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Dutch Society for the Protection of Animals

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agenda

- Dutch Society for the Protection of Animals (DSPA)
- Better Life label
- Results
- Why and how?
- Relevance
- Take away message

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Dutch Society for the Protection of Animals

- Founded 1864
- Largest Dutch animal welfare charity
- Shelter & Transport
- Prevention
- Lobby
- Better life label



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Animal welfare label: Better Life Label

Large in pork, chicken and eggs, growing in dairy





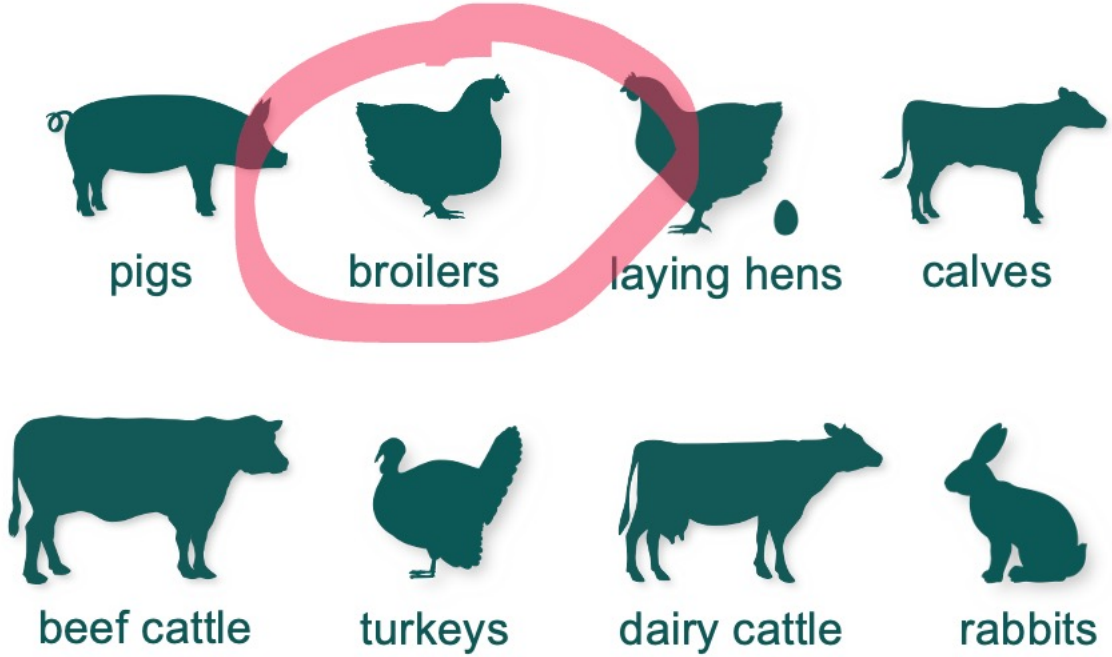




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Better Life label started with 6 farmers in 2007

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



Three levels

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The best known Dutch label for meat, eggs and processed animal products which enables a company to prove that they produce in a more animal friendly way.



The first star stands for regular farming with additional requirements to improve the most urgent animal welfare issues per animal species, e.g. slower growing breeds of broilers, pigs with more space and enrichment and veal calves with more roughage feed and prevention of anaemia.



Two stars means that the animals get access to an outdoor area and many of the animal welfare issues need to be resolved or need further improvement.



Three stars are awarded to organic farming systems, and farming systems with a comparable level of animal welfare.

Milestones

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And much more!

– **Milestones** Better Life label, o.a.:



- *2011 AH supermarket all pork at least 1 star Better Life label*
- *2013 all pork in supermarkets at least 1 star Better Life label*
- *2019 introduction Better Life dairy at Jumbo supermarket*
- *2020 all eggs in supermarkets at least 1 star Better Life label*
- *Per 2023 all supermarkets at least 1 star Better Life label*



– **Essential changes and innovations**, like slower growing broiler breeds, animal based designed husbandry systems (Kipster, Livar), Artificial Intelligence (lairage slaughterhouse).

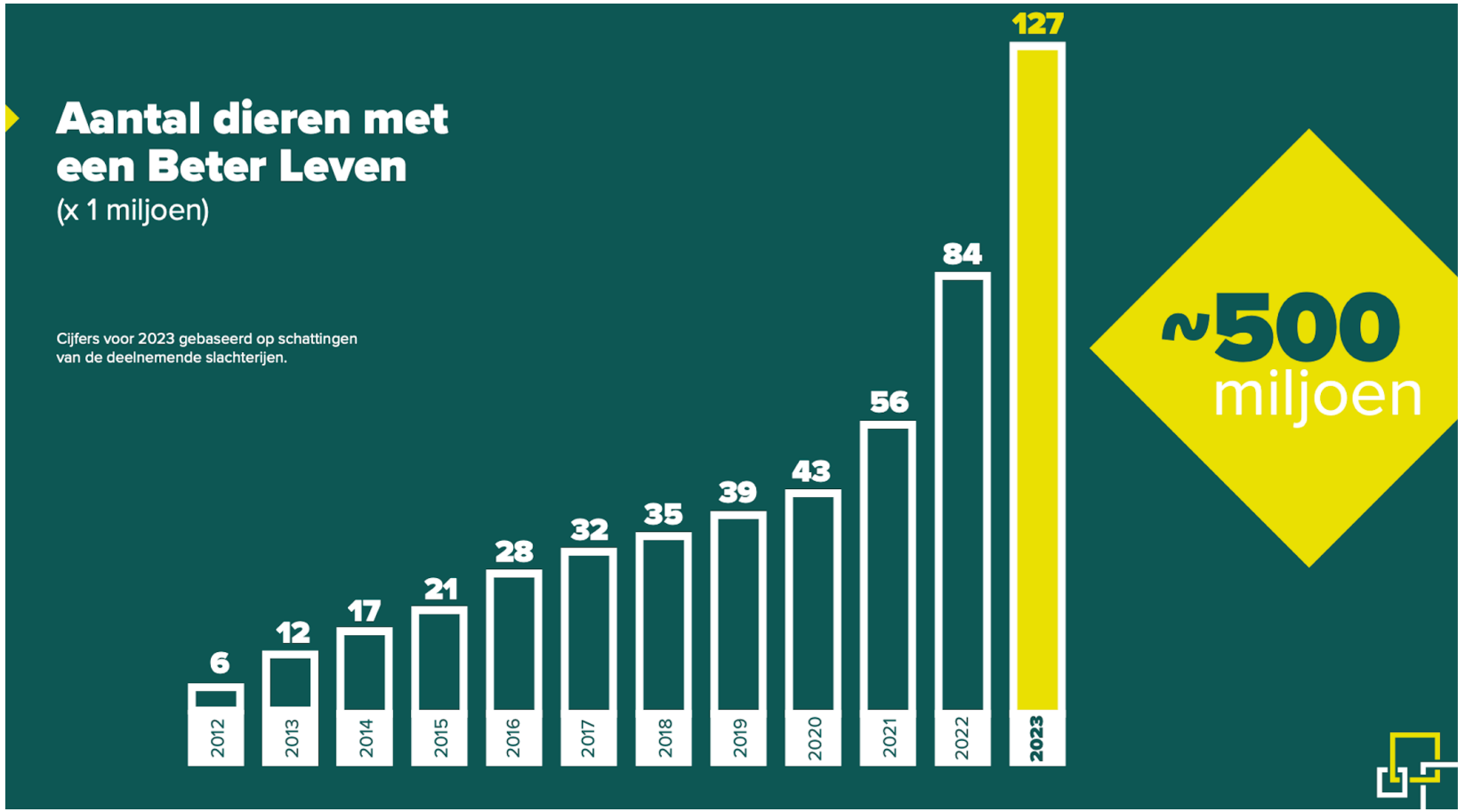


Part of the EC evaluation of (private) animal welfare standards

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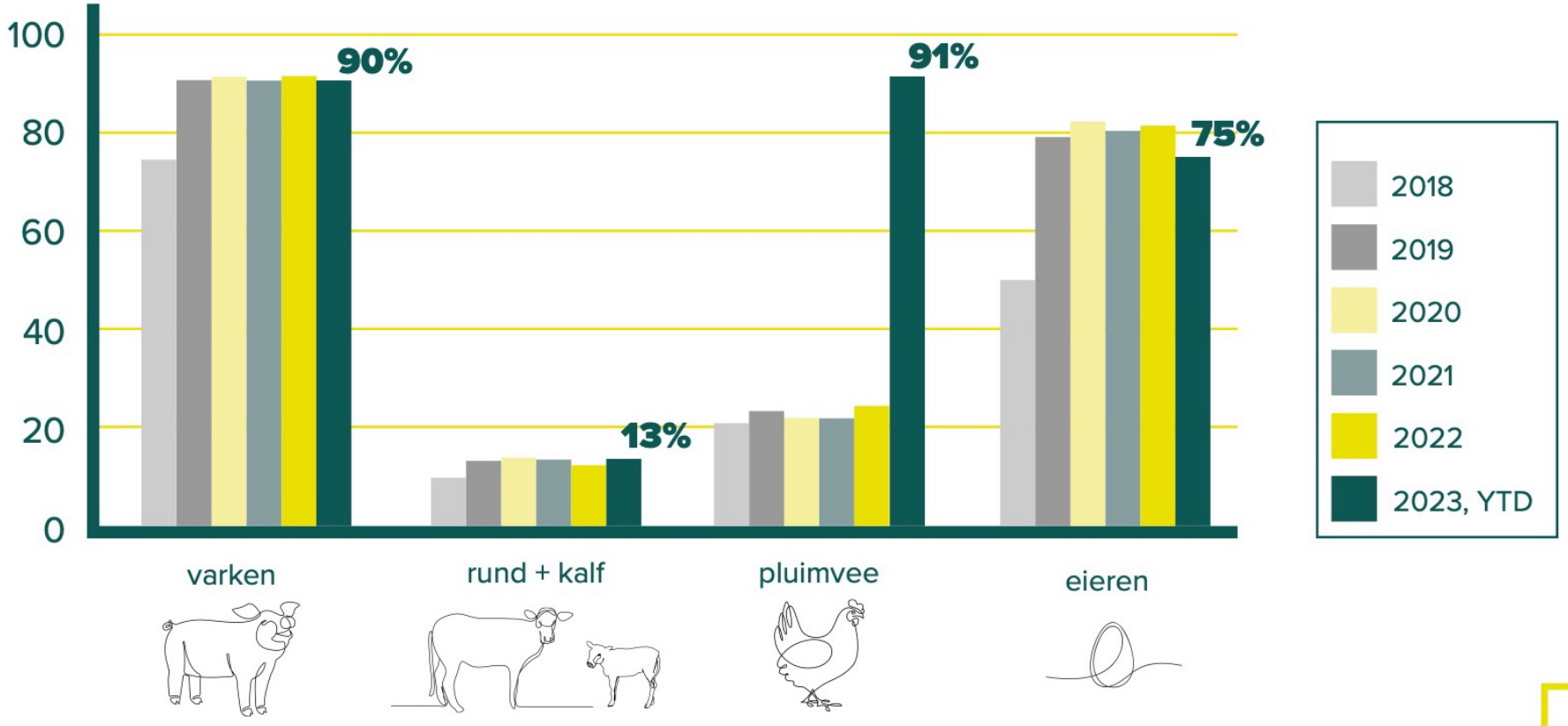
Growth in 15 years: # animals with better lives



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Market shares: meat and eggs in retail

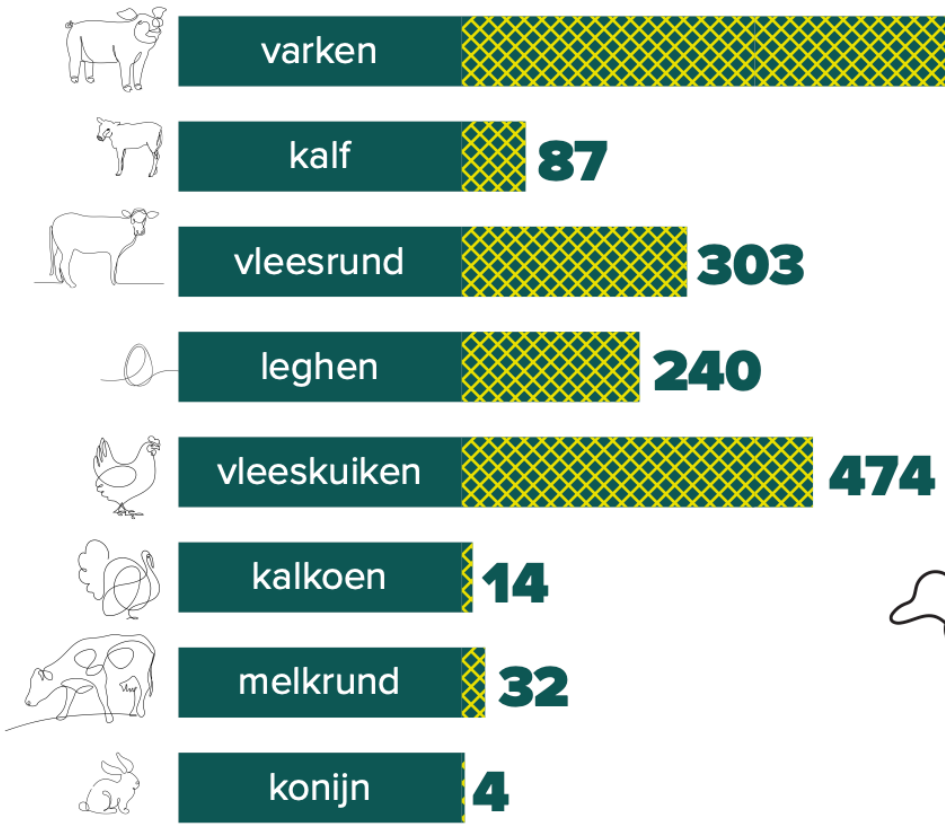


Number of farms certified

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Verdeling primaire bedrijven

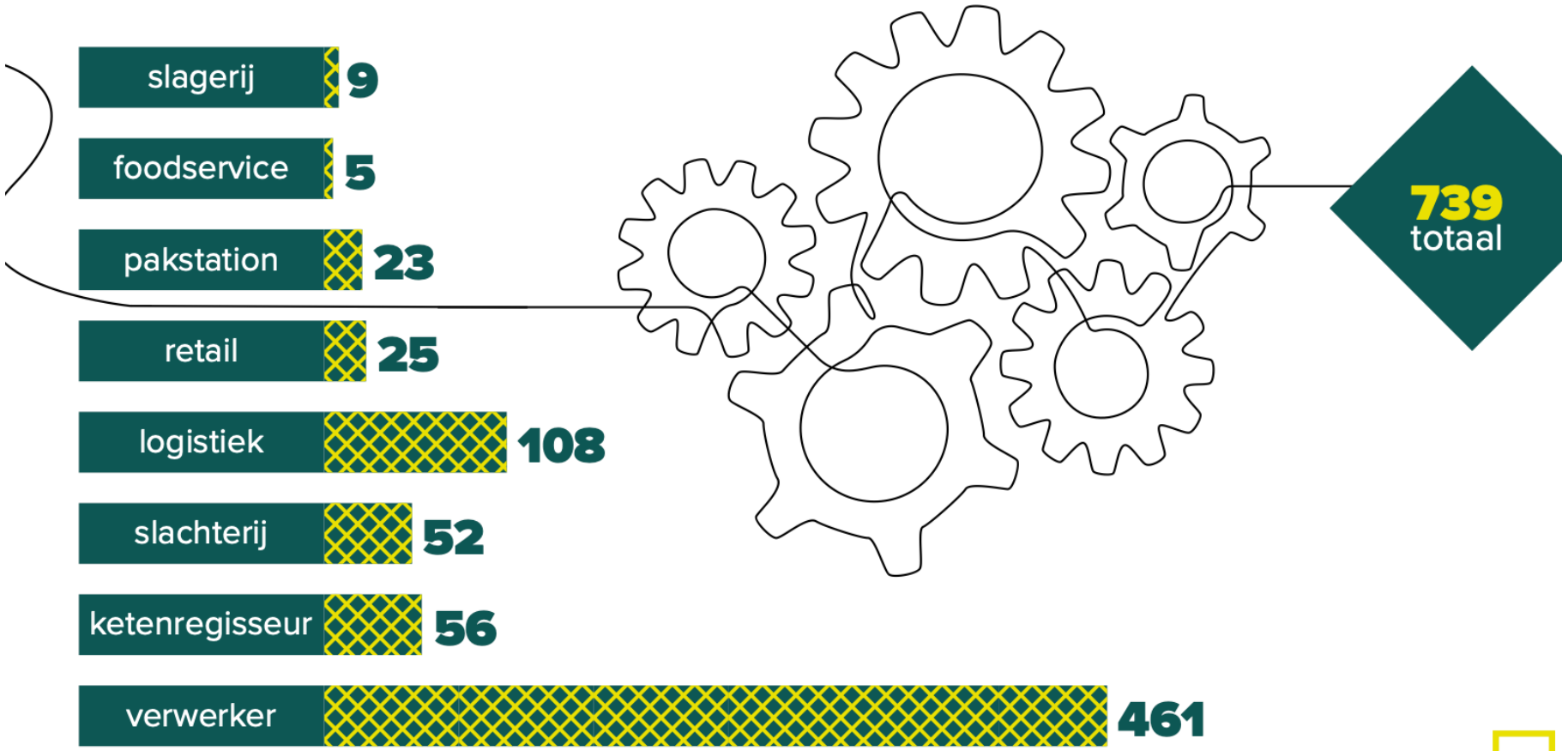




Secondary companies certified

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Organisation: the DSPA

- Ownership of the labelling scheme and its criteria
- Establish the general policy, respond to political issues and determine the criteria of the label
- Responsible for all communication towards consumers/society/civilians
- These tasks are not funded by industry nor participants



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Stichting Beter Leven keurmerk

Organisation: The Better Life label Foundation

- Assurance and monitoring, e.g. intake participants, monitoring of participants and Certification Bodies etc.
- Communication with stakeholders, Manage the administration and check reports, Charge fees to participants etc.
- Continuous development of the label, e.g. assurance of new sectors (dairy), or new assurance methods (raw material certification)



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Results: due to a multistakeholder dialogue

- Commitment of relevant corporates, and positive individuals
- Focus on shared interests instead of focus on differences
- Criteria development based on science ànd feasibility, independant ànd consulted
- A system like this creates logical advantages and quality
- Creates reliability and nourishes trust
- Fosters innovation



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Stakeholder interests

- NGO: More animal welfare for more animals
- Farmer: safer investments and earnings, more pleasure in handling the animals, reliable way to meet societal demands
- Processors: predictable quality and substantial homogeneous quantities
- Retailers: a reliable way of making animal welfare profitable and reducing risks

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Will this be more or less relevant?

- CSRD transparancy in the supply chain, thus transparancy in methods of production
- Artificial Intelligence: new insights and better process control
- Protein transition infuences the value of animal protein
- Public acceptance decreases and patience is running out (Eurobarometer is MIA)
- Animal proteins, must be ~~good~~, great

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Take away message

- Think about it
- Create unlikely alliances: stakeholder dialogue
- Create steady supply chains and empower farmers
- Choose wisely re the criteria and levels
- Choose wisely re the marketing
- Improve animal welfare and communicate
- Or…don’t.

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