

## 99 Prozent aus Österreich

Manfred Kröswang über die Wichtigkeit der Herkunft von  
Frischfleisch und Strategien des oberösterreichischen  
Großhandelshauses Kröswang.



...

8Yf`@YVYbga ]hY`[ fc» \ÄbX`Yf`? fÖgk Ub[ `a ]h<Ui dhg]hn`]b  
; f]Yg\_]fWXYb`]b`C VYfÖghYffY]W\`Uh`]a `9bXY`ÄbbYf  
UV[ YgW\`cggYbYb`; YgW\ÄZhg`U\`f`&\$%\* #&\$%+ `gY]bYb`I a gUhn`i a  
%\$ž+ `DfcnYbhj cb`%\* ( ž `Ui Z%, &ž( `A ]c``9i fc`Yf\Ö`h``a `b hYfj ]Yk  
a ]h`XYf`: `Y]gWXYfnY]hi b[ `gd f]W h; YgW\ÄZhgZØ\ fYf`A UbZfYX

?fÒgk Ub[ 'ØVYf'XYb':`Y]gWVYfY]W'XYg';fc»\UbXY`g\Ui gYg"

K Y`WXYb`GhY`Ybk Yfh`\Uh':f]gWZY]gW'a ]h'6`]W\_f]W hi b[  
; Ughfcbca ]Y`VY]'XYf'5VgUhn!'i bX  
?i bXYbV]bXi b[ gghfUhY[ ]Y'j cb'?fÒgk Ub[ 3

?fÒgk Ub[ .':f]gWYg':`Y]gW`Ui g<sup>2</sup> ghYffY]W'b]a a h]b'i bgYfYf  
Gcfh]a YbhgghfUhY[ ]Y`Y]bY'[fc»Y'6YXYi hi b[ `Y]bž  
XYa YbhgdfYWYbX`\UVYb`k ]f'i bgYf':f]gWZY]gW!5b[ YVch]b`XYb  
`YhnhYb`đ\fYb`gi \_nYgg]j Y`Ui g[ YVUi h"

K ]Y`\cW'gW`Àhnh'≡fY': ]fa U']\fYb`A Uf\_hUbhY]'`]a  
; Ughfcbca ]Y[fc»\UbXY`VY]':`Y]gW`Y]b3'

?fÒgk Ub[ .`K ]f`\_ÒbbYb'i bgYfYb`A Uf\_hUbhY]'`gY\f'[ i h  
Y]bgW`ÀhYbž'a ÒW`hYb`UVYf`X]YgY`9]bgW`Àhni b[ `b]W`h`Ui »Yf`<Ui g  
[ YVYb"

A ]h`k Y`WXYb`E i U`]h`ÀhgdFc[ fUa a Yb`dFcZ]'Yfh'g]W  
?fÒgk Ub[ `U`g':`Y]gW`!@]YZYfdUfhbYf`XYf'; Ughfcbca ]Y3'

?fÒgk Ub[ .`K ]f`ZØ\fYb`a Y\fYfY`E i U`]h`Àhga Uf\_Yb`]a `Gcfh]a Ybhž  
Y]bYfgY]hg`DfYa ]i a a Uf\_Yb'i bgYfYg`DUfhbYfg`GW]fb\cZYfž  
UbXYfYfgY]hg`Ui W`9][ Yba Uf\_Yb""8Yf`ghY]f]gWY';fc»a Yhn[ Yf  
GW]fb\cZYf`VY`]YZYfh'i bg'a ]h`\cW`k Yfh][ Ya `5`a c  
5`a cW`gYbZY]gW`ž@UbXa Y]ghYf!F]bXž`ghY]f]gWYa `DfYa ]i a !  
?U`VZY]gW`gck ]Y`DfYa ]i a !GW`k Y]bYZY]gW""DUfU`Y`XUni `ZØ\fYb  
k ]f`X]Y`A Uf\_Y'?`Ui g\cŽž`k c`k ]f'i bgYfYb`?i bXYb`\Y]a ]gWYg`F]bX!  
i bX`GW`k Y]bYZY]gW`UbV]YhYb"": Øf`U`Y`X]YgY`A Uf\_Yb'[ ]VhYg  
ghfYb[ Y`E i U`]h`Àhgf]W`h]b]Ybž`X]Y`k ]f`gck c\`]bhYfb`U`g`Ui W  
YI hYfb`\_cbhfc``YfYb"

≡gh'≡fY`9][ Yba Uf\_Y'?`Ui g\cŽž`k Ug`XUg  
DfY]g#@Y]ghi b[ gj Yf`\À`hb]g`VYhf]ZZhž`U`g`6]``[ a Uf\_Y`ZØf  
A UgYb`k UfY`dcg]h]cb]Yfh3

?fÒgk Ub[ .`K ]f`k c``Yb`a ]hi bgYfYf`A Uf\_Y'?`Ui g\cZi bgYfYb  
?i bXYb`XUg`VYghY`DfY]g#@Y]ghi b[ g!J Yf`\À`hb]g`Ua `A Uf\_h`V]YhYb`

XUg`]gh'i bgYf'5bgd fi W`"8Yg\U`V`\_U`\_i` `]YfYb`k`]f`X]YgY`5fh]\_Y`  
VYk`i`ggh'gY`f`\_bUdd`"K`]f`k`c`"Yb`UVYf`\]bg]W`h]W`E`i`U`]h`h`\_Y]bY`  
5Vghf]W`Y`a`UW`Yb`"5`"Y`?`Ui`g`cZ]5fh]\_Y`ghUa`a`Yb`XYg\U`V`  
[`UfUbh]Yf`h`Ui`g`²`ghYffY]W`ž`X]Y`j`YfUfVY]hYhYb`H]YfY`k`i`fXYb`]b`  
²`ghYffY]W`[`YVcfYbž`[`Ya`ÀghYhž`[`YgW`UW`hYh`i`bX`j`YfUfVY]hYh`"K`]f`  
\UVYb`Y`XYb`Y]bnY`bYb`5fh]\_Y`"b]bg]W`h]W`G`W`UW`h[`Yk`]W`hž`  
G`W`UW`hU`hYfž`J`c`fY]Z`b[`i`bX`k`Y]hYfYf`?`f]hYf]Yb`[`YbUi`  
gdYn]Z]n]Yf`hž`6`]`[`k`UfY`]gh`Z0f`i`bg`Yhk`Ug`UbXYfYg`"i`bgYf`?`Ui`g`cZ`  
:`Y]gW`i`]gh`Y]b`[`i`hYg`5b[`YVch`Z0f`XYb`d`fY]ggYbg]V`Y`;`Ughfcbca`Yb`  
a`]h`E`i`U`]h`h`hgUb`gd fi W`"?"Ugg]gW`Y`6`]`[`\_Ai`ZYf`k`YfXYb`Y`Yf`  
Ui`g`AbX]gW`Y`K`UfY`\_Ui`ZYb`"

⇒b`k`Y`W`Ya`5`i`ga`U»`VYX]YbYb`G]Y`a`]h`]\fYa`:`Y]gW`!  
Gcfh]a`Yb`h`X]Y`HfYbXg`ni`6]c!:`Y]gW`ž:`Y]gW`Ui`g`  
²`ghYffY]W`ž:`Y]gW`Ui`g`XYf`F`Y[`]cbž:`Y]gW`Ui`g`  
Ufh[`YfYW`hYf`H]Yf`U`hi`b[`3`

?f0gk`Ub[`.i`bgYf`[`fc»Yg`H\Ya`U`]a`:`Y]gW`!Gcfh]a`Yb`h`]gh`  
<Yf`\_i`bZ`²`ghYffY]W`"-`-`DfcnYb`h`i`bgYfYg`:]gW`ZY]gW`!5b[`YVchYg`  
ghUa`a`Yb`Ui`g`²`ghYffY]W`"6Y]6]c!`i`bX`H]Yfk`c`\!:`Y]gW`  
VYcVUW`hYb`k`]f`X]Y`9b`h`k`]W`\_i`b[`i`bX`B`UW`ZfU[`Y`VY]`i`bgYfYb`  
?i`bXYb`gY`f`[`YbUi`ž`UVYf`XYfnY]h`\UVYb`k`]f`\_Y]bYb`:`c`\_i`g`XUfUi`Z`  
F`Y[`]cbU`Y`?`Y]bdfcXi`nYb`hYb`\_0bbYb`k`]f`Ui`Z[`fi`bX`i`bgYfYf`  
@c[`]gh]\_`b]W`h`ZfY]gW`U`hYb`ž`XUg`Àggh`g]W`]b`i`bgYfYa`5V`Ui`Z`  
XYfnY]h`b]W`h`UVk`]W`\_Y`b`"

J`c`b`k`Y`W`Yb`G`W`UW`h`0ZYb`VYn]Y`Y`Yb`G]Y`XUg`:`Y]gW`Z0f`  
⇒fYb`GhUbXcfh]b`:]f]Yg\_]fW`Ybž`j`c`b`k`Y`W`Yb`Z0f`⇒fYb`  
GhUbXcfh]b`60\Y]a`\_]fW`Yb3`

?f0gk`Ub[`.i`bgYf`G`W`]fb`\cZYf!:`Y]gW`ghUa`a`h`j`ca`ghY]f]gW`Yb`  
E`i`U`]h`h`ggW`UW`h`cZ`K`Y]nž`i`bgYf`?`Ui`g`cZ`:]gW`ZY]gW`VYn]Y`Y`Yb`  
k`]f`j`cb`a`Y`fYfYb`G`W`UW`h`0ZYbž`X]Y`k`]f`fY[`Y`a`À»][`VYgi`W`Yb`"

K`Y`W`Y`K`YhhVYk`YfVgj`cfhY]`Y`[`Y[`Yb0VYf`XYb`  
A`]hVYk`YfVYfb`Z0\fh`?`f0gk`Ub[`]a`]h`gY]bYa`:`Y]gW`!  
5b[`YVch`Z0f`X]Y`;`Ughfcbca`]Y`]bg`HfYZZYb3`

?fÒgk Ub[ .: Øf'i bgYfY'?'i bXYb'g]bX'a Y\fyfY'8]b[ Y'k ]W\h][ .  
; UfUbh]YfhY'<Yf\_i bZh'Ui g'² ghYffY]W\ž'[ YdfØZhY'E i U']hÀh'a ]h  
Ni Zf]YXYb\Y]hg[ UfUbh]Yž'ni j Yf'Àgg][ Y'@]YZYfi b[ ' ]bbYf\U`V'j cb'&(   
Ghi bXYb' 'j cf'U`Ya 'X]Y'@]YZYfni j Yf'Àgg][ \_Y]h'gh'VY]': f]gW\ZY]gW\   
Y]b'[ fc»Yg'D'i g'[ Y[ YbØVYf'UbXYfYb'; fc»\ÀbX`Yfb"

K Y]hYfY' ðZcfa Uh]cbYb'i bhYf'\ hhdg. ##k k k "\_fcYgk Ub[ "Uh

.

6Ygi W\Yb'G]Y'i bg'Ui Z.'Z'Y]gW'i bXWŁ"Uh