

Information for Cattle Farmers

May 27, 2026

Initiative Tierwohl: *Frischlufstall* and *Auslauf/Weide*

The Initiative Tierwohl now also offers three ITW programs for cattle production with increasing levels of requirements:

- *Stall plus Platz*
- *Frischlufstall*
- *Auslauf/Weide*

The ITW programs correspond to Levels 2 through 4 of the *system for the uniform labeling of housing types*.

Only beef cattle feedlots are eligible to participate. No new programs are currently being offered for suckler cow, dairy, and calf farmers; the existing program remains in place, though it will also be uniformly renamed *Stall plus Platz*.

You can register for the new ITW programs starting June 1, 2026, and be audited immediately.

The revised program handbook (criteria catalogs, explanations, and terms of participation) is now available in [the download section](#) of our website. Answers to many questions regarding the new conditions are summarized in an FAQ document.

Important information at a glance:

Requirements for Livestock Farming

The new *Frischlufstall* and *Auslauf/Weide* programs take into account the criteria of Levels 3 and 4 of the housing type labeling, but in some cases go beyond the minimum criteria for the housing type.

The ITW programs build on one another, meaning that eligibility to supply under a higher-level program requires prior eligibility under the lower-level programs. The same, already established basic requirements must be met in every program: In addition to the basic criteria, these include, among other things, enhanced veterinary herd care, animal cleanliness, and annual continuing education.

In addition, the criterion "opportunities for rubbing" will be reintroduced into the basic requirements in the future. The criterion **will take effect on July 1, 2027**, following a transition period, and must then be implemented by all participating cattle feedlots.

A QS supply authorization remains a prerequisite for participation in the programs.

To qualify for the *Frischlufstall* program, in addition to the basic requirements, criteria such as increased space and additional criteria regarding outdoor environmental stimuli must be met.

For the *Auslauf/Weide* program, constant access to an outdoor run or pasture must also be provided.

For the *Frischlufstall* and *Auslauf/Weide* programs, there is an additional "Feeding" criterion as an add-on module. The module is included in the appendix of the criteria catalog. This must be implemented for classification in the housing type labeling. Otherwise, the products cannot be labeled with the housing type in addition to the ITW seal.



Financing

For beef cattle production, the *Stall plus Platz* program continues to have a recommended price of 10.7 cents per kg of slaughter weight. As soon as the "scratching opportunity" criterion comes into effect, this recommendation increases to 12.83 cents per kg of slaughter weight.

For the *Frischlufstall* and *Auslauf/Weide* programs, there is no recommendation regarding the amount of the price premium. The amount of the price premium is freely negotiated between the livestock owner and their buyer.

Registration of New Farms and Switching ITW Programs

Registration for the new programs will be possible starting June 1, 2026. Cattle feedlots already participating in the program may switch to a higher-level program if desired. In doing so, you must specify an implementation date with your coordinator, from which the new or additional criteria will be implemented. For switching programs and for new registrations, there will be a new participation agreement that you will sign together with your coordinator. Of course, switching to another program is only possible following a successful audit.

On-site inspections

The same audit system applies to the new programs as to ITW *Stall plus Platz*. A program audit is conducted at each farm once per calendar year, and an additional livestock check is performed at one-third of the farms.

For farmers already participating in the program to move up to a higher-level program, an audit must demonstrate that the additional requirements for the desired program are being met. The program audit can be used for the transition. If a program audit has already been conducted during the cycle, a shortened audit (i.e., switch audit) is sufficient for the change. In this audit, only the additional criteria of the respective program are reviewed. Only upon approval of this audit is the operation authorized to supply under the higher-level program.

Important to know: If a livestock owner receives a "K.O." rating for an additional criterion of a higher program, they will be downgraded to a lower program. The prerequisite is that the operation demonstrates in the audit that the requirements of the lower program are met. In the event of a "K.O." rating on a basic requirement, participation in the ITW is terminated. The farm may then re-register after a failure in the basic requirements. If a farm is downgraded to a lower program due to a failure, it may re-register for a higher program at any time.

