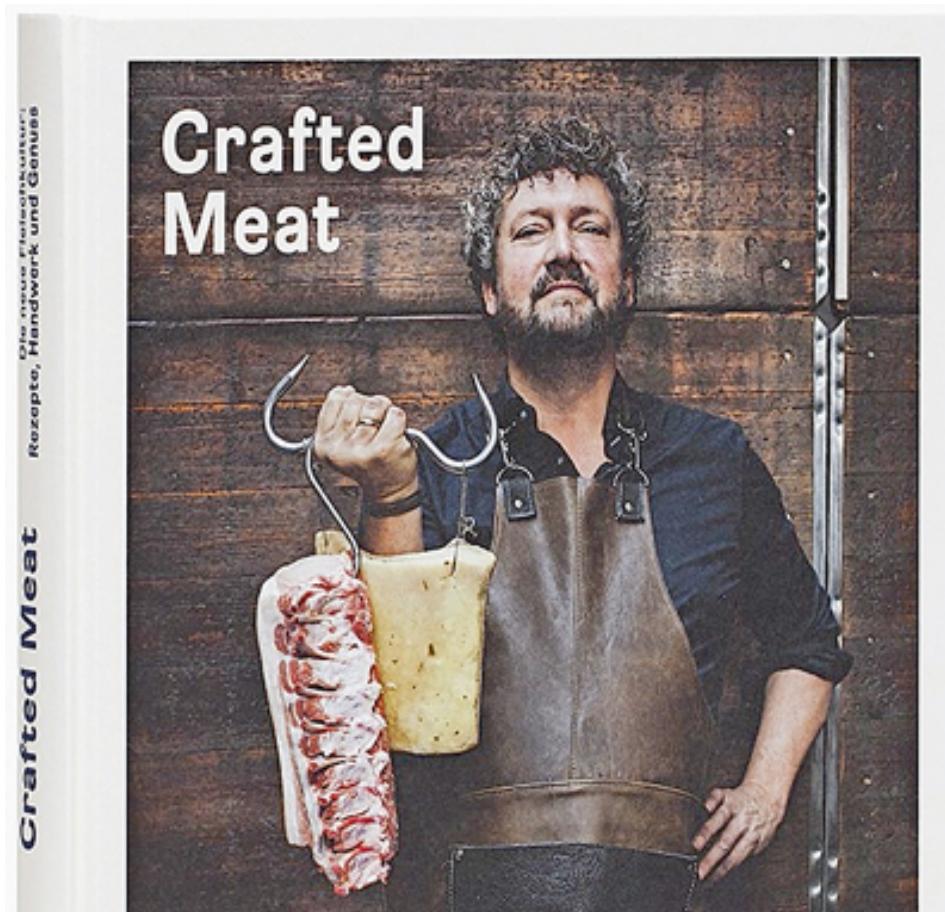


Crafted Meat: Die Welle rollt

Innovative Fleischbetriebe und Events in Europa und Amerika



7fUZhYX'A YUh '\Y]» h'XUg'6i W\ j c b ' < YbXf]_ ' < UUgY/ ' ; YghU`hYb
ni f`bYi Yb ' ; `Y]gW\ _i `hi f" 'A]h'ZfYi bX`]W\Yf' ; YbY\ a][i b['\UVYb
k]f'Z0f' i bgYfY '@YgYf'Y]b][Y'6Y]gd]Y`Y']bbcj Uh]j Yf' ; `Y]gW\ VYhf]YVY
i bX`Y]bgW\ `A[][Yf'J YfUbghU`hi b[Yb '\YfUi g[Y[f]ZZYb.
'@YbbUfh/ '6fcf']b 'GhcW\ c`a " 'A Yhn[YfY]`a]h; Ughfcbca]Yž
E i YfY]bghY][Yfž'YfZ0`'Yb ']bX]j]Xi Y`Y' ?i bXYbk ØbgW\ Yž
cf[Ub]g]YfYb '6]`Xi b[gW\ a dg'Z0f' ; `Y]gW\ ni gW\ b]hhYž'UfVY]hYb 'a]h

Gd]hnYb_ÒWYb ni gUa a Yb"
`@ 5b h]WU'A UWY`Yf]U'7YWW]b]`]b`DUbnUbcž7\]Ub hž`b\UVYf.
8Uf]c`7YWW]b]"`A Yhn[YfY]`a]h`Ub[YgW`cggYbYa`F YghUi fUb hž
VYfØ\`a h`ZØf`gY]b`BcgY!hc!HU]`A Yhn[Yf!A YbØ`j ca`F]bX"8]Y
GdYn]U]hÀh`6]ghYWWU`:]cfYbh]bU`VY_ca a h`bi fžk Yf`UbXYfYž
k Yb][Yf`hYi fY`GhØW_Y`j ca`H]Yf`_Ui zh"
`; YVfcYXYfg`XY`K c`Z]b`5a ghYfXUa ``K]`X[Ubgl7\UfW hYf]Y"
GdYn]U]g]Yfh`Ui Z`(\$`GcfhYb`j cb`:`Y]gW`i`bX`K i fghk UfYb`Ui g
; ÅbgYZY]gW`"
`H\Y`Fc i [\`?]hW`Ybž: ccX!<U`Yb`]b`5a ghYfXUa ž`A UfW g
Dc`a Ub`i bX`cfx`5`h\i]nYb"8]Y`[i hY`U`hY`FUi W`i W`ž`a cXYfb
]b hYfd fYh]Yfh"?`i bXYb`_ObbYb`a]hYf`YVYbžk]Y`XUg`:`Y]gW`
`Ub[gUa`]b`XYf`FUi W`Ua a Yf`fGa c`YfL`[Y`Ufh`k]fX"
`@Y`6ci fXccbYW`5j Ybi Y`J]W`f`<`[c`]b`DUf]g`M`Yg` A Uf]Y`@Y
6ci fXccbYW]gh: fUb_fY]W`g`?`i h`A Yhn[Yf`9fZ]bXYf`XYg` HYffc]f!
:`Y]gW`Yg`UbU`c[`ni a`HYffc]f!K`Y]b"8]Y`6Ug]g`XYf`:`Y]gW`e i U`hÀh
g]Y\h`Yf`]b`XYf`5i Zni W`h`XYf`H]YfY`(`\$`V]g`*`\$`HU[Y
HfcW`YbfY]Z`b["
` GhYU_gW`UZh`j cb`8]f_`@`Xk`][`]b`GW`ØW hYfbž<YggYb"
`:`Y]gW`ZUW`[YgW`ÀZh`a]h`7Ufbch`Y_`f`ÀgYfbYf`F Y]Z`fUi a`ZØf
8fm`5[YX`6YYZ`a]h`Y`W hYf`GU`nk UbXž`BYi`Yg`J`YfZU`fYb. 5ei U
5[]b[`ž`X]Y`7i`hg`fY]Z`b`]b`Y]b`Ya`i`ZhX]W`h`YfgW`cggYb`Yb
A`]b`YfU`k`UggYfVUX"
`@UbXZ`Y]gW`YfY`B`Yi`a`Y]Yf`]b`K`U`Vi`f[`ž`<YggYb"
9][`Yb\`AbX][`Yg`GW`UW hYbž`i`ba`]hhY`VUF`Ub`gW`]Y»`Yb`XY
J`YfUfVY]hi`b[`ž`hfUX]h`c`b`Y`Yg`<UbXk`Yf`_ž`b]W`hg`k`]fX`k`Y[[`Yk`cfZ`bž
F`Y[`]c`b`U`gd`Yn]U`hÀh`5\`Y`K`i`fgW`h`"

A`Ubi`Y`U`F`Y\`b`i`bX`>Øf[`F`Yi`hYfž`J`ca`9]b`ZUW`Yb`XUg`;`i`hY`][`]b
6`Yf`]b`@`YVY`b`ga`]hhY`[YgW`ÀZhž`XUg`Df`c`Xi`_hY`a`]h`YgW`]W`hY
j`Yf`_Ui`Zh`8`Uni`nÀ\`Yb`c`W`Uf`ca`Uh]gW`Yž`fY`[`]c`b`U`!`hmd`]gW`Y
:`Y]gW`gd`Yn]U`hÀh`Ybž`XYfYb`E`i`U`]hÀh`Xi`fW`Xc`_i`a`Yb`h]Yf`hY
<Yf`_i`b`Zhž`ØhhY`fi`b[`i`bX`J`YfUfVY]hi`b[`VY`gh`a`a`h`k`]fX"
`B`3gY`A`Ugc`]b`DfU`[``A`Yhn[YfY]`a`]h`_`Y]b`Ya`6]ghfcž`:`Y]gW`XYf
j`ca`5i`gg`hYfVYb`VYXfc`hYb`F`UggYb`fDfY`gh]W`!`G`W`k`Y]b`Yž`HUhUfgž
`XYf`VY`ghY`6i`f[`Yf`j`cb`DfU`"
`C`ma`d]U`Df`c`j`]g`c`b`g`G`cd`XYg`9`!`G`d`c`f`h`Y`fg`9`]Ug`7`U`fc`]b
Dcf`h`UbXž`C`f`Y[`cb`f`l`G5L`7\`UfW`hYf]Yž`k`Y`W`Y`X]Y`K`i`fgh`_i`hi`f`Yb

≠U`]Ybgž: fUb_fY]WgžGdUb]Ybg]b_X]Y`I_G5`Vf]b[hž: c_i g`Ui Z
<UbXUFVY]hžbUhØf]WY`i bX`Ub[Y`FY]Zi b["
GU`h`H]a Y`6i hWYf`G\cd]j cb`6Yb`F i b_`Y`i bX`6fmUb`6i h`Yf
]b`5i gh]bžHYI Ug"; YdØ_Y`hY`fGU`hž[YfY]ZhY`fH]a YŁ: `Y]gW!`i bX
K i fghk UfYb`@Ub[Zfgh][Y`J YfhfÀ[Y`a]h`6Ui YfbžX]Y`GdYn]U`fUggYb
fB_Ui g\]!F]bXYfžF YX!K Uh`Y!GwWk Y]bYŁ:a ÁghYb"
H\Y`A YUh`<cc_ž`6fcc_`mbžB"“M`j cb`6fYbh`M`i b[ž`6Yb`Hi f`Ym
i bX`<Uffm`F cgYbV`i a "“B`UWVUfgWUZhga Yhn[YfY]ž`9ggYb`Ui Z`XYf
@UXYbh\Y_YžNYf`Y[i b[`XYf`H]YfY`j cf`XYb`5i [Yb`XYf`?i bXYbž
7c`X`7i hg`U`g`GUbXk]WYgž?i bXYb`k YfXYb`]a`HYUW]b[
Fcca`ØVYf`:`Y]gWni VYfY]hi b[`i bhYff]WYhYh"
`I`bXYf[fci bX`: ccX`7c`YWh]j Y`]b`A UX]gc`bžK`]gW`bg]b"
K i fgh[i Yf`U`fGY`Za UX`A Yhn[Yfž`h`fUX]h`cb`Y`Y`h`g`_Ub]gWY
: YbWY`gU`Ua]ž`GwWk Y]bYZY]gWY`j cb`U`hYb`F UggYb"

J YfUbghU`hi b[Yb

≠a`6i W`k`]fX`Y]b`Y]bn][Yg`6Y]gd]Y`Ui g`2`ghYffY]W`Ub[YZØ\fhž
bÀa`]W`X]Y`5fW`Y`8Y`K`]g`Yb`hU`Y`j cb`7\`f]ghcd\`i bX`gUVY`
K`]YgbYfžK`]gWU`h\U`žB`“Ni W`hj`cb`A`Ub[U`]hnU`K`c`gWk`Y]bYb
]b`V]c`c[]gWYf

?fY]g`Ui Zk`]fhgWUZh`<cZZYgh`a`]h`GwWk`Y]bž`XUg`bUW`Uk`U]Ub]gWYf
@`bUi`!5fh]a`9fX`cW`[Y`Ufh`k`fX`
`GwW`UW`hZYgh]b`XYb`A`Uf`h`U`Yb`]b`6Yf`]b`“8`Ug`:`Y]gW`Zf]gW
[YgW`UW`hYhYf`H]YfY`k`]fX`ØZZYbh]W`nYfhY`hž`B`cgY`!h`!HU`
ni VYfY]hYh`Vnk`“ni`K`ØfghYb`j`YfUfVY]hYh`i`bX`VY`Y]bYa
[Ya`Y]bgUa`Yb`YghYggYb`j`YfnY\fh`
<ccX`ccX`]b`NØf]W`“?fYUh]j`Yf`8`]bbYfWi`Vž`h`i`fh`Xi`fW`Dcd`i`d!
F`YghUi`fUb`hg`
`K`i`fgh[`U`Yf]Y`j`cb`DYhYf`b\cj`Yb`i`bX`<YbXf]_`<UUgY`K`i`fgh`
9j`Ybh`Ui`Z`Hci`fbYY`]b`6Yf`]bž`<Ua`Vi`f`gck`]Y`Ui`Z`GY`[Y`gW`]ZZYb`
8i`fW`Y]b`Yb`K`i`fgh`cf\Ub`[`VYhf]h`XYf`Ugh`XUg`@c`_U`
6fØ\k`i`fghYfnYi`[`i`b`j`cf`XYb`5i`[`Yb`XYf`ÁghYžH]gW`fYXY`ni`f`
K`i`fgh_i`hi`f`5i`gghY`i`b`gghØW`Y`k`YfXYb`_cbgi`a`]Yfh`
`C`ZZU`K`cb`XYfZi`ž`8`]bbYfWi`V`]b`C`U`_`UbXž`?U`]Zcfb`]Yb`“`]h`Uh]j`Y`
ni`f`ØfXYfi`b`[`XYg`J`YfnY\fg`j`cb`b`YfY]Yb`i`bX`j`Yfa`Y]b`h]W`Yb`
5VZU`dfcXi`_hYb`j`cb`H]YfYb`

'5 XUa '8 UbZcfh\ " 'K UbXYfbXYf'A YhnYf']b 'XYb 'I G5" 'Dfc dU[]Yfh
X]Y 'F Yhhi b['XYf ?i bghXYg'UW\ hgUa Yb 'GW\ 'UW\ hYbg" 'Hf]hh Z\of
fYX i n]YfhYbžUVYf'VYk i gghYb': 'Y]gW\ _cbgi a 'Y]b"
' ; ff`g'A YUh'7Ua d']b 'XYb 'I G5 'i bX': fUb_fY]W\ " 'GY]h'&\$%& [Y\ h
X]Y 'GW\ k YghYfbgW\ UZhž'VYghY\ YbX'Ui g'6Ài Yf]bbYbž? ØW\]bbYb
i bX'A Yhn[Yf]bbYbžUi Z'K UbXYfgW\ UZh'i bX'j YfUbghU`hYh' ! 'V]g
(!hÀ[]YGW\ i 'i b[Yb']a 'A Yhn[Yf\ UbXk Yf_ " '9fZU\ fi b[gUi ghUi gW\
ØVYf': UW\ Vcc_"

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