

What is a chain manager?

A BLL chain manager is the party that registers and deregisters livestock farms for certification with the Better Life label Foundation and monitors the livestock farms that are affiliated with its supply chain. In addition, the chain manager connects the various links in the supply chain, from primary participants up to processors/retailers (sellers) and all links that may be between these parties. The chain manager buys the animals or eggs and becomes their owner (a salaried slaughterer is therefore not a chain manager). This may be the abattoir or egg packing centre but also a processor intermediary (broker, intermediary) organisation.

What is an intermediary chain manager?

The majority of chain managers are part of the physical chain. An intermediary chain manager is a chain manager who is not a part of the chain, but who registers and deregisters livestock farms with the Better Life label Foundation. This company is a broker/intermediary organisation with an overview of the supply and demand for its chain and connects the links.

What does a chain manager do?

A chain manager registers and deregisters primary participants in time for the Better Life label scheme when companies are added to or removed from its chain. A livestock farm must be registered before it can be certified. A livestock farm can only supply BLL eligible animals/eggs to the relevant BLL chain after it has been certified.

The chain manager also communicates relevant amendments to the BLL regulations (criteria) to its livestock farmers and the chain manager visits the livestock farms that are part of its chain. A new livestock farm is always visited by the chain manager before the livestock farm is registered with the Better Life label Foundation and can be inspected by the Certification Body. The chain manager also visits at least 25% of the livestock farms affiliated to its chain annually. For all the tasks of the chain manager, refer to the full criteria on our [website](#).

How do I register and deregister companies?

Register Apply to register using the 'New farm' button in the portal. After this form has been completed, it will be verified by the BLLF. You will receive a response from the BLLF within two working days. The relevant certification body will be informed about the company.

Deregister Deregister a livestock farm by clicking 'Deregister'. Specify the date and reason for deregistration. The relevant certification body will be informed about the deregistration.

Am I only a chain manager of the companies I buy from directly?

That depends on which sector you are a chain manager of.

Pigs

In addition to the fattening pig farms that supply finished pigs directly to your chain, you are also the chain manager for the upstream links in the chain such as the multiplication farms and wean-to-finish farms. In other word, all pig farming companies in your chain.

Broilers

You are only the chain manager of the broiler farms that supply directly to your chain.

Laying hens

You are only the chain manager of the laying hen farms that supply directly to your chain. The Dutch Society for the Protection of Animals plans to involve the rearing farms of commercial layers in the Better Life label scheme, so in time you will be the chain manager too.

Beef cattle

In addition to the beef cattle farms that supply directly to your chain, you are also the chain manager for the upstream quarantine farms.

Veal calves

In addition to the veal calf farms that supply directly to your chain, you are also the chain manager of any upstream farms that rear veal. (rosé veal).

Turkeys

You are only the chain manager of the turkey farms that supply directly to your chain

Rabbits

You are only the chain manager of the rabbit farms that supply directly to your chain.

[What are the consequences for a livestock farm if I lose my chain manager certificate?](#)

The farmers affected have three months to find a new chain manager. The farm can only supply under the conditions of BLL and be re-certified when it has been registered again with the BLLF by a new chain manager.

[What are the consequences for a chain manager if a livestock farm loses its certificate?](#)

There are no consequences for you as a chain manager if one of your farms loses its BLL certificate. As a chain manager, you must have at least one livestock farm in your chain. If this is not the case, you will be unable to be re-certified during the annual audit. You will have until the end of the validity of the current certificate to find a new livestock farm.

[Can anyone become a chain manager?](#)

A chain manager must have insight into the market, experience in the relevant sector and be able to oversee the entire chain. Cattle traders, for example, cannot become chain managers for this reason.

What are the benefits of working with a chain manager?

Working with a chain manager encourages cooperation in permanent supply chains. This ensures better quality farms and entrepreneurs who are committed to the welfare of the animals, the quality label and the chain. The chain manager is tasked with visiting the farms. This promotes the mutual relationship and ensures that any issues on livestock farms can be identified in time. The chain manager also acts as the link between the business community and the Better Life label Foundation and the Dutch Society for the Protection of Animals. The chain manager can identify commonly occurring problems or obstacles faced by farms that wish to participate in the Better Life label scheme and discuss these issues with the Better Life label Foundation to arrive at a workable solution.