

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\`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`\`ÖW\`ghYa
`bhYfYggY``a`a Yf`\]b`\`Äb[Yb`X]Y`l`a gUhnU\`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`ÖgYfY]nY`i bX`5hfh]Vi hY`j YfUb`UggYb`]\`b`XUni 3`A]h`5b`hk cfhYb
Ui Z`X]YgY`:`fU[Yb`UggYb`g]W\`X]Y`J Yf`_Ui ZgnU\`Yb`ghY][Yfb``J cf

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

: UfVY`U`g`?Ui ZYbhgWY]X

6Y]:`Y]gW`i bX`:`Y]gW`k UfYb`\Uh`a Ub`Y]bYb`YbhgWY]XYbXYb
: U_hcf`VYfY]hg`Yfa`]hY`h`X]Y`DfcXi _hZUfVY""5a`Dc]bh`cZ`GU`Y`]gh
g]Y`Y]bYg`XYf`k`]W`h][`ghYb`5h`f]!
`Vi`hY""GdYn]Y``fFY`cbgh]hi`]YfhYŁ`[YdÖ_Y`hYž`[Y_cW`hY
: `Y]gW`dfcXi _hY`k`]Y`GW`]b_Yb`g]bX`YXcW`Ybcfa`UbZÄ`][`ZØf
JYf[fUi`i b[`Y]bY`C`I`]XU]cb`XYg`fchYb`D][`a`Ybhg"

8Yf`JYf`i gh`XYf`: UfVY`_Ubb`fYW`h`XfUgh]gW`gY]b""<Uh`XYf
GW`]b_Yb`Yfgh`Y]ba`U`gY]bY`: UfVY`j Yf`cfYbž`j Yf`Yfh`Yf`ZØf`X]Y
?cbgi a YbhYb`Ui`W`gY]bY`5h`fU_h]j`]hÄ`h`G]Y`bY`a`Yb`]b`b`]W`h
a`Y`f`U`g`Zf]gW`ž`VY_Öa`a` `]W`ž`j YfnY`fZÄ`][`k`U`f""9]b`j Yf[fUi`hYf
GW`]b_Yb`gW`Ui`h`nk`Uf`b`]W`h`VYgcbXYfg`UddYh]h`]W`Ui`gž`df]bn]d]Y`
VYXYi`hY`h`X]YgY`: UfVj`YfÄ`bXYfi b[`YXcW`b`]W`hž`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 _hYg`Y]b`YggYbn]Y`Yg`E`i`U`]hÄ`hgUhhf]Vi`h`G]Y`k`]fX`U`g`9fghYg
k`U`f[Ybca`a`Yb`i bX`[]Vh`]a`5i`g_i`bZh`ØVYf`X]Y
DfcXi _hY][`YbgW`UZhYb""Bi`f`k`Ybb`XYf`?cbgi a Ybh`a`]h`X]YgYa
YfghYb`9]bXfi`W`_ni`Zf]YXYb`]ghž`k`YfXYb`ZØf`]b`UbXYfY
E`i`U`]hÄ`hga`Yf_a`U`Y`hfU[YbX"

`DfcXi _hfYbbYf`GW`]b_Yb`

K`]Y`k`]W`h][`XYf`:`Y]gW`!`i bX`:`Y]gW`k UfYb`!A`Uf_h`ZØf
ÖghYffY]W`]gW`Y`i`bhYfbY`a`Yb`]ghž`nY][`h`Y]bY`&\$%%`Xi`fW`[`Y`ZØ`fhY
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`ZØf`:f]gW`YdfcXi _hY`f%&`*`ž`\$`9i`fcŁ
YbhZÄ`h`Y]b`VYUW`h`]W`Yf`HY`]`Ui`Z: `Y]gW`]b_`i`g]j`Y`;`YZØ[`Y`f&)`ž`\$
9i`fcŁ`i bX`:`Y]gW`k UfYb`k`]Y`K`ØfghY`i bX`GW`]b_Yb`f%-`ž`\$`9i`fcŁ"

l bhYf'XYb':`Y]gWk UfYb']gh'GW]b_Yb'UVgc`i hYf'Gd]hnYbfY]hYf']b
² ghYffY]W`a]h'Y]bYa`hc`hU`Yb'Jc`i a Yb'j cb`%\$"' '\$`HcbbYb"'5i Z
D`Uhn'k Y]i bX`XfY]`_ca a Yb'9l hfUk i fgh'i bX': fUb_Z fhYf"
HcUghgW]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!`i bX':`Y]gWk UfYb!A Uf_h`\Uh']b`² ghYffY]W`[fc»Yg
5VgUhndchYbn]U`ž`XcW`X]Y`?cbgi a YbhYb`_Ui ZYb`bi fž`k Ybb`X]Y
K UfYb`Ui W`[i h'Ui ggY\Yb`"Œ`Y]bYa`nk Y]Ä`\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 ZX]Y': UfVghUV]`]h`h`j cb`K i fghk UfYb`Ybh`Ub[`XYf
[YgUa hYb`DfcXi _h]cbg_YhhY`[Ya YggYb.`j cb`XYf': ØhhYfi b[`XYf
GWk Y]bY`ØVYf`X]Y`J YfUfVY]hi b[`ni`GW]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]bhYfbUh]cbU`Yf`9VYbY`gYhnhY`g]W`XUg'Dfc`Y_h`cbgcfh]i a`Ui g
9l dYfhYb`XYg': fUi b`cZYf`Œgh]hi hg`ZØf`J YfZU\fybghYW`b]_`i bX
J YfdUW_i b[`fBYi hgW`UbXŁ`XYg`Bi hf]h]cb`FYgYUfW`/
8Yj Y`cda Ybh`8YdUfha Ybhg`fG`ck Yb]YbŁ`i bX`XYg
² ghYffY]W]gWYb': cfgW`i b[g]bgh]hi hg`ZØf`7\Ya`jY`i bX`HYW`b]_
fC: Ł`ni gUa a Yb`"Cf[Ub]gUh]cbYb`XU\]bhYf`k UfYb`i "'U`"XYf
@YVYbga`]hhY`Wi ghYf`B]YXYf!
`ØghYffY]W`gž`ni [Y\Øf][`ni f`YWŁd`i gž`B]YXYfØghYffY]W`g
K]fhgW`UZhGU[Ybhi 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`ŒXi ghf]Y
gck]Y`XYfYb`X]fY_hY`i bX`]bX]fY_hY`Ni`jYZYfYf"

`8]Y`9f[YVb]ggY

Œa`@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
[YdÖ_Y`hYb`i bX`[Y_cW`hYb':`Y]gWdfcXi_hYb`k]Y`GW]b_Ybž

9I hfUk i fgh'i bX`@YVYf_ÄgY`Zf]gWk`i bX`fcgU`ni`Yf\U`hYb``8Ybb`X]Y
cdh]gWk`Y`K`Yfh][`_]h`XYf`DfcXi`_hY`_Ubb`bi`f`XUbb
Ui`ZfYWk`hYf\U`hYb`k`YfXYbž`k`Ybb`XYf`F`YghgUi`Yfghc`Z`]b`XYb
J`YfdUW`i`b[`Yb`j`cb`6Y[`]bb`Ub`gc`b]YXf][`k`]Y`a`Ö[`]Wk
fb`]bXYghYbg`\$ž&`i`Ł[`Y\U`hYb`k`]fX``;`YfUXY`VY]`a`cX]Zn]YfhYb
Uha`cgd\Äf]gWk`Yb`J`YfdUW`i`b[`Yb`fA`5DŁ`]gh]b`X]YgYa`?`cbhYI`hY]b
_`UfYg`J`YfVYggYfi`b[`gdchYbn]U`VY]`XYb`J`YfdUW`i`b[`ga`UgWk]bYb
Ui`Z[`YnY][`h`k`cfXYbž`XU`XYf`F`YghgUi`Yfghc`Z[`Y\U`h`c`Žh`ni`cWk`cXYf
Yf\YV`]Wk`Yb`GWk`k`Ub`i`b[`Yb`i`bhYfk`cfZYb`]gh"

`J`YfdUW`i`b[

5`g`5`hYfbUh]j`Y`V]YhYh`g]Wk`XYf`9]bgUhn`j`cb
gUi`Yfghc`ZU`Vgc`fV]YfYbXYb`J`YfdUW`i`b[`Yb`Ub``G]Y`gYb`_Yb`XYb
F`YghgUi`Yf!ghc`Z`gWk`bY``i`bX`Y`ZY`_h]j``6Y]gd]Y`Y`g]bX
gY`Vgh`_Y`VYbXY`9h]_Y`hYbž`X]Y`Ub`XYf`J`YfdUW`i`b[`g]bbYbgY]hY
Ub[`YVfUWk`h`k`YfXYb``9]bY`k`Y]hYfY`A`Ö[`]Wk`_]h`g]bX`GUWk`Yhgž`X]Y
]b`XYb`DfcXi`_h!
`fUi`a`[`Y`Y[`h`k`YfXYb``GUi`Yfghc`ZU`Vgc`fV]YfYbXY`:`c`]Yb`_ÖbbhYb`]b
bU\Yf`Ni`_i`b`Žh`YVYb`ZU``g`XUni`nÄ\`Yb"

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

5i`Wk`XUg`J`YfdUW`i`b[`gXYg][`b`_Ubb`XUni`VY]hfU[`Ybž`X]Y
J`Yf[`fUi`i`b[`XYf`j`YfdUW`hYb`:`Y]gWk`UfYb`ni`a`]b]a`]YfYb``6Y]a
8Yg][`b`gc``hY`XUfUi`Z[`YUWk`hYh`k`YfXYbž`XUgg`XUg`J`Yf\Ä`hb]g`j`cb
DfcXi`_h`ni`?`cdZfUi`a`j`c`i`a`Yb`Ui`Z`XUg`Yb`hgd`fYWk`YbXY`DfcXi`_h
Ub[`YdUggh`]gh``9VYbgc`\`]ZfY]Wk`]gh`XUg`5b`]Y[`Yb`XYf`C`VYfZc`]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`_Yb`b`hb]ggY`k`i`fXYb`gc[`]Y]Wk`]b`X]Y`HUh`i`a`[`YgYhnh`i`a
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`bhYfgWk`U`Y`XYf`K`i`fgh]YfdUW`i`b[`XYfUfh
[`Y`Zc`fa`hž`XUgg`g]Y`Y]b`5b`]Y[`Yb`XYf`C`VYfZc`]Y`Yfa`Ö[`]Wk`hž`c`bY
UVYf`Y]bY`I`a`ghY``i`b[`]cb`A`5D`Ui`Z`J`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`WXYg`X]YgYb`6YfY]W`Ui g!gdUfhž`V]YhYh`ni gÀhn`]WXYb`GWXi hn`j cf
DfcXi _hgW`ÀXYb`Xi fW`XUg`9]bXf]b[Yb`j cb`@]W`hi 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 [YbgWXY]b`ni `bY`a Yb"

8]Y`K]f_gUa _Y]h`j cb`C VYfZc`Yb`a]h`I J!6`cW`_`cbbhY`]b`X]YgYa
Dfc`Y`_h`b]W`h`VYgh`Àh][h`k YfXYbž`XU`X]Y`J Yf[fUi i b[`j cb
[YdÒ`Y`hYb`K UfYb`]b`Y]bYa `VfY]hYfYb`GdY`hfi a `XYg`@]W`hYg
UV`Ài Zh"

`: i hhYfa]hhY`ni gUhgghcZZY

8]Y`J YfdUW`i b[`hfÀ[h`nk Uf`Y]bYb`k YgYbh`]WXYb`HY`]`ni a
E i U`]h`ÀhgYf`U`h`VY]ž`g]Y`]gh`YXcW`b]W`h`XYf`Y]bn][Y`: U`hc fž`XYf
9]bZi gg`XUfUi Z`U`h"

6Y]`ghUV`]Yb`J YfdUW`i b[gVYX]b[i b[Yb`ZØ`fYb`gck c`X`X]Y
J Uf]Uh]cb`XYf`: i hhYfa]hhY`ni gUhgghcZZY`U`g`Ui W`X]Y
J YfUfVY]hi b[gni gÀhnY`ni `Y]bYf`9f`Ò`i b[`i bX`GhUV`]g]Yfi b[`XYf
fchYb`: 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 gUhgghcZZYb`Ui Z[YnY][h`k YfXYb`"Gc`_Ubb`Xi fW`X]Y
Ni [UVY`j cb`J]hUa]b`9`cXYf`Ui W`j cb`d`mhc[YbYb`Gi VghUbnyb
k]Y`F cga Uf]bYi hfU`h`X]Y`C I]XUh]cbgUbZ`À`][_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 bhYfgW`jYX`]W`Y`B]hf]h?cbnYbhfUh]cbYb`i bX`Ui W`
DZUbnybYi hfU`hY`[YhYghYh`"9]bYb`a Ò[`]W`Yb`d`cg]h]j Yb`9]bZi gg
Ui Z`X]Y`: UfVY`nY][hYb`5W`fc`UgUZh`Di`j Yf`i bX`F chYf`DUdf]_Už
k cVY]`@YmhYfYf`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`Y`h` 7i fY`7c`ci f` `XYb`hY]`bY\`a YbXYb
?`Y]b!`i bX`A]hhY`VYhf]YVYb`Y]b][Y`5bgUmdi 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 W\Yb`G]Y`i bg`Ui Z.`Z`Y]gW\i bXWŁ"Uh