



Workshop
'Animal welfare and innovation'

Hanover, Germany
9-11 May 2023



Funded by
the European Union



Beter Leven animal welfare certification scheme

Janneke Aelen
Beter Leven keurmerk, De Dierenbescherming



The Better Life label –
The animal welfare label of the Dutch Society for the
Protection of Animals
Janneke Aelen

About me

Janneke Aelen

Sr. Policy Officer Better Life label

Responsible for animal welfare criteria on dairy cows, beef cattle, veal calves, and cow-calf contact.

MSc Animal Sciences Wageningen University

Specialized in animal welfare and sustainable animal production systems

Fish welfare

Previously worked for Aquaculture Stewardship Council

Responsible for implementing animal welfare criteria in global aquaculture certification scheme



Dutch Society for the Protection of Animals

- Founded in 1864
- Largest animal welfare organization in the Netherlands
- 130.000 members of the public
- 350 employees
- 30.000 volunteers
- Helping animals in need
 - 30 animal shelters
 - inspection service
- Informing the public
- Dialogue and cooperation with industry
- Lobby to politics



Better Life label

Founded in 2007

Bridging the gap between conventional and organic livestock farming to **improve the welfare** of millions of farm animals by means of market forces, especially retail



pigs



broilers



laying hens



calves



beef cattle



turkeys



dairy cattle



rabbits

Better Life label – 3 level of animal welfare



1 star

Laying hens: covered outdoor run, enrichment material, natural light

Broilers: slower growing breeds, more space, enrichment, covered outdoor run

Pigs: more space, enrichment, no castration

There is sufficient attention for animal welfare. The animals have more space and enrichment.



2 star

Laying hens: free range

Broilers: free range

Pigs: outdoor access en pasture

The animals can go outdoors.



3 star

All animals: Organic

Focus on animal welfare: outdoor access and freedom of choice (e.g. Rondeel and Kipster laying hens and Livar pigs)

Animal welfare at organic or comparable standards.

The more stars on the label, the more animal friendly it is produced



Governance Better Life label

Dierenbescherming NGO

- Owner Better Life label
- Development criteria
- Communication
- Funded by private donations, 120.000 civilians.

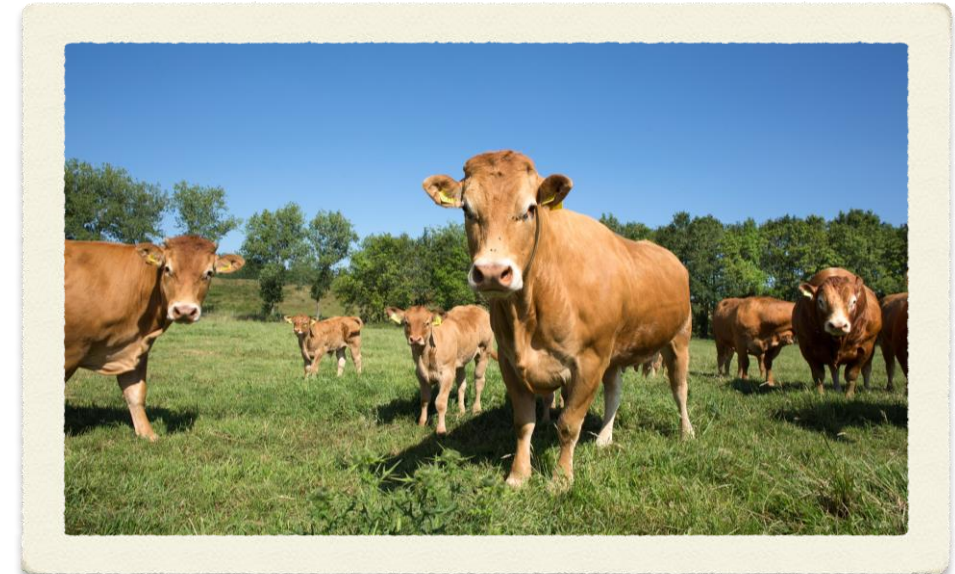
Foundation Better Life label (2012)

- Assurance and certification
- Coordination of audits, by independent third party auditors
- Funded by Better Life participants (excl. farmers)



Criteria Development

- Scientific knowledge
- Comparison with recognised standards
- Above level of legislation
- Practical application
- Market feasibility
- Stakeholder involvement with development criteria (farmers, chains, supermarkets)



Farmer participation

- Usually initiated by supply chain (retailer)
- Dierenscherming calculates additional production costs in process of criteria development
- Process managed by chain manager with guidance from Dierenbescherming
- Check by independent certification and auditing body
- Products can only be sold with Better Life logo when certification process is fully completed



*Farmer benefits:
Garantueed sales
with additional
revenue for fixed
period*

*Farmer challenges:
Usually investments
required to meet the
criteria*

*Process of certification
can take long time*



Role of consumers

The most important motivation of consumers to buy Better Life products (and pay more):

Regard for **animal welfare**

Consumers want to be **unburdened**

A **reliable** organization (DSPA) stands behind the Better Life label

Better quality

Responsibility production chains and (super)markets:

Transparent and reliable

Cooperation of NGO's and industry

Condition: support from government



Better Life label is the best-known consumer label



Impact (2020)

1846
farms
(excl.
organic
farms)



703
processing
firms &
retailers



6654
different
products*



* preliminary results

Thank you for your attention

Janneke.Aelen@dierenbescherming.nl



Beter
Leven



EU CAP Network workshop

‘Animal welfare and innovation’

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Hanover, Germany

All information on the workshop is available on the event webpage:

https://eu-cap-network.ec.europa.eu/events/eu-cap-network-workshop-animal-welfare-and-innovation_en

