

Denn das Auge isst mit

Auch wenn vergraute Produkte nicht schlecht sind, bleiben sie im Regal – Grund genug für das OFI, den Ursachen für frühzeitige Produktvergrauung auf den Grund zu gehen und Lösungsansätze aufzuzeigen



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K]Y'bY\a Yb'?cbgi a YbhYb': `Y]gW\'i bX': `Y]gW\k UfYb']a '<UbXY` k U\f3'K Ug'j Yf`Y]hYh'g]Y'XUni ž'g]Y']b']\fYb'9]b_Ui Zgk U[Yb'ni 'Y[Yb'cXYf'XcW\']YVYf'X]Y':]b[Yf'XUj cb'ni '`UggYb3'8]YgY': fU[Yb ghY``Yb'g]W\@YVYbga]hhY`dfcXi nYbhYb'i bX'<UbXY``a]h'\ÒW\ghYa ♣bhYfYggY"'♣a a Yf\]b'\Àb[Yb'X]Y'I a gUhnnU\`Yb'XUj cb'UVž'cV'XYf ?cbgi a Ybh'_Ui Zh'cXYf'b]W\h"'8cW\'k Ufi a '_Ui Zh'Yf3'K Y`W\Y 5i g`ÒgYfY]nY'i bX'5hhf]Vi hY'j YfUb`UggYb']\b'XUni 3'A]h'5bhk cfhYb Ui Z'X]YgY': fU[Yb'`UggYb'g]W\'X]Y'J Yf_Ui ZgnU\`Yb'ghY][Yfb"'J cf

U``Ya :: cfgWki b['i bX'9bhk]W_`i b['g]bX'XUbb'[YZfU[hž'X]Y DfcXi _hWkUfU_hYf]gh]_U'gc'ni 'j YfVYggYfbž'XUa]h'g]Y'XYb 5bZcfXYfi b[Yb'XYf'?cbgi a YbhYb'YbhqdfYWkYb"

:: UfVY 'U`g'? Ui ZYbhgWXY]X

 $6Y]: `Y]gWX `i bX : `Y]gWX k UfYb `\ Uh'a Ub `Y]bYb `Yb hgWX Y]XYb XYb : U_hcf'VYfY]hg`Yfa]hhY`h `X]Y`DfcXi _hZUfVY":5a `Dc]bh'cZ'GU`Y`]gh g]Y`Y]bYg`XYf'k]WX h][ghYb '5 hhf]Vi hY"'GdYn]Y```ffY_cbgh]hi]YfhYŁ [YdÒ_Y`hYž'[Y_cWX hY : `Y]gWX dfcXi _hY`k]Y`GWX]b_Yb 'g]bX``YXcWX Ybcfa `UbZÀ``][`ZØf'J Yf[fUi i b[` `Y]bY`CI]XUh]cb`XYg`fchYb D][a Yb hg"$

8 Yf'J Yf`i gh'XYf': UfVY'_Ubb'fYWkh'XfUgh]gWk'gY]b"'< Uh'XYf GWk]b_Yb'Yfgh'Y]ba U`'gY]bY': UfVY'j Yf`cfYbž'j Yf`]Yfh'Yf'ZØf'X]Y ?cbgi a YbhYb'Ui Wk'gY]bY'5hhfU_h]j]hÀh''G]Y'bY\a Yb']\b'b]Wkh a Y\f'U`g'Zf]gWkž'VY_Òa a `]Wkž'j YfnY\fZÀ\]['k U\f'''9]b'j Yf[fUi hYf GWk]b_Yb'gWkUi h'nk Uf'b]Wkh'VYgcbXYfg'UddYh]h`]Wk'Ui gž'df]bn]d]Y`` VYXYi hYh'X]YgY': UfVj YfÀbXYfi b['YXcWk'b]Wkhž'XUgg'XYf GWk]b_Yb'VYfY]hg'j YfXcfVYb']gh"

8 Y b b c W ']gh'Ui g'XYf'G]W h'XYg'? c b gi a Y b hY b 'X]Y': UfVY'Y]b Y g Dfc Xi _hYg'Y]b 'YggYbn]Y``Yg'E i U`]hÀhgUhhf]Vi h''G]Y'k]fX'U`g'9fghYg k U\f[Ybca a Yb'i b X'[]Vh']\a '5 i g_i b Zh'ØVYf'X]Y Dfc Xi _hY][YbgW \UZhYb''B i f'k Ybb'XYf'? c b gi a Ybh'a]h'X]YgYa YfghYb'9]b Xfi \W_'ni \Zf]YXYb']ghz'k YfXYb'\Z\Øf']\b''Ub XYfY E i U`]hÀhga Yf_a U`Y'hfU[Yb X''

DfcXi_hfYbbYfGWX]b_Yb

K]Y'k]W\h]['XYf': `Y]gW\!'i bX': `Y]gW\k UfYb!A Uf_h'ZØf

ÒghYffY]W\]gW\Y'I bhYfbY\a Yb']ghz'nY][h'Y]bY'&\$%%'Xi fW\[YZØ\fhY
Ghi X]Y'XYf'5[fUfa Uf_h'5i ghf]U'; a V<.'Jcb'XYb'a cbUh']W\Yb

5i g[UVYb'dfc'<Ui g\U'h'ZØf': f]gW\YdfcXi _hY'f%&* z* \$'9i fcŁ
YbhZÀ``h'Y]b'VYUW\h`]W\Yf'HY]``Ui Z': `Y]gW\']b_`i g]j Y'; YZØ[Y``f\\) z' \$
9i fcŁ'i bX': `Y]gW\k UfYb'k]Y'K ØfghY'i bX'GW\]b_Yb'f\%- z+\$'9i fcŁ''

I bhYf'XYb': `Y]gWk UfYb']gh'GWk]b_Yb'UVgc`i hYf'Gd]hnYbfY]hYf']b 2 ghYffY]Wk'a]h'Y]bYa 'hchU`Yb'Jc`i a Yb'j cb'%\$"' '\$'HcbbYb"'5i Z D`Uhn'nk Y]'i bX'XfY]'_ca a Yb'9I hfUk i fgh'i bX': fUb_Zi fhYf" HcUghgWk]b_Yb'VY`Y[h'D`Uhn', 'a]h'Y]bYa 'Jc`i a Yb'j cb'' "-, & HcbbYb"

8 Ug Dfc Y_h 7i fY7c`ci f

8 Yf: Y]gW.!ibX: Y]gW.k UfYb!A Uf_h'\Uh']b'2 ghYffY]W.'[fc» Yg 5 VgUhndchYbn]U'žXcW.'X]Y'?cbgi a YbhYb'_Ui ZYb'bi fž'k Ybb'X]Y K UfYb'Ui W.'[i h'Ui ggY\Yb"'=b'Y]bYa 'nk Y]'À\f][Yb'DfcY_h bUa Ybg' 7i fY7c`ci f 'k i fXY'XU\Yf'XYf'9]bZi gg'j YfgW.]YXYbYf DUfUa YhYf'Ui Z'X]Y': UfVghUV]`]hÀh'j cb'K i fghk UfYb'Ybh`Ub['XYf [YgUa hYb'DfcXi _h]cbg_YhhY'[Ya YggYb.'j cb'XYf': ØhhYfi b['XYf GW.k Y]bY'ØVYf'X]Y'JYfUfVY]hi b['ni 'GW.]b_Yb'V]g'\]b'ni f JYfdUW_i b["'5i W.'X]Y'K YW.gY`k]f_i b[Yb'X]YgYf': U_hcfYb k i fXYb'VYfØW_g]W.h][h"

5i Z']bhYfbUh]cbU`Yf`9VYbY`gYhnhY`g]W\`XUg`Dfc^Y_h_cbgcfh]i a `Ui g
9I dYfhYb`XYg`: fUi b\cZYf`\phgh]hi hg`ZØf`J YfZU\fYbghYW\b]_`i bX

J YfdUW_i b[`fBYi hgW\`UbX\z\ZYYg`Bi hf]h]cb`FYgYUfW\'/

8Yj Y`cda Ybh`8YdUfha Ybhg`fG`ck Yb]Yb\z\i bX`XYg

² ghYffY]W\]gW\Yb`: cfgW\i b[g]bgh]hi hg`ZØf`7\Ya]Y`i bX`HYW\b]_

fC: \pm\ing in gUa a Yb\"Cf[Ub]gUh]cbYb`XU\]bhYf`k UfYb`i \"`U\"XYf

@YVYbga]hhY`Wi ghYf`B]YXYf!3ÒghYffY]W\gz\ni [Y\Òf][`ni f`YWcd`i gz\
B]YXYfÒghYffY]W\g`K]fhgW\UZhgU[Ybhi f`; a V<\"BUh]cbU`

VYhY]`][hYb`g]W\`nU\`fY]W\Y`?`Y]b!`i bX`A]hhY`VYhf]YVY`XYf

ZY]gW\j YfUfVY]hYbXYb`\D\Xi ghf]Y`gck]Y`XYfYb`X]fY_hY`i bX
]bX]fY_hY`Ni`]YZYfYf"

8]Y 9f[YVb]ggY

=a '@Ui ZY'XYg'Dfc'Y_hYg'ghY``hY'g]W\'\YfUi gž'XUgg'X]Y'J YfdUW_i b[Y]bYb'k YgYbh`]W\Yb'6Y]hfU['XUni '`Y]ghYb'_Ubbž'i a 'X]Y': UfVY'j cb[YdÒ_Y`hYb'i bX'[Y_cW\hYb': `Y]gW\dfcXi _hYb'k]Y'GW\]b_Ybž

91 hfUk i fghi bX @YVYf_ÀgY Zf]gWX i bX fcgUini Yf\U`hYb" 8 Ybb X]Y cdh]gWX Y K Yfh][_Y]h'XYf'DfcXi _hY _Ubb bi f'XUbb Ui ZfYWX hYf\U`hYb k YfXYbžk Ybb XYf'F YghgUi Yfghc ZZ']b XYb J YfdUW_i b[Yb 'j cb '6Y[]bb 'Ub 'gc 'b]YXf]['k]Y a Ò[`]WX fa]bXYghYbg \$ž& i & [Y\U`hYb 'k]fX"; YfUXY VY] a cX]Z]n]YfhYb Uha cgd\Àf]gWX Yb 'J YfdUW_i b[Yb 'fA 5D&]gh']b 'X]YgYa '? cbhYl h'Y]b _`UfYg 'J YfVYggYfi b[gdchYbn]U``VY] 'XYb 'J YfdUW_i b[ga UgWX]bYb Ui Z[YnY][h'k cfXYbž'XU'XYf'F YghgUi Yfghc ZZ[Y\U`h'c Zh'ni '\cWX'cXYf Yf\YV`]WX Yb 'GWX k Ub_i b[Yb 'i bhYfk cfZYb']gh"

JYfdUW_i b[

5`g`5`hYfbUh]j Y`V]YhYh`g]W\`XYf`9]bgUhn`j cb
gUi YfghcZZUVgcfV]YfYbXYb`J YfdUW_i b[Yb`Ub"`G]Y`gYb_Yb`XYb
F YghgUi Yf!ghcZZ`gW\bY```i bX`YZZY_h]j "'6Y]gd]Y`Y`g]bX
gY`Vgh_`YVYbXY`9h]_YhhYbž`X]Y`Ub`XYf`J YfdUW_i b[g]bbYbgY]hY
Ub[YVfUW\h`k YfXYb"`9]bY`k Y]hYfY`A Ò[`]W_Y]h`g]bX`GUW\Yhgž`X]Y
]b`XYb`DfcXi_h!3fUi a`[Y`Y[h`k YfXYb"`GUi YfghcZZUVgcfV]YfYbXY
: c`]Yb`_ÒbbhYb`]b`bU\Yf`Ni_i bZh`YVYbZU``g`XUni nÀ\`Yb"

8 Y g] [b [Y [Y b J Y f [f U i i b [

5i W. XUgʻJ YfdUW_i b[gXYg][bʻ_UbbʻXUni 'VY]hfU[Ybž'X]Y
J Yf[fUi i b['XYfʻj YfdUW_hYbʻ: `Y]gWk UfYbʻni 'a]b]a]YfYb"'6Y]a
8 Yg][bʻgc``hYʻXUfUi Zʻ[YUWkhYhk YfXYbžʻXUggʻXUgʻJ Yf\À`hb]gʻj cb
DfcXi _h'ni '?cdZfUi a j c`i a YbʻUi ZʻXUgʻYbhgdfYWkYbXYʻDfcXi _h
Ub[YdUgghʻ]gh"'9VYbgcʻ\]`ZfY]Wkʻ]ghʻXUgʻ5b`]Y[YbʻXYfʻC VYfZc`]Yʻk]Y
Yhk UʻVY]JU_i i a !cXYfʻJU_i i a !G_]b!J YfdUW_i b[Yb"

8]YgY'9f_Ybbhb]ggY'kifXYb'gc[`Y]W\']b'X]Y'HUhia [YgYhnh.'=a Ni[Y'XYg'Dfc'Y_hYg'kifXY'Y]b'cdh]a U`Yg'JYfdUW_ib[gXYg][b YfUfVY]hYh''<]Yf']gh'X]Y'IbhYfgW\U`Y'XYf'KifghjYfdUW_ib['XYfUfh [YZcfa hž'XUgg'g]Y'Y]b'5b`]Y[Yb'XYf'CVYfZc`]Y'Yfa Ò[`]W\hž'c\bY UVYf'Y]bY'IaghY``ib['jcb'A5D'UiZ'JU_iia!'cXYf'JU_iia!G_]b!JYfdUW_ib[Yb'ni'VYX]b[Yb'''9]bY'6YXfiW_ib['cXYf'Y]b''@UVY`žkY`W\Yg'X]YgYb'6YfY]W\'Uig!gdUfhž'V]YhYh'nigÀhn`]W\Yb'GW\ihn'jcf

DfcXi _hgW.ÀXYb`Xi fW.`XUg`9]bXf]b[Yb`j cb`@]W.h'i bX`Yfa Ò[`]W.h XYb`?cbgi a YbhYb`[`Y]W.nY]h][ž`X]Y`j YfdUW_hY`K UfY`gY`Vgh`]b 5i [YbgW.Y]b`ni 'bY\a Yb"

8]Y'K]f_gUa_Y]h'j cb'CVYfZc`]Yb'a]h'IJ!6`cW_'_cbbhY']b'X]YgYaDfc'Y_h'b]W\h'VYghÀh][h'kYfXYbž'XU'X]Y'JYf[fUiib['jcb[YdÒ_Y`hYb'KUfYb']b'Y]bYa'VfY]hYfYb'GdY_hfia'XYg'@]W\hYgUV`ÀiZh"

: i hhYfa]hhY`ni gUhnghcZZY

8]Y'JYfdUW_i b['hfÀ[h'nk Uf'Y]bYb'k YgYbh`]W\Yb'HY]`'ni a Ei U`]hÀhgYf\U`h'VY]ž'g]Y']gh'YXcW\'b]W\h'XYf'Y]bn][Y': U_hcfž'XYf 9]bZi gg'XUfUi Z'\Uh"

6Y] 'ghUV] 'Yb' J Yfd UW_i b[gVYX]b[i b[Yb' ZØ\fYb' gckc\``X]Y J Uf]Uh]cb' XYf': i hhYfa]hhY`ni gUhnghc ZZY' U`g' Ui W\'X]Y J YfUfVY]hi b[gni gÀhnY'ni 'Y]bYf'9f\O\i b['i bX'GhUV]`]g]Yfi b['XYffchYb': UfVY'XYf'DfcXi_hY"

6Y] Y] bYa 'A Ugh! 'i bX'J YfUfVY] hi b[gj Yfgi W. '_cbbhYb'X] Y'J cfhY] Y j cb': i hhYfni gUhnghc ZZYb'Ui Z[YnY][h'k YfXYb" 'Gc'_Ubb'Xi fW. 'X] Y Ni [UVY'j cb'J] hUa]b'9'c XYf'Ui W. 'j cb'd\mhc[YbYb'Gi VghUbnYb k] Y'F cga Uf] bYI hfU_h'X] Y'CI] XUh] cbgUbZÀ``][_Y] h'XYg'DfcXi _hg j Yff] b[Yfh'k YfXYb"

JYfUfVY]hi b[gni gÀhnY

6Y] XYb 'J YfUfVY]hi b[gni gÀhnYb '\]b[Y[Yb 'k i fXYb i bhYfgWk]YX`]Wk Y 'B]hf]h!?cbnYbhfUh]cbYb 'i bX 'Ui Wk DZ UbnYbYl hfU_hY '[YhYghYh'' '9]bYb 'a Ò[`]Wk Yb 'dcg]h]j Yb '9]bZi gg Ui Z'X]Y ': UfVY 'nY][hYb '5 WYfc`UgUZh!Di `j Yf'i bX 'F chYf'DUdf]_Už k cVY] '@YhnhYfYf'ZÀfVYbX 'k]f_h"

K Y]hYfY'H\Ya YbgW\k Yfdi b_hY'V]`XYhYb'XYf'9]bgUhn'j cb 5f[cb[Ug']b'XYf'A 5D'gck]Y'X]Y'5V_`Àfi b['XYg'b]hf]hZfY]Yb DÒ_Y`bg"

Gca]h'_cbbhY'XUg'Dfc Υ _h' 7i fY'7c'ci f 'XYb'hY]'bY\a YbXYb ? `Y]b!'i bX'A]hhY`VYhf]YVYb'Y]b][Y'5bgUhndi b_hY'`]YZYfbž'i a 'X]Y : UfVY']\fYf': `Y]gW\dfcXi _hY'`\Ab[Yf'ghUV]``ni 'Yf\U`hYb"

fFYX#CZ]Ł

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 $6\,Y\,gi\,\,WX\,Y\,b\,\,{}^{\,\prime}G\,]Y\,{}^{\,\prime}i\,\,b\,g\,{}^{\,\prime}Ui\,\,Z.\,\,{}^{\,\prime}Z\,{}^{\,\prime}Y\,]gWX\,i\,\,b\,X\,Wc\,{}^{\,\prime\prime}Uh$