

99 Prozent aus Österreich

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



...

8 Yf`@VVYbga]hhY`[fc» \ÀbX`Yf`? fÒgk Ub['a]h`<Ui d hg]hn`]b
; f]Yg_]fWX Yb `]b `C VYfÒghYffY]WX `\\Uh`]a `9bXY`ÀbbYf
UV[YgWX`cggybYb`; YgWXÀZhgU\ f`&\$%* #&\$%+ `gY]bYb`I a gUhni a
%\$ž+ `DfcnYbhj cb`%* (ž `Ui Z%` &ž(`A]c`"9i fc`Yf\ Ø\ h`-a`-bhYfj]Yk
a]h`XYf`; `Y]gWX YfnY]hi b[`gd f]WX h`; YgWXÀZhgZØ\ fYf`A UbZfYX

? fÒgk Ub[`ØVYf`XYb` : `Y]gWX VYfY]WX `XYg` ; fc» \UbXY`g\Ui gYg"

K Y`WX Yb `GhY`Yb k Yfh` \Uh` : f]gWX Z`Y]gWX `a]h`6`]W_f]WX hi b[; Ughfc bca]Y`VY]XYf`5VgUhn! `i bX ? i bXYbV]bXi b[gghfUhY[]Y`j c b` ? fÒgk Ub[3

? fÒgk Ub[.` : f]gWX Yg` : `Y]gWX `Ui g`2 ghYffY]WX `b]a a h`b`i bgYfYf Gcfh]a YbhgghfUhY[]Y`Y]bY`[fc`Y`6YXYi hi b[`Y]bž XYa Ybhgd fYWX YbX` \UVYb`k]f`i bgYf` : f]gWX Z`Y]gWX !5b[YVch`]b`XYb`YhnhYb` \fYb`gi _nYgg]j Y`Ui g[YVUi h"

K]Y` \cWX `gWX Áhnh` \fY` :]fa U`]\fYb `A Uf_hUbhY` `]a ; Ughfc bca]Y[fc» \UbXY`VY` : `Y]gWX `Y]b3`

? fÒgk Ub[.`K`f`_ØbbYb`i bgYfYb`A Uf_hUbhY` `gY\ f`[i h Y]gWX ÁhnhYbž`a ØWX hYb`UVYf`X]YgY`9]gWX Áhni b[`b]WX h`Ui » Yf`<Ui g[YVYb"

A]h`k Y`WX Yb`E i U`]hÀhgd fc[fUa a Yb`dfcZ`]Yfh`g]WX ? fÒgk Ub[`U`g` : `Y]gWX !@]YZYfd UfhbYf`XYf` ; Ughfc bca]Y3`

? fÒgk Ub[.`K`f`_Ø\ fYb`a Y\ fYfY`E i U`]hÀhga Uf_Yb`]a `Gcfh]a Ybhž Y]bYfgY]hg`DfYa`ji a a Uf_Yb`i bgYfYg`DUfhbYfg`GWX]fb\cZfž UbXYfYfgY]hg`Ui WX`9][Yba Uf_Yb`"8Yf`ghY]f]gWX Y` ; fc» a Yhn[Yf GWX]fb\cZf`VY`]YZYfhi bg`a]h\cWX k Yfh`[Ya`5`a c 5`a cWX gYbZY]gWX ž`@UbXa Y]ghYf`F]bXž`ghY]f]gWX Ya`DfYa`ji a ! ? U`VZY]gWX `gck`]Y`DfYa`ji a !GWX k Y]bYZY]gWX "DUfU`Y`XUni`_Ø\ fYb k`]f`X]Y`A Uf_Y`?`Ui g\cZž`k c`k`]f`i bgYfYb`?`i bXYb` \Y]a`]gWX Yg`F]bX`i bX`GWX k Y]bYZY]gWX `UbV]YhYb` : Øf`U`Y`X]YgY`A Uf_Yb`[]Vh`Yg ghfYb`[Y`E i U`]hÀhgf]WX h`]b]Ybž`X]Y`k`]f`gck c\`[]bhYfb`U`g`Ui WX`YI hYfb`_c b`hfc`]YfYb"

=gh` \fY`9][Yba Uf_Y`?`Ui g\cZž`k Ug`XUg DfY]g#@Y]ghi b[gj Yf\À`hb]g`VYhf]Zzhž`U`g`6`][a Uf_Y`_Øf A UggYb k UfY`dcg]h]cb]Yfh3

? fÒgk Ub[.`K`f`k c`Yb`a`]h`i bgYfYf`A Uf_Y`?`Ui g\cZ`i 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`5bgdfi W "8Yg\U\`_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`]hAh`_Y]bY
5Vghf]W Y`a UWX Yb"5``Y`?`Ui g\cZ 5fh]_Y`ghJa a Yb`XYg\U\`
[UfUbh]Yfh`Ui g`2 ghYffY]W Z`X]Y`j YfUfVY]hYhYb`H]YfY`k i fXYb`]b
2 ghYffY]W [YVcfYb`[Ya `AgHh`[YgW `UW hYh`i bX`j YfUfVY]hYh`K]f
`UVYb`YXYb`Y]bnY`bYb`5fh]_Y`]bg]W h]W Gw`UW h[Yk]W h`
Gw`UW hU`hYf`JcffY]Z b[`i bX`k Y]hYfYf`?f]hYf]Yb`[YbUi
gdYn]Zn]Yfh`6]`][k UfY`]gh`Zf`i bg`Yh`Ug`UbXYfYg`l` bgYf`?`Ui g\cZ
: `Y]gW `]gh`Y]b`[i hYg`5b`[YVch`Zf`XYb`dfY]ggYbg]V`Y`; Ughfcba`Yb
a]h`E i U`]hAhgUbdfi W "6]`][_Ai ZYf`k YfXYb`Y\Yf
Ui g`AbX]gW Y`K UfY`_Ui ZYb"

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

?fOgk Ub[.`I`bgYf`[fc`Yg`H\Ya`U`]a`:`Y]gW!Gcfh]a`Ybh`gh
<Yf_i bZh`2 ghYffY]W " - - `DfcnYbh`i`bgYfYg`f]gW ZY]gW!5b`[YVch`Yg
ghJa a Yb`Ui g`2 ghYffY]W "6Y]`6]c!`i`bX`H]Yf`c\`!`Y]gW
VYcVUW hYb`k`f`X]Y`9b`h`]W`i`b[`i`bX`B`UW ZfU`[Y`VY]`i`bgYfYb
?i`bXYb`gY\`f`[Yb`Ui Z`UVYf`XYfnY]h`UVYb`k`f`_Y]b`Yb`c_i`g`XUf`Ui`Z`
FY`[]cb`U`Y`?`Y]bdfcXi`nYbh`Yb`_Obb`Yb`k`f`Ui`Z`fi`bX`i`bgYfYf
@c`[]gh`_`b]W h`ZfY]gW U`hYb`Z`XUg`Aggh`g]W`]b`i`bgYf`Ya`5V`Ui`Z`
XYfnY]h`b]W h`UVk`]W`Y`b"

J cb`k Y`W Yb`Gw`UW h\OZYb`VYn]Y\Yb`G]Y`XUg`:`Y]gW`Zf`
=A`fYb`GhUbXcfh`]b`f`Yg`_fW`Yb`Z`j`cb`k`Y`W Yb`Zf`=A`fYb
GhUbXcfh`]b`6O\Y]a`_`fW`Yb`3

?fOgk Ub[.`I`bgYf`Gw`fb\cZ`Yf!`Y]gW`ghJa a h`j`ca`ghY]f]gW`Yb
E i U`]hAhgW`UW h\cZ`K`Y]nZ`i`bgYf`?`Ui`g\cZ`f]gW ZY]gW`VYn]Y\Yb
k`f`j`cb`a`Y\`fYfYb`Gw`UW h\OZYb`Z`X]Y`k`f`fY`[Y`a`A`][`VYgi`W`Yb`

K`Y`W Y`K`Yhh`VYk`YfVgj`cfhY`Y`[Y`[Yb`O`VYf`XYb
A`]h`VYk`YfVYfb`Z`f`h`?`fOgk`Ub[`a`h`gY]b`Y`a`:`Y]gW!
5b`[YVch`Zf`X]Y`Ughfcba`]Y`]b`g`HfYZZYb`3

? fØgk Ub[. : Øf' i bgYfY ' ? i bXYb ' g]bX ' a Y\ fYfY ' 8]b[Y ' k]WX h][.
; UfUbh]YfhY ' < Yf _i bZh'Ui g ' 2 ghYffY]WX 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]gWX ZY]gWX
Y]b ' [fc» Yg'D'i g' [Y[YbØVYf'UbXYfYb ' ; fc» \ÀbX`Yfb"

K Y]hYfY ' → Zcfa Uh]cbYb ' i b hYf ' \ hhd g. #k k " _fc Ygk Ub["Uh

6Ygi WX Yb ' G]Y ' i bg'Ui Z. ' ZY]gWX i b XWX "Uh