

Standard	Aspect	Criterion	Interpretation	Measurement method	Sanction
The specific standards for the trademark and the required inspection insofar as IKB does not already provide for this, are also included. Not for publication. No rights can be derived from these criteria. Subject to inaccuracies and amendments. These criteria also apply, for example, to meat cutting or packaging companies.					
Exclusion criteria					
UIT01	Other activities	No other activities that are inconsistent with the Animal Protection Society's policy are carried out in the business.	Activities that are inconsistent with the Animal Protection Society's policy include but are not limited to: - keeping fur animals - keeping laying hens in colony systems, colony systems are the successor of the enriched cage and the only permitted form of 'battery hen farming' in the Netherlands from 2021. The identification code stamped on the egg starts with the number 3. - keeping wild animals for production purposes - keeping geese or ducks for the production of goose or duck liver - breeding endangered species, such as eels - other activities that are or may be contrary to the Animal Protection Society's policy.	Check whether the farm performs any other activities that are inconsistent with the Animal Protection Society's policy.	Exclusion
UIT04	Pre-stunned slaughter	All animals that are sold under the Beter Leven trademark are slaughtered in a location where all animals (Beter Leven and non-Beter Leven) are stunned before they are slaughtered.	Meat and meat products derived animals that are not stunned before slaughter or animals that are slaughtered in a location where animals (that are worthy or not worthy of the trademark) are not stunned before slaughter, are excluded from the Beter Leven trademark.	Check whether there are any animals or meat or meat products from animals that are slaughtered in a location where non-stunned slaughtering takes place.	Exclusion
General					
BLKUA01b	EC approval number	The processor is approved by the competent authority of the EU Member State with regard to the European Hygiene Regulations.	The processor has an EC approval number. The competent authority in the Netherlands is the Netherlands Food and Consumer Product Safety Authority (NVWA). A list of the NVWA-approved processors can be found on the website www.nvwa.nl . If the business does not process raw foodstuffs of animal origin, and therefore cannot obtain an EC approval number, a valid certificate from a GFSI-approved quality system (e.g. BRC, IFS FSCC 22000) or Dutch HACCP will suffice.	Check whether the processor has an EC approval number or a valid GFSI-approved or Dutch HACCP certificate. Make a note of the approval number, GFSI-approved scheme or Dutch HACCP.	Suspension
BLKUA01c	Contract with the Better Life Foundation trademark	The processor has a contract with the Better Life Foundation trademark for the use of the collective trademark 'Beter Leven'.		Check whether there is a contract (application form) and/or whether it has been signed by both parties (the BL trademark processor and the Better Life Foundation trademark).	Suspension
BLKUA01d	Better Life Foundation Trademark approval	The processor has been approved by the Better Life Foundation trademark for the relevant scope (type of animal and number of stars).	An approval letter has been received from the Better Life Foundation trademark for the scope (type of animal and number of stars) of the: 1. Beter Leven raw materials received, and 2. Beter Leven products supplied	Check whether there is an approval letter for the relevant scope (type of animal and number of stars) of the Beter Leven raw materials received and Beter Leven products supplied.	Suspension
BLKUA01e	Cooperation	The processor is obliged to grant BL trademark inspectors who perform inspections on behalf of the Certification Body or the Better Life Foundation trademark access to the business and to give full cooperation.	If the inspectors are refused access to the business and/or cooperation is not forthcoming, the business will be excluded from participation unless it can rely on force majeure.		Exclusion
Information regarding the size of the company					

BLKUA01f	Number of FTEs	In order to be able to determine the size of the business, the number of FTEs working for the business as a whole on average for one year is registered at the Better Life Foundation trademark.	<p>FTE stands for Full Time Equivalent, or the number of hours that a full-time employee works. The number of FTEs within a company indicates how many full-time jobs exist.</p> <p>A business with ten part-time employees who all work half a week, for example, has five FTEs, while a business with six employees who work full-time has six FTEs.</p> <p>Both the employees in permanent/temporary employment and externally hired workers are taken into account for the total number of FTEs. The average number of FTEs over a period of one year is registered.</p>	Make a note of the number of FTEs (permanently employed, temporarily employed and externally hired) who work in the business as a whole on average over the previous year on the basis of the personnel records.	AR
Procedures and instructions					
BLKUI09a	Quality manual	Work is performed in accordance with a quality manual that contains written procedures and instructions for the production of Beter Leven products.	<p>Procedures for Beter Leven production are written down in the quality manual.</p> <p>These procedures at least describe:</p> <ol style="list-style-type: none"> 1. method of registering and deregistering suppliers and buyers at the Better Life Foundation trademark 2. method of approval for products and forms of communication and publicity 3. method of entry check and registration 4. how to deal with products that do not recognisably comply with the scope (type of animal and number of stars) during the entrance control 5. method of channelling 6. Business protocol for the processing of Beter Leven products including the time of production and the method of cleaning at Beter Leven production after a regular product or Beter Leven product with fewer stars or another type of animal 7. method and frequency of calculating a cross check/mass balance 8. method of downgrading Beter Leven products 9. method of communicating changes in recipes, for example, to the responsible employees at the locations, including the commencement date and instructions for allowing earlier recipes to expire <p>At least the following is described:</p> <ol style="list-style-type: none"> a. what must happen b. how and how often this is done c. who is ultimately responsible, and d. who carries this out 	Check whether the necessary procedures exist, whether these procedures comply with the 'Preconditions for the Beter Leven product processing protocol' and/or whether work is performed in accordance with these procedures. Make a note of your findings and the procedure.	AR

BLKUI09c	Entry check	On receipt of the Better Life trademark raw materials/products, the processor checks whether these are Beter Leven worthy and/or comply with the accompanying Beter Leven scope (type of animal and number of stars).	<p>Beter Leven worthiness is apparent from the inclusion of the Beter Leven scope (including the type of animal and number of stars) on the product packaging, delivery note and invoice. e.g. Pigs BLK 1 star. Just 'BLK' or 'Beter Leven' does not suffice. Separate items names/numbers are used for Beter Leven 1, 2 and 3-star items.</p> <p>Checks are carried out to determine whether the scope (type of animal and number of stars) of the raw material received visibly corresponds with:</p> <p>a. the scope of the processor's BL trademark certificate b. the scope of the BL trademark product to be produced.</p> <p>The entry check procedure is laid down in the quality manual.</p>	Check whether the entry check is performed in accordance with the procedure.	RI
BLKUI10	Beter Leven worthiness cannot be determined	If the Beter Leven worthiness of a supplied consignment of BL trademark raw materials cannot be determined, this consignment will be dealt with in accordance with the procedure as set out in the quality manual.	The consignment may be downgraded to regular, for example, or returned to the supplier.	Check (by means of an interview) which corrective measures the processor takes in case of exceptions.	RI
BLKUI01a	Channelling	The processor maintains a strict separation between BL trademark products and non-BL trademark products during the entire production process.	Work is performed in accordance with the channelling system laid down in the quality manual during the entire production process (from the identity, storage, processing and supply of raw materials that are worthy and not worthy of the BL trademark).	Check whether there is a strict separation during the entire production process on the basis of the channelling system laid down in the quality manual.	Suspension
BLKUI03	Visible separated processing	The processor maintains a visible, strict separation between BL trademark products and non-BL trademark products during the entire operating process (during storage and processing). Beter Leven meat is demonstrably separated during processing and storage.	Separation may be indicated by means of coloured crates, stickers, coloured crate bags, labels, etc.	Make a note of how the processor identifies and keeps Beter Leven meat products separate from regular fattening pigs and meat products. Note the identification procedure during entrance, processing and storage.	Suspension

BLKUI04	Production time	Beter Leven products must also be produced on a clean production line to prevent carry-over of a product that is not worthy of the Beter Leven trademark.	<p>This is set out in a business protocol for the processing of Beter Leven products in the quality manual.</p> <p>Beter Leven products are produced:</p> <ul style="list-style-type: none"> i. at the start of the day/production ii. after an BIO/organic product iii. after a regular product after which the production line is first cleaned with a cleaning method approved by the Better Life Foundation trademark. <p>The cleaning method is set out in the accompanying business protocol for the processing of Beter Leven products.</p> <p>Cleaning consists of running the conveyor belt until it is empty and then cleaning it with hot water and a cleaning agent, if required. If it is not possible to use hot water for cleaning:</p> <ol style="list-style-type: none"> 1. the production line is physically cleaned (scrubbed/wiped with a brush or cloth, scraped) and/or 2. the first kilograms of the Beter Leven production is downgraded to regular. The processor substantiates and registers the quantity (in kilograms) of the downgraded Beter Leven product in the quality manual. <p>The time of cleaning is registered.</p>	Make a note of the applied production sequence. Check whether the time of production complies with the criteria and/or whether the work floor procedure is followed in accordance with the protocol in the quality manual.	RI
Cross check/mass balance					
BLKUI02	Supply/onward delivery	The supplied quantity (in kilograms) of Beter Leven products exceeds or is equal to the quantity (in kilograms) of the BL trademark meat portion of the Beter Leven products that are delivered onwards.	This must be clear from the business records and regularly checked on the basis of a cross check/mass balance. Only the meat portion of the delivered products is taken into account because by adding non-Beter Leven ingredients (e.g. marinade, batter, breadcrumbs, herbs, water, etc.), the number of kilograms of supplier BL trademark products may be lower than the total number of kilograms of the BL trademark products that are delivered onwards.	Confirm whether regular checks were performed during the last year to ensure that the purchase of BL trademark products exceeded or equalled the meat portion of the sold BL trademark products. Confirm the results during a sample of the checks. Make a note of your findings.	Suspension
BLKUI02a	Established loss percentages	The processor has established specific cutting, drying and waste loss percentages in respect of the production location, for each product and process.	The established loss percentages are determined, noted and substantiated.	Check whether cutting losses, drying losses and/or waste losses have been established in respect of the production location, for each product and process.	AR

BLKUI05	Cross check/mass balance procedure	The processor has a procedure for testing the business records on the basis of a cross check/mass balance.	<p>A specified cross check/mass balance is prepared at item level (technical part) or on a kilogram basis. The cross check/mass balance is prepared separately for each scope (type of animal and number of stars).</p> <p>The meat portion (including cutting loss, drying loss, waste loss, cooking loss and/or downgrading, etc.) of all variants of the product (purchase and sale items numbers) are included in this cross check/mass balance. Any non-Beter Leven ingredients that are added (e.g. marinade, batter, breadcrumbs, herbs, water, etc.) are not included in this cross check/mass balance.</p> <p>BL trademark products that are downgraded to fewer stars must be included in the mass balance (entered as a sale for the original number of stars and as a purchase for the lower, new number of stars).</p> <p>The cross check/mass balance is calculated as follows: $(Y - X) / X * 100\%$ $X = \text{opening stock BL trademark} + \text{purchase BL trademark} + \text{BL trademark product downgraded to this number of stars}$ $Y = \text{closing stock BL trademark} + \text{sale BL trademark} + \text{BL trademark product downgraded to fewer or no stars} + \text{any waste flows/loss of BL trademark product}$ The result of the cross check/mass balance should be zero or negative.</p> <p>Frequency of cross check/mass balance: If production takes place more than once a month: a cross check/mass balance for the entire previous month at least every month. If production takes place once a month or less: a cross check/mass balance for the entire previous quarter at least every quarter.</p>	Compare practice to procedure and make a note of your findings.	RI
exclusion criteria	Explanation of any cross check differences	The cross check/mass balance must be made conclusive and a substantiated explanation registered for any differences.	A difference in the cross check must be explained. Reasons may include the disruption of production, or products that are unfit for consumption, etc.	Check whether differences are explained. Make a note of exceptions and noticeable cases.	AR
Approved suppliers					
BLKUI7a	Registration of suppliers	Suppliers of raw materials that are worthy of a Beter Leven trademark are registered by the processor at the Better Life Foundation trademark.	The supplier is the business location where the BL trademark product was last physically present before it arrived at the processor.	Check whether the product comes from a supplier that is registered at the Better Life Foundation trademark. Make a note of the supplying business locations for at least three days of the last twelve months.	AR
BLKUI07b	Beter Leven trademark certified supplier	The processor regularly checks whether the raw materials with a Beter Leven trademark originate from suppliers of Beter Leven raw materials that are certified for the scope concerned (type of animal and number of stars) or approved by the Better Life Foundation trademark.	<p>Certification can be checked via the register on the Beter Leven website: https://beterleven.dierenbescherming.nl/zakelijk/deelname/databank</p> <p>If the supplier does not yet have a Beter Leven certificate for the product concerned, the processor must have a copy of the approval letter issued by the Better Life Foundation trademark on record. This approval letter must not be more than three months old.</p>	Check whether all suppliers were BL trademark certified or approved during the delivery of the Beter Leven raw materials. Check whether and how the processor checks the certifications/approvals. Check the procedure and practice.	Exclusion

BLKUI07c	Delivery note	Incoming deliveries of Beter Leven products are accompanied by a delivery note.	The delivery note must include at least the following details: - Name and address of the supplier - Name of the buyer - Number and quantity in kilograms of each supplied part - Date of delivery - Whether the product (at row level) complies with the Beter Leven scope (type of animal and number of stars)	Check whether deliveries are accompanied by a complete delivery note. Check the delivery notes of three deliveries during the last six months.	AR
Production of Beter Leven products					
BLKUI08	Approved BL trademark products	The processor of BL trademark products has had products that are produced under the Beter Leven trademark approved by the Better Life Foundation trademark.	For processed products, other ingredients have been added, a product specification must be submitted to the Better Life Foundation trademark for approval.	Check whether the Better Life Foundation trademark has agreed to the products being in production. Make a note of any exceptions.	RI
BLKUI11	Reporting the downgrading of any BL trademark products.	If the processor has structurally downgraded BL trademark raw materials within its business operations to a BL trademark product with fewer stars, it must report this in writing to the Better Life Foundation trademark.		Check whether any structural downgrading has been reported to the Better Life Foundation trademark.	AR
BLKUI12	Method of downgrading BL trademark products.	The method for downgrading BL trademark products is described in the quality manual.	The time and method (identification) of downgrading must be included in the procedure.	Check whether the procedure exists. N/A if no BL trademark products are downgraded.	AR
BLKUI14	Stars of a downgraded BL trademark product	A downgraded BL trademark product is awarded fewer or no stars.	The fewer or no stars are shown on the packaging, packaging slip and invoice.	Check whether the number of stars has been changed. N/A if no BL trademark products are downgraded.	RI
BLKUI15	Combining different numbers of stars	If there is a combination of different BL trademark product types and numbers of stars in the same BL trademark product, the lowest number of stars is awarded to the product.		Check whether the lowest number of stars has been awarded. Make a note of any exceptions. N/A if no combined BL trademark products.	RI
BLKUI16	Non-Beter Leven raw materials	No animal raw materials that are not Beter Leven are used in the production of Beter Leven products.	The processor maintains a strict separation between BL trademark products and non-BL trademark products during the entire production process on the basis of the channelling system. N/A if a maximum of 5.00% ingredients of animal origin that are not Beter Leven are used in a processed product approved by the Better Life Foundation trademark (see BLKUI17).	Check whether there are any animal raw materials that are not Beter Leven used in the production of Beter Leven products. N/A if a maximum of 5.00 % ingredients of animal origin that are not Beter Leven are used in a processed product approved by the Better Life Foundation trademark (see BLKUI17).	Exclusion
BLKUI17	Percentage of non-BL trademark ingredients of animal origin	In a processed Beter Leven product, the maximum percentage of ingredients of animal origin that are not Beter Leven is 5.00% of the end product.	Processed products are first submitted to the Better Life Foundation trademark for approval. Ingredients of animal origin that are not Beter Leven include but are not limited to collagen, milk/dairy products, eggs, protein, intestines, natural and other flavourings, etc. BIO/Organic ingredients fall outside the 5.00%.	By means of four samples, check on the basis of product specifications whether the percentage exceeds 5.00%. Make a note of your findings. N/A if there are no processed products	Suspension
BLKUI18	Share of the BL trademark ingredient in relation to the non-BL trademark ingredient of animal origin	If an ingredient of animal origin, not Beter Leven, is incorporated in a processed product (see BLKUI17), the amount of Beter Leven ingredient is at least twice as large as the amount of not Beter Leven.		By means of four samples, check on the basis of product specifications whether the amount Beter Leven is twice as large as non Beter Leven. Make a note of your findings. N/A if there are no processed products	Suspension

BLKUI19	Excluded ingredients	No excluded ingredients are incorporated in the Beter Leven product.	Excluded ingredients, are also excluded from the 5.00% of non-Beter Leven ingredients, are: - duck or goose liver - horse meat - fowl/game obtained from hunting or held in a production system (including guinea fowl, pheasant, wild boar, red deer, venison, duck, pigeon, goose, partridge, wild rabbit) - endangered species such as eels - products of animals that are genetically modified, cloned or that have otherwise been in contact with biotechnology - other animal products that are or may be contrary to the Dutch Society for the Protection of Animals policy.	Check whether any excluded ingredients are incorporated in the BL trademark product. Make a note of your findings. N/A if there are no processed products	Suspension
BLKUI20	Sheep intestines	If sheep intestines are used in Beter Leven products, a declaration from the slaughterhouse where these originate from states that all animals (with or without a BL trademark) are stunned before they are slaughtered at that slaughter location.		Check whether this declaration is available. N/A is sheep intestines are not used	AR
Buyers of Beter Leven products					
BLKUI21	Registration of buyer	The processor registers buyers of Beter Leven products (in accordance with the scope of the certificate, type of animal and number of stars) at the Better Life Foundation trademark.	The buyer is the business location where the processor physically sends the BL trademark product.	Check whether Beter Leven products are transported to a buyer that is registered with the Better Life Foundation trademark. For at least three days of the last twelve months, note the name and address details of the buyer business locations that are part of the sample.	AR
BLKUI22	BL trademark certified buyer	The processor regularly checks during deliveries whether the Beter Leven products are supplied to buyers that are certified for the scope concerned (type of animal and number of stars) or approved by the Better Life Foundation trademark.	Certification can be checked via the register on the Beter Leven website: https://beterleven.dierenbescherming.nl/zakelijk/deelname/databank or the processor has a copy of the approval letters that are not more than three months old on record. buyers may choose not to participate in the Beter Leven trademark. In this case, the processor: 1. must downgrade the product to regular and not mention that the product complies with the Beter Leven trademark on the delivery note, or 2. must be able to submit a declaration (e-mail/ letter) in which the buyer indicates that it will not communicate the Beter Leven trademark in any way. The processor must also report this in writing to the Better Life Foundation trademark.	Check whether all buyers are BL trademark certified or approved. Check whether the processor checks the certifications/approvals. Make a note of any exceptions. N/A if there is a declaration.	RI
Supplied Beter Leven products					
BLKUI23	Designation of the BL trademark	The Beter Leven product is sold with the accompanying Beter Leven scope (the type of animal and number of stars) with the correct number of stars or fewer stars in a text or figurative mark for business-to-business dealings or with a figurative mark for consumer packaging.	In the case of BIO or Organic products with a three-star Beter Leven trademark, the three stars may simply be replaced by BIO. This designation is made correctly on the packaging of the Beter Leven product as well as the delivery note (at row level) and invoice.	Check for three days of the last month whether the designation is on the Beter Leven products and the accompanying documents.	AR

BLKUI24	Approved BL trademark products	Only Better Leven products approved by the Better Life Foundation trademark are supplied under the Better Life trademark.		Check whether the Better Life Foundation trademark has agreed to the supplied Better Leven products. Make a note of any exceptions.	Suspension
BLKUI25	Delivery note	Beter Leven products are delivered with a delivery note.	The delivery note must include at least the following details: - Name and address of the supplier - Name of the buyer - Number and quantity in kilograms of each supplied part - Date of delivery - Whether the product (at row level) complies with the Better Leven scope (type of animal and number of stars)	Check whether deliveries are accompanied by a complete delivery note. Check the delivery notes for at least three deliveries from the last year.	AR
Logistics service providers of Better Leven products					
BLKUI26	Registration of logistics service provider	The processor registers the logistics service provider of Better Leven products (in accordance with the scope of the certificate, type of animal and number of stars) at the Better Life Foundation trademark.	Logistics service providers include distribution/transport firms, cold stores, traders, etc. that transport, store or trade on behalf of the owner of the Better Leven products but do not carry out any processing on the product. If the logistics service provider also is/becomes the owner of the Better Leven product, it is registered as the buyer at the Better Life Foundation trademark (in accordance with BLKUI22).	For at least three days of the last twelve months, note the name and address details of the logistics service providers that are part of the sample. Check whether the logistics service provider is/becomes the owner of the Better Leven product. If so, check whether the logistics service provider is registered at the Better Life Foundation trademark as a buyer.	AR
Staff					
BLKUI27	Staff	Staff are aware of the correct method of performing BL trademark work through training and information.	Staff involved in the entire production process (including purchasing raw materials, production, sales and communication regarding Better Leven products) are aware of the criteria of the Better Leven trademark and of the procedures and working instructions set out in the quality manual for the production of Better Leven products.	Check whether the staff are aware of the criteria of the Better Leven trademark and of the procedures and working instructions set out in the quality manual for the production of Better Leven products.	HI
Changes					
BLKUI28	Changes to suppliers	Changes relating to Better Leven trademark certified suppliers are passed on directly to the Better Life Foundation trademark.	Changes to certified suppliers are reported to the Better Life Foundation trademark before products worthy of the Better Leven trademark are purchased from these new suppliers.	Check whether changes have been passed on. Make a note of any exceptions.	AH
BLKUI29	Changes to buyers	Changes relating to Better Leven trademark certified buyers are passed on directly to the Better Life Foundation trademark.	Changes to certified buyers are reported to the Better Life Foundation trademark before products worthy of the Better Leven trademark are sold to these new buyers.	Check whether changes have been passed on. Make a note of any exceptions.	AH
BLKUI30	Changes to Better Leven products	New or altered Better Leven products are submitted by the processor to the Better Life Foundation trademark for approval.	New or altered Better Leven products are submitted to the Better Life Foundation trademark for approval before being sold.	Check whether new or altered Better Leven products are submitted for approval to the Better Life Foundation trademark. Make a note of any exceptions.	AH
BLKUI31	Changes to forms of communication and publicity	New or altered forms of communication and publicity that refer to the Better Leven trademark are submitted by the processor to the Better Life Foundation trademark for approval.	Forms of communication and publicity must comply with the Better Life Foundation trademark's Style Guide. The version of the style guide on the Better Life Foundation trademark's website is always the guiding version. Approval is obtained before these forms of communication and publicity are used. Participants that have obtained permission for this purpose from the Better Life Foundation trademark may use forms of communication and publicity immediately and do not have to wait for the Better Life Foundation trademark's assessment.	Check whether changes have been passed on. Make a note of any exceptions.	AH