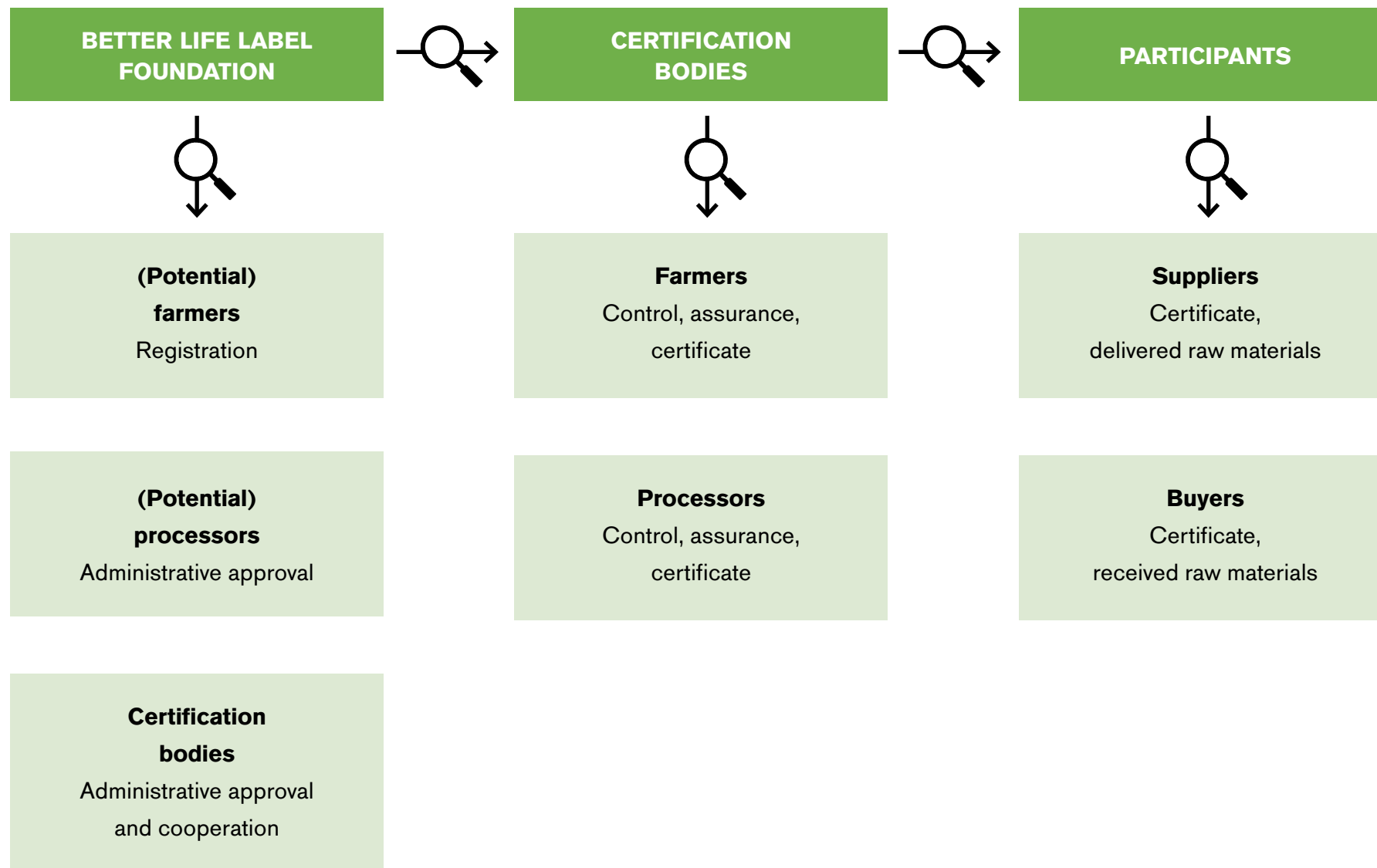
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BETTER LIFE LABEL ASSURANCE



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BETTER LIFE LABEL CHECK IN THE CHAIN

BETTER LIFE LABEL FOUNDATION

Checks:

Farmers

- Is the farm part of a chain?

Processors

- Better Life label status of suppliers and customers.
- Description of the process of separating Better Life label and non-Better Life label-products and raw materials.
- Product specifications.
- Communications, including packaging.

Certification bodies

- Office audits.
- Assessment of onsite audits (e.g. witnessed audits and visits).
- Check reports.
- Harmonisation meetings.

CERTIFICATION BODY

Checks:

Farmers

- Acceptance check.
- Annual audit: onsite and administrative check.
- Unannounced check (sample): animal welfare check in barns.

Processors

- Acceptance check: within three months of approval.
- Annual audit: onsite and administrative check.
- Back-tracking check (sample): does the amount of Better Life label-products sold not exceed the amount of Better Life label raw materials purchased?
- Unannounced check (sample): check on the separation of Better Life label and non-Better Life label-product streams.

PARTICIPANT

Checks:

The chain

- Are the suppliers and customers Better Life label approved or certified?
- Have the Better Life label-animals or products supplied been identified as Better Life label certified?
- Have the Better Life label-products and communications been registered and approved?

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‘The Better Life label not only assures better animal welfare, but is also highly recognisable to the customer.’

Sanne Bogaarts, Manager CSR Lidl Nederland

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More information?

Website

[beterleven.dierenbescherming.nl/
zakelijk/english-info](http://beterleven.dierenbescherming.nl/zakelijk/english-info)

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