

Fees BLL 2025

Revision 24 January 2025 on 4 December 2024

1. General

Companies participating in the Better Life label scheme (BLL) pay a participation fee to the Better LifeLabel Foundation (BLLF) to cover costs. The amount of this fee depends on the type and size of the company. When multiple business types of the same parent company are located at the same site (e.g., a slaughterhouse and a processing company), the annual fee is charged only once. This fee is calculated based on the business type with the highest contribution rate. The specific costs for your company can be found in Table 1.

Table 1 – Table of fees BLL 2025

Fees BLL 2025	Primary sector	Completely organic	Abattoir	Egg packing centre / Dairy company	Processor / Chain manager / Butchery / Wholesaler 2B	Retailer / Food service, Restaurant	Trader 2C
One-off contribution to join scheme							
Small company (0 – 10 fte)	–	–	€ 101	€ 101	€ 101	€ 101	–
Medium sized company (10 – 15 fte)	–	–	€ 503	€ 503	€ 503	€ 503	–
Large company (>15 fte)	–	–	€ 1.005	€ 1.005	€ 1.005	€ 1.005	–
Fixed fee	–	€ 101	–	–	–	–	€ 101
Annual fixed contribution							
Small company (0 – 10 fte)	–	–	€ 420	€ 420	€ 420	€ 420	–
Medium sized company (10 – 15 fte)	–	–	€ 2.040	€ 2.040	€ 2.040	€ 2.040	–
Large company (>15 fte)	–	–	€ 4.092	€ 4.092	€ 4.092	€ 4.092	–
Fixed fee	–	–	–	–	–	–	€ 420
Variable contribution							
Per calf	–	–	€ 0,3376	–	–	–	–
Per rabbit	–	–	€ 0,0037	–	–	–	–
Per cow	–	–	€ 1,4490	–	–	–	–
Per pig	–	–	€ 0,0907	–	–	–	–
Per broiler	–	–	€ 0,0016	–	–	–	–
Per spent laying hen	–	–	€ 0,0002	–	–	–	–
Per turkey	–	–	€ 0,0118	–	–	–	–
Per 360 eggs	–	–	–	€ 0,0165	–	–	–
Per 100 kg dairy	–	–	–	€ 0,0238	–	–	–
Annual logo fee for sales to consumers							
Smallest chain (0 – 10 branches)	–	–	–	–	–	€ 186	–
Very small chain (10 – 50 branches)	–	–	–	–	–	€ 1.152	–
Small chain (50 – 100 branches)	–	–	–	–	–	€ 2.884	–
Medium sized chain (100 – 350 branches)	–	–	–	–	–	€ 8.648	–
Large chain (>350 branches)	–	–	–	–	–	€ 18.264	–

2. Classification criteria

The company classification is determined based on the number of FTEs working at the business location. For retailers, food service companies, and restaurant chains, the annual logo contribution is calculated based on the number of locations. Food service companies and restaurant chains may divide the number of locations by three for the calculation of the logo contribution. The rates and classification categories can be found in the rate table (Table 1).

Both the annual fixed contribution and the logo contribution are based on the situation as of January 1 of the respective year. For new participants, the date of entry is used as the reference point. Changes after this date will only be considered in the following year.

3. Indexation

For 2025, an indexation of 3,1% has been applied.

4. Explanation

- A. Amounts stated exclude VAT.
- B. One-off fees and annual fees are due per company location that has BLL approval or certification (even if they are located abroad).
- C. Logistics service providers can be classified into different categories. The logistics service providers document (can be requested from the BLLF) shows which category applies to you.
- D. All fixed fees are due for payment annually at the beginning of the period for which they apply.
- E. For new applications, the first day of the new month (after application has been approved) applies as the start date for invoicing.
- F. The variable fees are calculated at the beginning of the year based on management statements for the previous year for abattoirs, egg packing centers and dairy companies, unless the BLLF has been notified about an adjusted estimate by the company. At the beginning of the calendar year, the fee due for the previous year will be settled based on a management statement for that previous year. A dairy company means a company that buys BLL milk from a dairy farmer (and then processes this milk into products).
- G. When terminating participation in the scheme, a reasonable term of notice of two months from the month in which notice was given shall be observed.
- H. If a participant has terminated their participation but subsequently reapplies to join the scheme, a one-off fixed fee will be charged again.
- I. Further details need to be finalized for companies that sell to consumers and that are not one of the companies stated above (for example farm gate sales),
- J. A logo fee is currently being developed for companies that market a product with an independent brand¹ with a BLL logo. This fee will introduced as soon the details have been finalized.
- K. The BLLF reserves the right to deviate from the fees listed in this document in exceptional circumstances.
- L. In all cases not provided for by this overview, or where multiple interpretations are possible or lead to an exceptional situation, a decision will be made by the director of the BLLF.

5. Additional information

Additional information about the participation fees, the invoices or the plans for the participation fees for 2025 can be found in the annex. Or you can contact financien@sblk.nl.

¹ A company with an independent brand is a company that markets a product with a BLL logo that cannot be considered to be a private label of one of the retailers. (Retailers already pay a logo fee for retailers for the use of logos on retailers' private label products)

Appendix Explanation of amended BLL fees 2025

1 Explanation of amended one-off fee to join the scheme

- The one-off fee to join the scheme in 2025 has been increased by 3,1% compared with 2024 to compensate for inflation.

2 Explanation of amended annual participation fee

- The fixed annual participation fee in 2025 has been increased by 3,1% compared with 2024 to compensate for inflation.
- The fixed annual participation fee is not yet charged to participants who exclusively process or supply organic products. However, a fee may apply in the future.

3 Explanation of amended variable fees

- The variable fees for 2025 were calculated by applying a percentage of 0.05337% to the price of a slaughtered animal, 360 eggs or 100 kg of dairy produce as referred to in the KWIN manual with statistics on livestock husbandry. This has resulted in a substantial revision for a number of animal categories. These categories were not subjected to indexation over the last couple of years and the differences are the result of a recalculation. Products derived from dairy, such as cheese, are subject to a fee calculated by determining the weight of the share of milk in the product, after which the fee for milk is applied. The intention is that the companies concerned contribute an equal percentage of the economic value of their BLL products, so that each company has an equal financial burden.

4 Explanation of amended annual logo fee for sales to consumers

- The annual logo fee in 2025 has been increased by 3,1% compared with 2024 to compensate for inflation.
- Retailers only pay a logo fee for the use of the BLL logo on their private label products.
- A retailer with multiple private label products only pays a one-off logo fee per year, for the private label product that is offered in the majority of its branches.
- When calculating the annual logo fee, an equal fee is applied per branch. This avoids giving large chains an advantage or disadvantage compared with small chains. For each classification an equal fee is applied per branch, applied to the median class.
- Food service companies can divide the number of branches/locations by three and use this figure to determine the classification and the corresponding fee.
- The annual logo fee goes to the Dutch Society for the Protection of Animals as the owner of the label.

5 Explanation of the introductory rate for butchers

- Butchers pay the annual fixed contribution in the small business category.
- The rates for butchers for the years 2025 and 2026 are set at 50% of the regular rate for participating in the BLL.
- When establishing the price list for 2026, a decision on how this will be arranged in the future will be further determined based on an evaluation.