

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



...

K]Y`bY\ a Yb`?cbgi a YbhYb` : `Y]gW k 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 k ``]YVYf`X]Y` :]b[Yf`XUj cb`ni ``UggYb3`8]YgY` : fU[Yb
ghY``Yb`g]W k @YVYbga]hhY`dfcXi nYbhYb`i bX`< UbXY``a]h`\ÒW k ghY a
=bhYfYggY``=a a Yf\]b` \Àb[Yb`X]Y`l a gUhnnU\`Yb`XUj cb`UVžcV`XYf
?cbgi a Ybh`_Ui Zh`cXYf`b]W k h``8cW k Ufi a` _Ui Zh`Yf3`K Y`W k Y
5i g`ÒgYfY]nY`i bX`5hhf]Vi hY`j YfUb`UggYb`]\b`XUni 3`A]h`5bhk c fhYb
Ui ZX]YgY` : fU[Yb`UggYb`g]W k X]Y`J Yf_Ui ZgnU\`Yb`ghY][Yfb``J cf

U``Ya ``cfgW\ i b[`i bX`9b\k]W_\ i b[`g]bX`XUb b[YZfU[h\z`X]Y
DfcXi _h\W\ UFU_h\Yf]gh]_U`gc`ni `j YfVYggYfb\z`XUa]h\g]Y`XYb
5bZcfXYfi b[Yb`XYf`?cbgi a YbhYb`Ybhgd\Y\W\ Yb"

`: UfVY`U`g`?Ui ZYb\hgW\ Y]X

6Y]: `Y]gW\ i bX`: `Y]gW\ k UfYb`\Uh\ a Ub`Y]bYb`YbhgW\ Y]XYbXYb
: U_hcf`VYfY]hg`Yfa]h\Y`h`X]Y`DfcXi _h\ZfVY`5a`Dc]bh`cZ`GU`Y`]gh
g]Y`Y]bYg`XYf`k]W\ h][ghYb`5h\hf]
`Vi h\Y`GdYn]Y`ffY_c\bg\h]hi]YfhY\`[Yd\O`Y`h\Y\z`[Y_cW\ h\Y
: `Y]gW\ dfcXi _h\Y`k]Y`GW\]b_Yb`g]bX`YXcW\`Ybcfa`UbZ\`][`Z\of
J Yf[fUi i b[` `Y]bY`C\]XUh]cb`XYg`fc\hYb`D][a`Ybhg"
`

8Yf`J Yf`i gh`XYf` UfVY`_Ubb`fY\W\ h`XfUgh]gW\`gY]b`<Uh`XYf
GW\]b_Yb`Yfgh`Y]ba U`gY]bY` UfVY`j Yf`cfYb\z`j Yf`Yf`Z\of`X]Y
?cbgi a YbhYb`Ui W\`gY]bY`5h\hfU_h\j]h\h`G]Y`bY\ a`Yb`]\b`b]W\ h
a Y\f`U`g`Zf]gW\z`VY_\Oa a `]W\z`j YfnY\fZ\`][`k U\f`9]b`j Yf[fUi h\Yf
GW\]b_Yb`gW\Ui h\hk Uf`b]W\ h`VYgcbXYfg`UddYh]h]W\`Ui g\z`df]b\nd]Y`
VYXYi h\Yh`X]YgY` UfVj Yf\AbXYfi b[`YXcW\`b]W\ h\z`XUgg`XYf
GW\]b_Yb`VYfY]hg`j YfXcfVYb`]gh"

8YbbcW\`gh`Ui g`XYf`G]W\ h`XYg`?cbgi a YbhYb`X]Y` UfVY`Y]bYg
DfcXi _h\Yg`Y]b`YggYbn]Y`Yg`E`U`]h\h`hgUhhf]Vi h`G]Y`k`fX`U`g`9fghYg
k`U\f[Ybca a`Yb`i`bX`[`Vh`]\a`5i`g_i`b\Z\`O\Yf`X]Y
DfcXi _h\Y`[YbgW\UZhYb`B`f`k`Ybb`XYf`?cbgi a`Ybh\ a`h`X]YgYa
YfghYb`9]bXfi W\`ni Zf]YXYb`]gh\z`k`YfXYb`Z\of`]\b`UbXYfY
E`U`]h\h`ga`Yf_a`U`Y`h\hfU[`YbX`"

DfcXi _hfYbbYf`GW\]b_Yb`

K`]Y`k`]W\ h][`XYf` `Y]gW\!`i`bX` `Y]gW\ k`UfYb!A`Uf_h`Z\of
OghYffY]W\]gW\ Y`I`bhYfbY\ a`Yb`]gh\z`nY][h`Y]bY`&\$%`Xi`fW\`[YZ\`f\h`Y
Ghi`X]Y`XYf`5`fUfa`Uf_h`5i`ghf]U` a`V<`J`cb`XYb`a`cbUh]W\`Yb
5i`g`UVYb`dfc`<Ui`g\U`h`Z\of` f]gW\`YdfcXi _h\Y`f\%`&`*`z`\$`9i`fc\`
YbhZ\`h`Y]b`VYUW\ h]W\`Yf`HY`Ui`Z` `Y]gW\`]b_\`i`g]j`Y`;`YZ\`[Y`f\&)`z`\$`
9i`fc\`i`bX` `Y]gW\ k`UfYb`k`]Y`K`f\ghY`i`bX`GW\`]b_Yb`f\%`-`z`+\$`9i`fc\`"

I b hYf XYb : `Y]gW k UfYb]gh`GWA]b _Yb UVgc i hYf Gd]hnYbfY]hYf]b
2 ghYffY]W 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 9l hfUk i fghi bX : fUb_Zi fhYf"
HcUghgW]b _Yb VY`Y[hD`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 ! i bX : `Y]gW k UfYb!A Uf_h\Uh]b :^2 ghYffY]W [fc» Yg
5VgUhndchYbn]U`Z`XcW X]Y ?cbgi a YbhYb _Ui Zy b bi fzk Ybb X]Y
K UfYb Ui W [i h`Ui ggY\Yb" \b`Y]bYa nk Y]A\ f][Yb`Dfc ^Y_h
bUa Ybg` 7i fY7c`ci f `k i fXY`XU\Yf`XYf`9]bZi gg`j YfgW]YXYbYf
DUfUa YhYf`Ui Zy]Y : UfVghUV]`]hAhj cb K i fghk UfYb`YbhUb[XYf
[YgUa hYb`DfcXi _h]cbg_YhhY [Ya YggYb . j cb`XYf : ØhhYfi b[XYf
GW k Y]bY ØVYf`X]Y J YfUfVY]hi b[ni GW k b _Yb`V]g` \]b ni f
J YfdUW_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]b hYfbUh]cbU`Yf`9VYbY`gYhnhY`g]W XUg`Dfc ^Y_h_cbgcfh]i a `Ui g
9l dYfhYb`XYg : fUi b\cZYf \bgh]hi hg`Zof`J YfZU\fYbghYW b]_i bX
J YfdUW_i b[fB`Yi hgW `UbX\`XYg`B i hf]h]cb`F YgYUfW /
8 Yj Y`cda Ybh`8 YdUfha Ybh`fG`ck Yb]Yb\`i bX`XYg
2 ghYffY]W]gW Yb : cfgW i b[g]bgh]hi hg`Zof`7\Ya]Y`i bX`HYW b]_
fC : \ni gUa a Yb" Cf[Ub]gUh]cbYb`XU\]b hYf`k UfYb`i "U"`XYf
@VYbga]hhY`Wi ghYf`B]YXYf!
`OghYffY]W g\`ni [Y\Of][\ni f`Y\cd`i g\`B]YXYf`OghYffY]W g
K]fhgW UZhgU[Ybh`f` a V<"`B Uh]cbU`VYhY`][hYb`g]W \nU\`fY]W Y
?`Y]b! i bX`A]hhY`VYhf]YVY`XYf`ZY]gW j YfUfVY]hYbXYb \bXi 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 g\`XUgg`X]Y J YfdUW_i b[
Y]bYb`k YgYbh]W Yb`6Y]hfU[`XUn`Y]ghYb`_Ubb\`i a `X]Y : UfVY`j cb
[Yd\`Y`hYb`i bX`[Y_cW hYb : `Y]gW dfcXi _hYb`k]Y`GW k b _Yb\`

9I hfUK i fgh'i bX '@YYf_AgY_Zf]gW\ i bX fcgU ni 'Yf\ U'hYb" 8 Ybb X]Y
cdh]gW\ Y K Yfh][_Y]hXYf DfcXi _hY _Ubb bi f XUbb
Ui ZfYWX hYf\ U'hYb k YfXYbžk Ybb XYf F YghgUi YfghcZ]b XYb
J YfdUW_i b[Yb j cb 6Y []bb Ub gc b]YXf]['k]Y a Ø[`]W\
f\]bXYghYbg \$ž& i £[Y\ U'hYb k]fX"; YfUXY VY] a cX]Z]n]YfhYb
Uha cgd\Af]gW\ Yb J YfdUW_i b[Yb fA 5D£]gh]b X]YgYa ?cbhYI h'Y]b
_UfYg J YfVYggYfi b[gdchYbn]U` VY] XYb J YfdUW_i b[ga UgW\]b Yb
Ui Z[YnY][h'k cfXYbžXU XYf F YghgUi YfghcZ] Y\ U'h'cZhni '\cW\ cXYf
Yf\ YYV]W\ Yb GW\ k Ub_i b[Yb i bhYfk cfZYb]gh"

J YfdUW_i b[

5`g`5`hYfbUhj] Y`V]YhYh'g]W\ XYf`9]bgUhn`j cb
gUi YfghcZUVgcFV]YfYbXYb J YfdUW_i b[Yb Ub " G]Y gYb_Yb XYb
F YghgUi Yf!ghcZ]gW\ bY`i bX YZZY_hj " 6Y]gd]Y`Y`g]bX
gY`Vgh`YVYbXY`9h]_YhhYbžX]Y Ub XYf J YfdUW_i b[g]bbYbgY]hY
Ub[YVfUW\ h'k YfXYb" 9]bY k Y]hYfY A Ø[`]W\ _Y]h'g]bX GUW\ YhgžX]Y
]b XYb DfcXi _h
fUi a "[Y`Y[h'k YfXYb" GUI YfghcZUVgcFV]YfYbXY : c`]Yb _ØbbhYb]b
bU\ Yf Ni _i bZh`YVYbZU`g`XUni nÀ\ `Yb"

8 Yg][b`[Y[Yb J Yf[fUi i b[

5i W\ XUg J YfdUW_i b[gXYg][b`_Ubb XUni `VY]hfU[YbžX]Y
J Yf[fUi i b[XYf j YfdUW_hYb : `Y]gW\ k UfYb ni a]b]a]YfYb" 6Y]a
8 Yg][b`gc`hY XUfUi Z[YUW\ hYh'k YfXYbžXUgg XUg J Yf\ Á`hb]g`j cb
DfcXi _hni ?cdZfUi a j c`i a Yb`Ui ZXUg Ybhgd fYW\ YbXY DfcXi _h
Ub[YdUggh]gh" 9VYbgc ` \]ZfY]W\]gh`XUg`5b`]Y[Yb`XYf`CVYfZc`]Y`k`]Y
Yhk U`VY] J U_i i a !cXYf J U_i i a !G_]b!J YfdUW_i b[Yb"
8]YgY`9f_Ybbhb]ggY`k i fXYb`gc[`Y]W\ `]b`X]Y`HUh`i a [YgYhnh`æ
Ni [Y`XYg`Dfc Y_hYg`k i fXY`Y]b`cdh]a U`Yg`J YfdUW_i b[gXYg][b
YfUfVY]hYh`<]Yf`]gh`X]Y`I bhYfgW\ U`Y`XYf`K i fghj YfdUW_i b[XYfUfh
[YZcfa hžXUgg`g]Y`Y]b`5b`]Y[Yb`XYf`CVYfZc`]Y`Yfa Ø[`]W\ hž`c`bY
UVYf`Y]bY`I a ghY`i b[`j cb`A 5D`Ui ZJ U_i i a !cXYf`J U_i i a !G_]b!
J YfdUW_i b[Yb`ni `VYX]b[Yb`9]bY`6YXfi W_i b[`cXYf`Y]b`@UVY`ž

k Y`WYg`X]YgYb`6YfY]WY`Ui g!gdUfhžV]YhYhni gÀhn`]WYb`GWYi hn`j cf
DfcXi _hgWÀXYb`Xi fWY`XUg`9]bXf]b[Yb`j cb`@WYh`i bX`Yfa Ò[`]WYh
XYb`?cbgi a YbhYb`[`Y]WYnY]h][žX]Y`j YfdUW_hY`K UfY`gY`Vgh`]b
5i [YbgWY]b`ni `bY\ a Yb"

8]Y`K]f_gUa _Y]h`j cb`CVYfZc`]Yb`a]h`l J!6`cW`_cbbhY`]b`X]YgYa
DfcY_h`b]WYh`VYghÀh][h`k YfXYbžXU`X]Y`J Yf[fUi i b[`j cb
[YdÒ_Y`hYb`K UfYb`]b`Y]bYa `VfY]hYfYb`GdY_hfi a `XYg`@WYhYg
UV`Ài zh"

`i hhYfa]hhY`ni gUhnghcZZY

8]Y`J YfdUW_i b[`hfÀ[h`nk Uf`Y]bYb`k YgYb`h]WYb`HY]`ni a
E i U`]hÀhgYf\U`h`VY]žg]Y`]gh`YXcWY`b]WYh`XYf`Y]bn][Y`U_hcfž`XYf
9]bZi gg`XUfUi Z\Uh"

6Y`ghUV]`Yb`J YfdUW_i b[gVYX]b[i b[Yb`ZØ\fYb`gck c\``X]Y
J Uf]Uh]cb`XYf`i hhYfa]hhY`ni gUhnghcZZY`U`g`Ui WY`X]Y
J YfUfVY]hi b[gni gÀhnY`ni `Y]bYf`9f\Ò\i b[`i bX`GhUV]`]g]Yfi b[`XYf
fchYb`i UfVY`XYf`DfcXi _hY"

6Y`Y]bYa `A Ugh!`i bX`J YfUfVY]hi b[gj Yfgi WY`_cbbhYb`X]Y`J cfhY`Y
j cb`i hhYfni gUhnghcZZYb`Ui Z[YnY][h`k YfXYb`Gc`_Ubb`Xi fWY`X]Y
Ni [UVY`j cb`J]hJa]b`9`cXYf`Ui WY`j cb`d\mhc[YbYb`Gi VghUbnYb
k`Y`F`cga`Uf]bYI hfU_h`X]Y`C`I]XUh]cbgUbZÀ`][_Y]h`XYg`DfcXi _hg
j Yff]b[Yfh`k YfXYb"

`J YfUfVY]hi b[gni gÀhnY

6Y`XYb`J YfUfVY]hi b[gni gÀhnYb`\]b[Y[Yb`k i fXYb
i b hYfgWY]YX`]WY`B`]hf]h`?cbnYbhfUh]cbYb`i bX`Ui WY
DZUbnYbYI hfU_hY`[YhYghYh`9]bYb`a Ò[`]WYb`dcg]hj`Yb`9]bZi gg
Ui Z`X]Y`i UfVY`nY][hYb`5WYfc`UgUZh`Di`j Yf`i bX`F`chYf`DUdf]_Už
k`cVY]`@YhnhYfYf`ZAfVYbX`k`]f_h"

K`Y]hYfY`H\Ya`YbgWYk`Yfdi`b_hY`V]`XYhYb`XYf`9]b`gUh`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 Y_h` 7i fY`7c`ci f`XYb`hY`bY\ a`YbXYb
?`Y]b!`i bX`A`]hhY`VYhf]YYb`Y]b][Y`5bgUhndi b_hY`]YZfbž`i a`X]Y
: UfVY`]\fYf`:`Y]gWXdfcXi _hY` `Àb[Yf`ghUV]`ni`Yf\ U`hYb"

fF YX#C Z]Ł

6Ygi WX Yb`G]Y`i`bg`Ui`Z`ZY]gWX i`bXWc"Uh