

## Conditions Better Life products

An overview of the conditions that Better Life products must comply with is shown below:

1. The proportion of animal ingredients, other than Better Life products (such as meat, milk, eggs, protein, collagen, intestines, honey) and/or Better Life raw materials with a lower number of stars may never exceed 5.00% of the total end product. This includes carry-over resulting from previous production. When a food is presented in a liquid medium, the drained net weight of the product is considered to be the total end product. In addition, the proportion of the Better Life label ingredient must be at least twice as large as the proportion of non-Better Life label animal ingredient.
2. Replacing a Better Life raw material with an organic variant is permitted. This means, for example, that eggs or meat can be replaced by organic eggs or meat. It is not permitted to replace Better Life dairy produce in products with single scopes by organic dairy when products ready for consumer packaging or end-user packaging are concerned. The product must also still comply with the conditions listed below.
3. From 24 February 2026, using organic dairy produce in multi-scope products will not be permitted. For example, the use of cheese or milk in a cordon bleu, grilled sausage with cheese or lasagna. After this transition period, the use of Better Life dairy produce only is permitted.
4. The following animal ingredients are excluded from use, also within the 5% margin of non-BL products:
  - a) duck (e.g. duck liver)
  - b) goose (e.g. goose liver)
  - c) animal products for which no 100% certainty exists that the animal was slaughtered stunned (especially sheep, calf and lamb products)
  - d) horse meat
  - e) poultry/game obtained from hunting or kept (including guinea fowl, pheasant, wild boar, red deer, fallow deer, duck, pigeon, goose, partridge, wild rabbit)
  - f) endangered species such as eel
  - g) products from animals that have been genetically manipulated, cloned or otherwise have come into direct contact with biotechnology
  - h) other animal products that (may) be in conflict with the policy of the Dutch Society for the Protection of Animals.
5. Downgrading of products is permitted, even for organic meat, provided the procedure complies with the Better Life requirements in the criteria and the recipes have been approved.
6. When Better Life raw materials with different stars are combined, the label/ logo on the packaging should display the number of stars of the Better Life ingredient with the lowest number of stars present in the product. For example, a product with a combination of organic beef (3 stars) and pork (1 star) should be labelled with Better Life label 1 star. However, if a product contains beef (3 stars) and chicken (1 star) and the proportion of chicken meat is a maximum of 5.00%, the product may be labelled with Better Life label 3 stars. If the product also contains non-Better Life animal ingredients, this proportion must be added to the ingredients with a lower number of Better Life stars. This may be a maximum of 5.00% in total.
7. Products in which organic meat (eligible for 3 stars) is processed but which are not fully organic may be labelled with Better Life label 3 stars. For example, a non-organic soup that contains organic meat balls. Because the meat balls are organic, the product is awarded 3 stars. However, the product must comply with the conditions stated above.