

Standard	Aspect	Criterion	Interpretation	Measurement method	Sanction
----------	--------	-----------	----------------	--------------------	----------

No rights can be derived from these criteria. Subject to inaccuracies and amendments.

Organisation					
FF01	Beter Leven trademark product	If a Beter Leven (BL) trademark product is used, there is no other identical non-BL trademark product present.	There should not be any identical regular products aside from BL trademark products included in the product range. To avoid any misperceptions, BL trademark products may not be replaced by any similar non-BL products when the stock runs out.	Check whether there are any identical non-BL trademark products present. Make a note of your findings.	Exclusion
FF01a	Beter Leven scope	The Beter Leven scope (type of animal and number of stars) that is processed (prepared) and/or packaged by the affiliated outlet is registered with the Better Life Foundation trademark.	The head office registers the Beter Leven Scope (type of animal and number of stars) per affiliated outlet with the Better Life Foundation trademark.	Check whether the Beter Leven scope (type of animal and number of stars) processed and/or packaged by the affiliated outlets is correctly registered with the Better Life Foundation trademark.	AR
FF02	Qualified suppliers	All Beter Leven products are exclusively supplied by vendors that are qualified/certified for the relevant Beter Leven scope (type of animal and number of stars) and have been approved by the head office.		Check in the business administration whether the BL trademark products originate from a supplier that is certified for the relevant BL trademark scope (type of animal and number of stars) and that has been approved by the head office.	Suspension

Standard	Aspect	Criterion	Interpretation	Measurement method	Sanction
FF03	Entry control	Upon receipt, the affiliated outlet verifies that the Beter Leven products delivered comply with the corresponding Beter Leven scope (type of animal and number of stars).	<p>BL trademark products must be kept separate from non-BL products and be identifiable as such in all stages of the process.</p> <p>The head office prescribes rules for the locations on how the entry control of BL quality products should be carried out and how to register the results.</p> <ul style="list-style-type: none"> - Product received must be identifiable as being of Beter Leven grade, both physically (packaging/labelling) and in terms of the accompanying documents. This includes the relevant scope (type of animal and number of stars). - Identifiable as BL trademark by means of the Beter Leven trademark with the correct number of stars displayed in either text or the logo for business-to-business, or on the logo for consumer packaging. - Product that is not identifiable as BL trademark may not be supplied to the consumer as such. - There is visible evidence of what happens to any abnormal product (return to supplier, potentially removing the BL features and selling the product as non-BL, etc.). <p>The results of the entry control are registered, including quantities received, and any abnormalities in weight/number/markings.</p>	Verify that the scope of the certificate matches the product delivered and/or the product delivered and the accompanying documentation include the correct information related to the Beter Leven trademark.	RI
Labelling					
FF05	Approved products	The Beter Leven trademark label or sticker may only be placed on products that have been approved by the Better Life Foundation trademark.	Labelling occurs on the basis of a Better Life Foundation product overview of approved products for each Beter Leven scope (type of animal and number of stars).	Verify that the BL trademark logo is only placed on approved products (in accordance with the Better Life Foundation's approved product overview). Make a note of discrepancies.	Suspension

Standard	Aspect	Criterion	Interpretation	Measurement method	Sanction
FF06	BL trademark designation	The final/consumer packaging of a Beter Leven product contains a label or sticker that contains the corresponding Beter Leven logo, including the correct scope (type of animal and number of stars).		Verify that the BL trademark designation on/near the product can be traced back and that it involves a BL trademark product. Make a note of your findings.	RI
FF07	Issuing the BL trademark designation	The head office regulates the use of the BL trademark designation on cards, signs, counter displays, menus, etc.	The affiliated outlet keeps a copy of the regulations established by head office and keeps track of these in case of changes or additions and complies with these regulations.	Make a note of the method of BL trademark designation.	AR
Quality assurance					
FF08	Internal audit	There is an audit report of the Beter Leven internal audit that was carried out by or on behalf of the head office.	The report may not be more than a year old.	Verify that BL trademark audit reports have been made.	AR
FF09	Follow-up	If the internal audit report contains points to follow up on, there is evidence that visible action has been taken to address these.	Any follow-up action taken in response to points made in the internal audit report is registered.	Check whether follow-up action has been taken in response to the points made in the internal audit. N/A if no points were made.	RI
FF10	Recipes	Only BL trademark recipes that have been prescribed by head office may be used for BL-grade composite products.	Old recipes are removed from circulation as instructed.	Check if these recipes are present and are used by the employees.	RI
Communication					
FF11	Communication	All forms of communication that make reference to the Beter Leven trademark are in line with the affiliated outlet's actual Beter Leven scope (type of animal and number of stars).		Make a note of discrepancies.	RI
FF12	Presentation and sale	For consumers, it is clear when they are choosing BL trademark products.	Designations on packaging, shelf labels, and menus are used correctly.	Make a note of how this occurs.	RI
FF12a	Approval of forms of communication and publicity	New or altered forms of communication and publicity that refer to the Beter Leven trademark are submitted 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 leading version. Approval is obtained before these forms of communication and publicity are used.	Verify that the various communication forms have been approved by the Better Life Foundation trademark. Make a note of discrepancies.	RI
Staff					

Standard	Aspect	Criterion	Interpretation	Measurement method	Sanction
FF13	Staff	Staff are informed of the work duties through training and supervision.	<p>The employees are aware of the BL trademark principles</p> <p>The employees are informed of the characteristics that identify BL trademark products.</p> <p>- Employees who assemble those products have the current BL trademark recipes at their disposal.</p> <p>- BL trademark recipes are carefully observed when there is a risk that an overdose would lead to exceeding the permitted proportion of non-BL products.</p>	Check whether employees are kept informed through training, consultation, etc.	RI