



### Which Products are Included?

The animal-welfare label is applicable to fresh and processed meat products, as well as dairy products.

### Government Labels on Food

The animal-welfare label is an addition to the two existing government labels under the Ministry of Environment and Food: the Ø label for organic products and the Keyhole for healthy choices when buying groceries.



### What do Consumers Think of Improved Animal Welfare?

A survey conducted by YouGov in 2019 shows that around 67% of Danes are willing to pay extra for animal welfare. Thus, consumers are willing to pay a little extra for food products, from different animals, which focus on better animal welfare. The survey also showed that 61% of Danes know about the label, and 75% have trust in it.

### Productions is Already Underway

The farmers have adapted the stable condition in order to meet the label's requirements. Products sold under the label are subjects to state control, and state authorised control from farmer to retail.

### The Animal Welfare Label in Eateries

Restaurants and eateries can market their use of animal welfare labelled products. With the animal welfare label at eateries, it is possible for consumers to see which products live up to the criteria of the animal-welfare label, e.g. the buffet in their cafeteria.

### Who is Behind the Label?

The label is developed by the Danish Veterinary and Food Administration in collaboration with relevant stakeholders throughout the entire commercial food chain: The Organisation for cooperation of animal welfare groups (DOSO), the Danish Veterinary Association, the Danish Agriculture & Food Council, DI food, DanHatch, Arla, Danish Crown, Danpo, Tulip, Danske Slagtermestre (the Danish butchers association) and retail businesses Salling Group (Bilka, Føtex og Netto), De Samvirkende Købmænd (including MENY, Rema1000 and Spar) and Lidl and Aldi).

**For more information, visit  
[www.bedre-dyrevelfaerd.dk](http://www.bedre-dyrevelfaerd.dk)**