

Explanation of communication by non-participants - version 6, 05-05-2026

When may you, as a Better Life label participant, supply products to non-participants?

Under certain conditions, you as a Better Life label participant are permitted to supply Better Life label products to non-participants. This document sets out the applicable conditions.

We distinguish between two types of products:

1. Products in consumer packaging or end-user packaging;
2. Bulk products

Definitions

Consumer packaging

An individual package that is offered to the consumer and opened by the consumer.

End-user packaging

Packaging intended for the end user, such as the foodservice sector or butcher shops, whose contents are too large for consumer packaging but which nevertheless complies with all labelling requirements as described in Regulation (EU) No 1169/2011.

Options for products in consumer packaging or end-user packaging

Better Life label participant's own brand

BLL products may be included in brochures. No communication about the Better Life label is permitted other than the Better Life label logo shown on the packaging.

- The customer (non-BLL participant) provides a declaration (Appendix A: Declaration of no communication);
- or the participant places an asterisk (*) on the invoice and packing slip, with a statement at the bottom of the page indicating that no communication about the Better Life label is permitted other than the Better Life label logo shown on the packaging.

Supply to retailers

A retailer that is not a BLL participant must always sign a declaration of no communication (Appendix A: Declaration of no communication).

Supply to foodservice businesses, hospitality businesses and other end users

Where it can reasonably be expected that the Better Life label logo will not be seen by the end user, for example because it is displayed on packaging material that is removed before use, the following may be applied:

- The participant places an asterisk (*) on the invoice and packing slip, with a statement at the bottom of the page indicating that no communication about the Better Life label is permitted other than the Better Life label logo shown on the packaging.

Customer's own brand

If the customer is the brand owner, the customer is jointly responsible for the correct use of the Better Life label. The customer must therefore:

- enter into a contract with the Better Life label Foundation (BLLF); and
- be registered as a participant in the BLL register.

Supply to wholesalers or logistics service providers (2b and 2c)

- The customer (non-BLL participant) provides a declaration (Appendix A: Declaration of no communication);
- or the participant places an asterisk (*) on the invoice and packing slip, stating that no communication about the Better Life label is permitted other than the Better Life label logo shown on the packaging.

Options for bulk products

Bulk products are products intended for further processing that do not comply with all labelling requirements as described in Regulation (EU) No 1169/2011. These products are supplied to logistics service providers, processors, central butcheries and processors within supermarkets.

Supply to a slaughterhouse, processor or packing station

- The customer (non-participant) must sign a declaration of no communication if downgrading is not possible (Appendix A: Declaration of no communication).
- No communication about the Better Life label may be shown on the invoice or packing slip.

Supply to wholesalers / logistics service providers (2b and 2c)

- The customer (non-participant) must sign a declaration of no communication (Appendix A: Declaration of no communication); or
- the participant places an asterisk (*) on the invoice and packing slip, with a statement indicating that no communication about the Better Life label is permitted other than the Better Life label logo shown on the packaging.

Options for ANBI organisations

Products may be supplied to organisations with ANBI status (Public Benefit Organisation), such as food banks. The participant must be able to demonstrate that the customer has valid ANBI status, as listed in the public ANBI register.

Once this has been established, no additional actions or declarations are required.

This exception applies exclusively to products supplied in consumer units.

Options for cheese wheels

Cheese wheels may be supplied to specialist cheese shops and market stalls, provided that the cheese is cut in view of the consumer and the Better Life label logo remains visible on the cheese rind. These customers do not need to register as BLL participants.

The supplying participant must document in its own procedures that these customers have been informed of the rules regarding communication about the Better Life label.

Examples

Below are several examples of wording that may be used on invoices and packing slips:

- *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. Customers who are not approved or certified for participation in the Better Life label scheme are not permitted to communicate about the Better Life label other than the Better Life label logo shown on the product packaging.*
- *Have you been approved or certified for the Better Life label by the Better Life label Foundation? If so, you may actively communicate about this label. If not, you may not communicate about the Better Life label other than the Better Life label logo shown on the packaging. For more information, see the website of the Better Life label Foundation.*
- *When your company has been approved or certified by the Better Life label Foundation, you may communicate about the Better Life label (BLL). Other companies are not permitted to communicate about BLL, other than the Better Life label logo shown on the supplied product packaging.*
- *Communicating about the Better Life label is only permitted for participants approved or certified by the Better Life label Foundation. In all other cases, only the Better Life label logo in its original, unchanged form may be displayed as shown on the delivered product packaging. For more information, see the website of the Better Life label Foundation.*

An example of the packing slip and invoice must always be submitted to the BLLF for approval under the heading "Declaration of no communication" in the BLL portal before a Better Life label product is supplied to a customer that is not a Better Life label participant.

Appendix A: Declaration of no communication

[Customer company name]

[Address]

[Postcode + City]

[Date / Place]

Declaration of no communication regarding the Better Life label

Dear Sir/Madam,

As the legally authorised representative of [customer company name], I hereby declare on behalf of [customer company name] that we do not and will not communicate in any way about the Better Life label products that we purchase from [customer name + address + city] / participants in the Better Life label*, other than by means of the Better Life label logo shown on the packaging. No other deviations from the Better Life label logo as registered by the Dutch Society for the Protection of Animals** are or will be permitted (including colours, visual elements, etc.).

If we subsequently wish to communicate about the Better Life label, we will apply to the Better Life label Foundation for participation and use of the Better Life label. Until the company has been certified, we will not communicate about the Better Life label.

We acknowledge that legal action may be taken against unlawful use of the Better Life label, including on the grounds of trademark infringement and the (reputational) damage caused to the trademark owner and participating companies.

This declaration has been completed truthfully and my company will act fully in accordance with it. In the event of any uncertainty or questions concerning its application, the Better Life label Foundation will be contacted.

Yours sincerely,

[Signature]

[Company name]

[Name]

[Position]

* Delete as applicable.

** The Better Life label certification mark of the Dutch Society for the Protection of Animals, registered with the Benelux Office for Intellectual Property under registration number 0968002.