

Standard	Aspect	Criterion	Interpretation	Measurement method	Sanction
Standards for processors in the affiliated outlet supermarket outlets					
Not for publication. No rights can be derived from these criteria. Subject to inaccuracies and amendments.					
Organisation					
SU01	Declaration	There should be a signed declaration between the affiliated outlet and the head office about the purchase, processing and/or packaging of Beter Leven meat and/or meat products.	The declaration must at least state: 1. Which Beter Leven scope (type of animal and number of stars) is processed and/or packaged by the affiliated outlet. 2. Which suppliers have been approved for which Beter Leven scope (type of animal and number of stars). When purchases are only made centrally via the head office, a declaration at head office is sufficient.	Check for the presence of a signed declaration, in which the affiliated outlet has at least indicated which BL trademark scope (type of animal and number of stars) it processes and that it only purchases meat/meat products from suppliers who have been registered by the head office for that BL trademark scope.	AR
SU01a	Beter Leven scope	The Beter Leven scope (type of animal and number of stars) that is processed (butchered, marinated, spiced, etc.) and/or packaged by the affiliated outlet is registered with the Better Life Foundation trademark.	The head office registers this 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 outlet is correctly registered with the Better Life Foundation trademark.	AR
SU02	Bulk Beter Leven meat	All of the bulk meat and/or meat products that are supplied/present meet the requirements of the registered Beter Leven scope (type of animal and number of stars).	Bulk meat and/or meat products refers to meat and meat products that (still) have not been packed in the final consumer packaging and that will still be processed (cut, marinated, spiced, etc.) and/or packaged in the supermarket affiliated outlet. For each animal type or product category within an animal type, it is also possible to switch to a particular Beter Leven scope (type of animal and number of stars), provided that this occurs in consultation with the Better Life Foundation trademark.	Check whether all the bulk meat and/or meat products that are supplied/present meet the requirements of the Beter Leven trademark. Administrative checks on the basis of things like delivery receipts, invoices, etc. Physical checks on the basis of things like the products present in the refrigeration facilities/stock in the display case. Make a note of your findings.	Exclusion
SU03	Recognised suppliers	Bulk meat and meat products are exclusively supplied by vendors that are 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 bulk meat and meat 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

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SU04	Entry control	Upon receipt, the affiliated outlet verifies that the bulk Beter Leven meat and/or meat products delivered comply with the corresponding scope (type of animal and number of stars).	The product received must be identifiable as being of a 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).	Make a note of the method of entry control and any deficiencies identified.	RI
Labelling					
SU06	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 trademark product overview that lists 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
SU07	BL trademark designation/sticker	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 label clearly indicates whether the product is of BL trademark standard. Make a note of your findings.	RI
SU08	Issuing stickers	The head office regulates the issuance of Beter Leven trademark stickers.		Make a note of how BL trademark stickers are issued.	AR
Quality assurance					
SU09	Administration	There is suitable purchasing and sales administration present throughout the entire flow of bulk Beter Leven meat and/or meat products.		Check the administration records for BL trademark products and note any discrepancies.	Exclusion
SU10	Internal audit	There is an audit report of the Beter Leven trademark internal audit that was carried out by or on behalf of the head office.	The report may not be more than a year old.	Check whether BL trademark audit reports have been made by the internal audit service.	AR
SU11	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
Communication					

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SU12	Forms of communication and publicity	All forms of communication and publicity 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).		Verify that any forms of communication and publicity related to the BL trademark match the scope of the affiliated outlet. Make a note of discrepancies.	RI
SU13	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 trademark website is always the leading authority. 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