

Gustino Stroh: Neue Schweine-Stallorder

Mit der neuen Fleischmarke "Gustino Stroh", die für artgerechte Tierhaltung gemäß dem Tierwohl-Modul des AMA Gütesiegels und für Fütterung mit Donausoja steht, sind Österreichs Fleischer im Qualitätswettbewerb mit dem Lebensmittelhandel auf der sicheren Seite.



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8]Y'=bZc[fUZ]_'nY][h'X]Y'EiU`]hÀhgdmfUa]XY'VY]'GW\kY]bYZY]gW\"
'| '; igh]bc'

8 UgʻgU[hʻ8 = 8 f" < UbgʻGW\ YXYfYfž; YgW\ À ZhgZØ\ fYf`XYgʻJ YfVUbXYg XYf``ÀbX`]W\YbʻJ YfYXY`i b[gdfcXi nYbhYbʻC VYfÒghYffY]W\ fJ @J Ł i bX`XYfYbʻGW\k Y]bYVÒfgYʻgck]Yʻ9fZ]bXYfʻi bX`A UghYfa]bX`XYf J@J!A Uf_Yʻ; i gh]bc"ʻ9f`]ghʻHcd!9l dYfhY`]bʻGUW\YbʻGW\k Y]bYni W\hž GW\k Y]bY\U`hi b[ʻi bX`GW\k Y]bYZY]gW\žʻgY]bʻA Uf_YbnY]W\Ybʻ]gh X]YʻVYgcbbYbYʻ9]bghfYi j cbʻGUW\Uf[i a YbhYbž'k Ybb k]XYfVcfgh][YʻB; Cgʻni fʻdc`Ya]gW\!dUi gW\U`YbʻGW\`Ua a gW\`UW\h [Y[Ybʻi bgYfY`GW\k Y]bYVUi YfbʻUi Zfi ZYb"

I b[`Ui V`]WXY'B; C!5hhUW_Y

5VYf'X]Y'Øb[ghY'B; C!5hhUW_Y'\Uh'gc[Uf']\a 'ZUgh'X]Y'FYXY
j YfgW\`U[Yb.' 8]YgYf'HU[Y'kifXY']a '9I!DUf`Ua Ybh']b'GhfU» Vif[
XYf'5i ggW\i gg'ZØf'?fY]g`Ui Zk]fhgW\UZhž: i hhYfa]hhY`'i bX
@YVYbga]hhY`'a]h'XYa '5bhfU['VYZUgghž'XUgg'Bi hnh]YfY'bi f'bcW\
a]h'gc`W\Yb'dZUbn`]W\Yb'GhcZZYb'[YZØhhYfh'kYfXYb'XØfZYbž'X]Y'ZØf
XYb'aYbgW\`]W\Yb'JYfnY\f'i b[YY][bYh'g]bX"'6Y[fØbXi b[.
; YhfY]XY'i bX'9]kY]» ZfØW\hY'k]Y'Gc'UVc\bYb'Ub'Bi hnh]YfY'ni

j YfZØhhYfbžgY]'@YVYbga]hhY`a]hhY`j Yf[Yi Xi b["'±b'a Y]bYb'5i [Yb XYf'\Y``Y'K U\bg]bb°

8 Ybbžigc 'GW\ 'YXYfYfžiYg 'gY]'k]ggYbgW\ UZh`]W\ '`Àb[gh'Yfk]YgYbž XUgg'h]Yf]gW\ Yg '9]k Y]» 'U`g'; Y\]fbbU\fi b['ZØf'i bgYfY'; Ygi bX\Y]h i bYf`Àgg`]W\ 'gY]ž'k Yg\U`V'XYa 'Bi hnj]Y\ 'i bX']bgVYgcbXYfY'XYa GW\k Y]b'U`g'dYfZY_hYa 'JYfk UbX'Yf 'j cb'dZUbn`]W\ Ya ']b h]Yf]gW\ Yg '9]k Y]» 'Y]bY'nYbhfU`Y'Fc``Y'VY]'XYf'9fbÀ\fi b['XYg A YbgW\Yb'ni _ca a Yž'XYb'X]Y'BUhi f'U`g'5``YgZfYggYf'_cbn]d]YfhY'' 6YgcbXYfg'd]_Ubh']ghž'XUgg'X]YgYg'H\Ya U']b'XYf'9I 'Ui g[YfYW\bYh ni 'Y]bYa 'NY]hdi b_h'\cW_cW\hž'XU']b'XYf'Yi fcdÀ]gW\Yb GW\k Y]bY!'i bX'; YZØ[Y`a Ugh'X]Y'JYfZØhhYfi b['j cb'8cbUi gc'U ZcfW]Yfh'i bX'j cb'j]Y`Yb'U`g'6Y]hfU['ni a '[`cVU`Yb'?`]a UgW\i hn fBcbUi gc'U'U`g'A U» bU\a Y'[Y[Yb'X]Y'FY[Ybk U`X!5V\c`ni b[']a 5a UncbUg!; YV]YhŁ'[Yk ØfX][h'k]fX''

Dcf_m]gh; YgWX]WX hY

; igh]bcibX5A5

8]Y'k Y]hYfYb'GW\f]hhY'XYf'EiU']hÀhgj YfVYggYfi b['VY]'; i gh]bc YfZc`[hYb'ghYhg']a 'Yb[Yb'GW\i`hYfgW\`i gg'a]h'XYa '5A 5 ; ØhYg]Y[Y`!Dfc[fUa a "'8]Y`@UbXk]fhgWXUZh'8Yi hgWX`UbXgž'X]Y`g]WXgY]bYfnY]h'j ca '7A 5!GmghYa 'j YfUVgWX]YXYh'\Uhž'VYbY]XY'i bg 2 ghYffY]WXYf'a]hh`Yfk Y]`Y'i a 'i bgYfY'5A 5ž'gU[h'GWX`YXYfYf"'8]Y 5A 5`YfZØ``Y`X]Y': i b_h]cb'Y]bYf'D`UhhZcfa ž'XUa]h'6Ui Yfbž JYfUfVY]hYf'i bX'<ÀbX`Yf'VY]a '8]U`c['ØVYf'XUg'BU\fi b[ga]hhY`: `Y]gWX '[Ya Y]bgUa 'U`g'ei U`]hÀhgcf]Ybh]YfhYž'Ui Z'BUWX\U`h][_Y]h VYXUWXhY'K YfhgWXÒdZi b[q_YhhY'Ui ZhfYhYb'_ObbYb"

8 Uggʻa Ubʻ]bʻXYfʻ: fU[Y. K Ugʻ]gh'Y]bʻ[YfYWkhYf GWk k Y]bYflZY]gWk!kdfY]g3 ʻa Y]ghʻfYWkhi bhYfgWk]YX`]WkYfʻ5bg]Wkh]ghʻzghY\h'Ui ZʻY]bYa ʻUbXYfYbʻ6`Uhhʻʻ5VYfʻ]bʻXYfʻ\cWkYa ch]cbUʻ[YZØ\fhYbʻ8]g_i gg]cbʻØVYfʻH]Yfk c\ʻžʻ\YVhʻg]WkʻXYf ÖghYffY]Wk]gWkYʻK Y[ikc\ʻhiYbX'j cai; Ya YhnYʻ`UVʻzXUgʻ]bʻXYf XYi hgWkYbʻAYX]YbgnYbYʻ\YffgWkhzk cʻDfcj c_Uh]cbʻi bX DUi gWkUʻgWkYʻhYʻZØfʻX]Yʻ[YgUa hYʻJ]Y\!ibXʻ: `Y]gWkk]fhgWkUZhʻUi ZXYfʻHU[YgcfXbi b[ʻghY\Yb'' GhY\h'XUgʻGWkkY]bʻUi ZʻY]bYaʻ6Y]bʻz]ghʻXYfʻGWkkY]bYghU``ni ʻ_`Y]bʻzhk]hhYfhYʻ_Øfnʻ]Wkʻ8Yi hgWk`UbXg I akYʻha]b]ghYf]bʻ6UfVUfUʻ<YbXf]W_gʻfGD8 tz'k UgʻXYbʻYa dʻOʻfhYb DfchYghʻ]\fYgʻ?UV]bYhhg_c``Y[YbʻzXYgʻ@UbXk]fhgWkUZhga]b]ghYfg 7\f]gh]UbʻGWka]XhʻffGI tzʻ\Yfj cff]YZʻ'6Y]ʻi bgʻk ÀfYʻgcʻY]bʻ?cbZ]_h gWkcbʻk Y[YbʻXYfʻ DYfgcbUʻi b]cbʻj cbʻ@UbXk]fhgWkUZhg!'i bX I akYʻha]b]ghYfi bXYb_VUfʻ'

 $8 \ Ug'5A \ 5; \ \emptyset h Y g] Y [\ Y`i \ b X `X] Y' < Y f g h Y``Y f a \ Uf_Y'; \ i g h] b c \check{z} X] Y `X U g : `Y] g W X Y f \ Ub X k \ Y f_ `U`g'] \ f Y b ` `a \] h `5 V g h Ub X `k \] W X h] [\ g h Y b ` S V g U h n d U f h b Y f `V Y h f U W X h Y h \check{z} [\ Y \ Y b `] b `Y] b Y a `V Y g c b X Y f g `k \] W X h] [\ Y b 6 Y f Y] W X `_c b Z c f a "'B À a `] W X `V Y] `X Y f `: Y g h `Y [\ i b [`Ui Z Y] b Y E i U`] h À h g d m f U a \] X Y `V Y] a `G W X X Y] b Y Z Y] g W X \check{z} X Y f Y b `@ Y j Y`g` X i f W X ? Y b b n Y] W X b i b [\ \check{z}'G] Y [\ Y`i b X `A U f_Y b ! N i g U h n Y`Y a Y b h Y`X Y Z] b] Y f h g] b X `f b] Y \ Y` \ \Div Z c [\ f U Z]_ `E i U`] h À h g d m f U a \] X Y `V Y] `G W X Y] b Y Z Y] g W `Ui Z G Y] h Y` (\ E'' \]$

9VYbgc'k]Wkh]['k]Y'X]Y'_`Uf'ZYgh[Y`Y[hYb'EiU`]hÀhgghUbXUfXg'ibXXYfYb'kYfV`]WkY'5ig`cVib['VY]a'?cbgiaYbhYb'g]bX'X]Y Z]bUbn]Y``Yb'5gdY_hY'X]YgYg' \approx]bh'JYbhifYg'nk]gWkYb'XYb'6UiYfbibX']\fYb'5VqUhndUfhbYfb"

 $\label{eq:continuity} I \ bgYfY GWX k \ Y]bYVUi \ Yfb \ nU\ Yb \ A \ fi \ bX'' \ z) \ A \]``]cbYb \ 9i \ fc$

5A 5!A Uf_Yh]b[VY]hfU[ž'dfc'GW\`UW\hgW\kY]b'g]bX'XUg'+) '7Ybh ž fYW\bYh'GW\`YXYfYf'j cf"'5bXYfYfgY]hg'VYXUfZ'Yg'Z]bUbn]Y``Yf 5bfY]nYž'XUa]h'XYf'; i gh]bc!GW\kY]bYVUi Yf'YbY'=bj Ygh]h]cbYb hÀh][hž'X]Y'g]W\`Ui g'XYb'5bZcfXYfi b[Yb'XYg'bYi Yb'5A 5'H]Yfk c\`! A cXi `g'Yf[YVYbž'X]Y']\fYfgY]hg'ZØf'X]Y'bYi 'dcg]h]cb]YfhY'A Uf_Y; i gh]bc'Ghfc\'j YfV]bX`]W\'g]bX"

: ÒfXYfi b['ZØf'H]Yfk c\`

GWX `YXYfYf']gh'ni j Yfg]WX h`]WX žXUgg'X]Y'I a fØghi b['XYf'; i gh]bc!
GWX k Y]bYghÀ``Y'Ui Z'XYb'; i gh]bc'Ghfc\!H]Yfk c\`!GhUbXUfX'nØ[][
j cfUbgWX fY]hYhž'gc'XUgg'Ui WX'X]Y'Ua 'A Uf_h'j YfZØ[VUfY'A Yb[Y
YbhgdfYWXYbX'Ubk ÀWXgh''N]Y`']gh'Y]b'DfcnYbh'A Uf_hUbhY]`g!
K UWXghi a 'dfc'\lambda\fz'gcXUgg'a]hhY`Zf]gh]['Y]b'5bhY]`'j cb'nY\b
DfcnYbh'i bX'a Y\fYffY]WXVUf']gh''\lambdaXYbZU``g'gc```XUg'Ghfc\gWXkY]b
b]WXh'XUg'GWX]W_gU``XYg'6]c!GWXkY]bg'Yf`Y]XYbž'XUg'V]g`Ub['a]h
Y]bYa 'A Uf_hUbhY]`'j cb'i bhYf'nkY]'DfcnYbh'b]WXh'i bX'b]WXh'Ui g
gY]bYa 'B]gWXYbXUgY]b'\YfUi g_ca a h''

8 Ua]h'X]YgY'A Uf_hdfÀgYbn'YffY]W\h'k]fXž'VYXUfZ'Yg'j cf'U``Ya 'XYg ; 'Y]W\gW\f]hhg'nk]gW\Yb'XYf'A Uf_Ybk YfVi b['Ui Z'XYf'5VgUhngY]hY i bX'XYa '5i gVUi 'XYf'? UdUn]hÀhYb'Ui Z'XYf'DfcXi _h]cbggY]hY''

DUfhbYfgW\UZhYbž'k]Y'g]Y'nk]gW\Yb'8]g_cbhYf'<cZYf'i bX

< \@hh\U`Yfg' < cZ_i `hi f !6Ui Yfb']a 'F U\a Yb'XYf'bYi Yb

< UbXY`ga Uf_Y': U]f< C: '[YghUfhYh'k i fXYbž'ghY\Yb'Yhnh'Ui W\'VY]

; i gh]bc'Ui Z'XYf'5[YbXU''8]Y'GdUf!HcW\hYf'HUbb']b'A UfW\hfYb_\Uhrg]W\'ni a 'N]Y`'[YgYhnhž'k ÒW\Ybh`]W\'%) \$'; i gh]bc'Ghfc\
GW\k Y]bY'ni 'VYn]Y\Ybž'A Yhfc']b'CVYfÒghYffY]W\'a UW\h'g]W\
XUfUbž'gY]bY'9][Yba Uf_Y' JcfU`dYb'@UbXgW\k Y]b 'Ui Z'X]Y'bYi Y

; i gh]bc'Ghfc\!Ei U`]hÀh' i dni [fUXYb "

 Ni gUhnUi Z`U[Y`]b`gY]b`Dfc[fUa a `Ui Z[Ybca a Yb"` 8cbUi gc^U`]gh Y]bY`F]YgYbYfZc`[gghcfm ž`VYf]W\hYh`GW\`YXYfYf`i bX`j Yfk Y]gh` Gh]W\k cfh `?fY]g`Ui Zk]fhgW\UZh` `Ui Z`X]Y`hfUX]h]cbY```Yb[Y JYfgW\fÀb_i b[`nk]gW\Yb`J]Y\ni W\h`i bX`5W_YfVUi ž`nk]gW\Yb GW\k Y]bYa Ugh'i bX`GW\k Y]bYZ hhYf!5bVUi `]b`XYf`\Y]a]gW\Yb @UbXk]fhgW\UZh"

A]h 5A 5 H]Yfk c\`!A cXi `ž Ghfc\!<U`hi b['i bX 8 cbUi gc 'U!: i hhYf _fY]Yfh; i gh]bc 'Ghfc\ 'Y]bYb 'bYi Yb 'H]Yfk c\`!GhUbXUfX 'VY]a GW k Y]bYZY]gW ž'gc 'ZUggh'GW `YXYfYf'gY]bY 'GhfUhY[]Y ni gUa a Yb " 8 Ug 'Dfc[fUa a 'gY]'b]W h UV[Y\cVYbž'gcbXYfb fYU`]gh]gW i bX 'YfÒZZbY 'XU\Yf'U``Yb &("\$\$\$ 'GW k Y]bYVUi Yfb 'XYg @UbXYg'bYi Y 'DYfgdY_h]j Ybž'X]Y 'a]h XYf'I a k Y`h i bX 'XYb O_cbca]gW Yb '5 bgdfØW Yb 'VÀi Yf`]W Yf: Ua]`]YbVYhf]YVY [`Y]W Yfa U» Yb ']b '9]b_`Ub['ghØbXYb"

%hnh``]Y[Y'Yg'Ub'XYb'j]Y`Yb': `Y]gWX\Ui Yfbž'X]Y'; i gh]bc': `Y]gWX
VYn]Y\Ybž'X]Y''Øb[ghY'Ei U`]hÀhgj YfVYggYfi b['VY]'; i gh]bc'Ghfc\']b
]\fYb'6Yhf]YVYb'i a ni gYhnYb'i bX'a]h']\fYb'\UbXk Yf_`]WXYb
@Y]ghi b[Yb'ni 'hcddYb"'GY]'Yg'VY]a ': `Y]gWX!6YX]Ybi b[gj Yf_Ui Z'
XYf'ghÀf_ghY'K YhhVYk YfVgj cfhY]`'[Y[YbØVYf'XYa 'G6!: `Y]gWX'XYf
8]g_cbhYf' ž'gY]'Yg'VY]'9][YbdfcXi _h]cb'fY[]cbU`Yf
K i fghgdYn]U`]hÀhYbž'gY]'Yg']b'XYf': `Y]gWXYf`UXYb!; Ughfcbca]Y"
8Ug'\Òfh'g]WX'gUi [i h'Ub"

.

6 Y gi W Y b 'G] Y 'i b g 'U i Z 'Z `Y] g W i b X W c "U h