

When can a Better Life participant deliver to non-participants

Sometimes participants in the Better Life scheme want to deliver to companies that are not participants. In order to clarify the situation, this document indicates when it is possible to deliver to non-participating companies and the conditions under which this is permitted. Two types of products are assumed:

1. Products in consumer packaging
2. Bulk products

1. Products in consumer packaging

A consumer packaging is an individual packaging that is offered to the consumer and opened by the consumer.

- I. Pre-packaged products
 - a. Processor's own brand – BLL products may be included in the flyer or folder. No other communication about BLL is permitted other than the BLL logo shown on the product. Buyer (non-participant) issues a statement (Annex A: Declaration of no communication).
 - b. Customer's own brand – Conclude contract with the BLLF
 - c. Wholesaler 2b/ trader 2c –conclude contract with the BLLF, no customer declaration, communication is sent to the customer, for example **on the invoice or price list etc.* that the customer may not communicate about BLL** other than the Better Life label shown on the packaging.

2. Bulk products

These are products for further processing. These bulk products are delivered to wholesaler 2b/ trader 2c and processors including central butcheries and processing counters in the supermarket.

Conclude contract

- a. Processor
- b. Wholesaler 2b/ trader 2c, no customer declaration, communication is sent to the customer, for example **on the invoice or price list etc. * that the customer may not communicate about BLL** other than the Better Life label shown on the packaging.
- c. Food service

The companies listed below may only receive Better Life label raw materials subject to the following conditions:

- I. The BLL participant downgrades the BLL product to regular and does not state BLL, or;
- II. The BLL participant requests a declaration from the customer that no communication is made about BLL in any way.
 - a. Retail – (processors in the supermarket are included as processors)
 - b. Hospitality sector
 - c. Butcheries

* The following texts or similar may be used on the invoice or price list, etc.:

Customers who buy products with the Better Life label may only communicate about this label if they have been approved or certified for participation by the Better Life label Foundation. Other customers may not use the Better Life label other than the BLL logo shown on the product packaging.

Have you been approved for the Better Life label by the Better Life label Foundation? If so, you may communicate about this label. If not, you should not communicate about the Better Life label. For more information see <https://beterleven.dierenbescherming.nl/zakelijk>

When your company has been approved by the Better Life label Foundation, you can communicate about the Better Life label (BLL). Other companies are not permitted to communicate about BLL, other than the BLL logo shown on the product packaging.

Check text on communication

We always want to assess the text added to the invoice, price list or other means of communication before it is released!

Appendix A: Declaration of no communication about the Better Life label

[Company Name]

[Address]

[Postcode Place]

[Date/Place]

DECLARATION

Dear Sir/Madam,

As a legal representative of [company name], I hereby declare on behalf of [company name] that we will not communicate in any way about the Better Life products we buy from [customer name address place]/ participants in the Better Life label scheme*, other than the Better Life label logo shown on the product packaging.

If we have a reason for wanting to communicate about the Better Life label, we will submit an application to use the Better Life label to the Better Life label Foundation. Until the application has been approved, we will not communicate about the Better Life label.

We trust to have informed you sufficiently.

Yours faithfully,

[Signature]

[Company name]

[Name]

[Position]

* Delete as appropriate.

