

## IFFA 2019 ist wichtigster Impulsgeber für die globale Fleischwirtschaft

Mit 1.039 Ausstellern aus 49 Ländern, darunter alle Marktführer, und einer deutlich gewachsenen Ausstellungsfläche eröffnet die IFFA 2019 in Frankfurt am Main. An sechs Messetagen trifft sich die globale Fleischwirtschaft zu ihrer Leitmesse. Die Branche erwartet Wachstumsimpulse vor dem Hintergrund einer anhaltend guten Konjunkturlage.



...

9]bY '[ Ubny '9fbÀ\ fi b[ gVfUbWXY 'Z]YVYfh'U''Y 'XfY]'>\ \ fY 'X]YgYa  
HYfa ]b'Ybh[ Y[ Yb. '5a 'GUa ghU[ žXYb' (" 'A U]ž'ÒZbYh'X]Y'≠ : 5ž'X]Y  
Bf''%:XYf': 'Y]gWk ]fhgW UZh'ZØf'gYWg'HU[ Y ']\ fY 'Hc fY"  
C dh]a ]gh]gW 'i bX'a ]hi b[ YVfcWYb' [ i hYb'; YgWÀZhgYfk Ufhi b[ Yb  
hfYZZYb'g]W'X]Y'< YfghY''Yf'j cb': 'Y]gWdfcXi \_hYb'Ui g'U''Yf'K Y'h  
i bX']\ fY 'Ni 'jYZYfYf']b': fUb\_Zi fh'Ua 'A U]b''% '\$' - '5i gghY''Yf'Ui g'(-  
@ÀbXYfb'dfÀgYbh]YfYb' ðbcj Uh]cbYb'i bX'; YgWÀZhg]XYYb'ZØf'U''Y

DfcnYggghi ZYb' 'gY]YgZØf'\_'Y]bY'A Ubi ZU\_hi fYb'cXYf'[ fc»Y  
: 'Y]gWk j YfUfVY]hi b[ gVYhf]YVY"

5i ZY]bYf'i a 'bYi b'DfcnYbh'XYi h]Wk '[ Yk UWk gYbYb  
5i gghY''i b[ gZÅWkY'j cb '%&\$"\$\$\$'E i UXfUha YhYfb'Yfk UfhYh'X]Y  
: UWkVYgi WkYf'Ui g'XYf'ZY]gWk j YfUfVY]hYbXYb'ϕXi ghf]YžXYa  
<UbXY''i bX'XYa ' <UbXk Yf\_'Y]b'i a ZUggYbXYg'5b[ YVch"K c`Z[ Ub[  
A Ufn]bž'J c f g]hnYbXYf'XYf'; YgWk ÅZhgzØ\fi b[ ž'A YggY': fUb\_Z fh  
K ]f'Yf'YVYb'X]YgYg'ϕ\ f'Y]bY'VYgcbXYfY'≐: 5"Ni a 'Y]bYb'\UVYb  
k ]f'Y]bY'bYi Y' <U''YbUi ZhY]i b[ 'i bX'X]Y'A YggY'Z]bXYh'\_cbnYbhf]Yfh  
]a 'k Ygh]WkYb'HY]''i bgYfYg'; Y'ÅbXYg'ghUhhž'ni a 'UbXYfYb'VY[ Y\h  
X]Y'≐: 5']\f'g]YVn][ 'Å\ f][ Yg'ϕ V]`Ài a "'5i g'Y]bYf'\_'Y]bYb  
: UWkUi gghY''i b[ 'ja 'B UWk \_f]Y[ gXYi hgWk `UbX'\Uh'g]Y'g]Wk'ni f  
K Y'hY]ha YggY'ZØf'X]Y' ]bhYfbUh]cbU'Y': 'Y]gWk k ]fhgWk UZh'Ybhk ]W\_Y'h  
i bX'dfÅgYbh]Yfh'g]Wk '\Yi hY'[ fØ» Yf'XYbb'`Y"

8i fWk'X]Y'9]bV]bXi b[ 'XYf'bYi Ybž'&\$%, 'YfØZbYhYb'A YggY\U''Y'%'&  
\_cbbhY'X]Y'≐: 5'k UWk gYb'i bX'Z]bXYhYfgha U`g'Ui ggWk`jY»`]Wk`ja  
K Ygh[ Y'ÅbXY'ghUhh''9g']gh'Y]b'Fi bX'Ui ZYbhghUbXYbž'XYf'X]Y  
<U''Yb', ž'- ž'%'i bX'%'&'f]b[ ZØfa ][ 'a ]hY]bUbXYf'j YfV]bXYhž'a ]h  
\_i fnYb'K Y[ Yb'ZØf'6Ygi WkYf'i bX'5i gghY''Yf''J ]Y'Y'5i gghY''Yf'  
\UVYb'X]Y'bYi Y'; Y'ÅbXYUi ZhY]i b[ 'XUni '[ Ybi hnhž]\fY'GhÅbXY  
i bX']\f'5b[ YVch'ni 'j Yf[ fØ» Yfb''Ni 'XYb'Hcd!HYb  
5i gghY''YfbUh]cbYb'[ Y\ØfYbž'bUWk'8Yi hgWk `UbX'ϕU'Ybž'GdUb]Ybž  
X]Y'B]YXYf'UbXYž'8ÅbYa Uf\_ž': fUb\_fY]Wk ž'7\]bUž'Dc`Ybž'X]Y'I G5  
i bX'6Y`[ ]Yb"

8]Y'≐: 5'Z]bXYh'j c f'XYa ' <]bhYf[ fi bX'Y]bYf'[ i hYb'?cb↑ b\_hi f'ja  
: 'Y]gWk j YfUfVY]hi b[ ga UgWk ]bYbVUi 'ghUhh''8Yf'[ `cVU'Y  
: 'Y]gWk \_cbgi a 'k ÅWk ghž'X]Y'DfcXi \_hj ]Y`ZU'h]a '7cbj Yb]YbW  
6YfY]Wk `b]a a h'ni ž'XYf'J YfUfVY]hi b[ g[ fUX'j cb': 'Y]gWk 'i bX'XUa ]h  
X]Y'K YfhgWk ØdZ b[ 'ghY][ h''8Ua ]h'Y]b\Yf'[ Y\Yb'ghY][ YbXY  
ϕj Ygh]h]cbYb' ]b'A UgWk ]bYb'i bX'5b'U[ Yb'ZØf'X]Y'J YfUfVY]hi b[ 'i bX  
J YfdUW\_i b[ "'F]Wk UfX'7`Ya Ybgž'; YgWk ÅZhgzØ\ fYf'J 8A 5  
B U\fi b[ ga ]hY'a UgWk ]bYb'i bX'J YfdUW\_i b[ ga UgWk ]bYb.' 8]Y  
≐: 5'ghY\h'ZØf'Y]bY'\_UfY': c\_i gg]Yfi b[ ž'Y]bY'Y]bn][ Ufh][ Y  
9i dYfhYbX]Wk hY'i bX'\c\Y'ϕhYfbUh]cbU' ]hÅh'Ui Z'5i gghY''Yf!'i bX  
6Ygi WkYfgY]hY''G]Y']gh'XYf'K Y'hk ]fhgWk UZhg[ ]dZY''XYf

:`Y]gWVfUbWY'i bX'gYhnhfYbXg'ZØf'X]Y'DfcXi \_h]cb'j cb'a cf[ Yb"  
5i ZXYf'≡ : 5'k ]fX'X]Y'Ni \_i bZh'XYf':`Y]gWk ]fhgWUZh[ YghU'hYh'  
Xi fW'`bcbj Uh]cbYbž']bhY''[ YbhY'@Øgi b[ Yb'i bX']bhYbgj Yb  
8]U`c[ "

5i W'ZØf'XUg':`Y]gWYf\UbXk Yf\_]gh'X]Y'≡ : 5'XYf'DZ]W hYfa ]b  
gW`YW h\]b""8Yf'6`]W\_`Ui Z'X]Y'9bhk ]W\_`i b[ Yb'XYf'[ UbNyb'6fUbWY  
\]Zh'XUVY]ž`b] Ygh]h]cbgYbhgWY]Xi b[ Yb'ZØf'bYi Y'HYWbc`c[ ]Y'ni  
hfYZZbž'UVYf'Ui W'bYi Y'c'bnYdhY'i bX'GhfUH[ ]Yb'ZØf'X]Y'Ni \_i bZh  
XYg'Y][ YbYb'6Yhf]YVYg'a ]hni bY\ a Yb"< YfVYfh'8c\fa Ubbž  
DfÅg]XYbh'XYg'8Yi hgWYb':`Y]gWYf!J YfVUbXg.' ; YbUi `k ]Y'j ]Y`Y  
a Y]bYf'?c`Y[ Yb'\UVY']W'\c\Y'9fk Ufhi b[ Yb'Ub'X]Y'X]Yg'Å\][ Y  
≡ : 5""8]Y'5i g'Ughi b[ `i bgYfYf'6Yhf]YVY']gh'\cWž'X]Y  
k ]fhgWUZh]WYb'F U\ a YbVYX]b[ i b[ Yb'g]bX'YVYbZU`g'[ Øbgh][ "  
8Yf'f]W h][ Y'NY]hdi b\_h'ZØf'`b] Ygh]h]cbYb'`b]W h'ni `Yhnh'Ui W' ]b  
X][ ]hU`Y'HYWbc`c[ ]Y""8]Y'X]YU`Y'NY]hU`gcž'g]W'Ui Z'XYf'≡ : 5`Y]bYb  
, VYfV`]W\_`ØVYf'X]Y'`bcbj Uh]cbYb'XYf'6fUbWY'ni `j YfgWUZZYb"

8]Y'Hcd!H\Ya Yb'XYf'6fUbWY'Ui Z'XYf'≡ : 5

5`Y`BYi Ybhk ]W\_`i b[ Yb'i bX'`C dh]a ]Yfi b[ Yb'`ja `A UgW]bYbVUi  
n]Y`Yb'XUfUi Z'UVž'X]Y'g]WYfYž'\m[ ]Yb]gWYž'YZZ]n]YbhY'i bX  
k ]fhgWUZh]WY`J YfUfVY]hi b[ `i bX'J YfdUW\_`i b[ `j cb':`Y]gW`i bX  
:`Y]gWdfcXi \_hYb'ni `Yfa Ò[ `]WYb""8]Y'`i bhYfbY\ a Yb'UfVY]hYb'Ub  
nU\`fY]WYb'@Øgi b[ Ybž'X]Y'X]Y'@YVYbga ]hY`g]WYf\Y]h'Yf\ Ò\Ybž  
X]Y'F Yggci fWYbYZZ]n]Ybn'ghY][ Yfbž'DfcXi \_h]cbgd'fcnYggY  
cdh]a ]YfYb'i bX'X][ ]hU`Y'@Øgi b[ Yb'`]bhY[ f]YfYb""`

≡a `: `Y]gWYf\UbXk Yf\_]ghY'h'Ub[ Yg]W h'ghUf\_Yf'5i g'Ughi b[ `XYf  
6Yhf]YVY`X]Y'9ZZ]n]YbnghY][ Yfi b[ `Ub'cVYfghYf'GhY`Y""8Yf'X][ ]hU`Y  
K UbXY`V]YhYh'XYb'6Yhf]YVYb'j ]Y'Z`h][ Y`A Ò[ `]W\_Y]hYbž'YZZ]n]YbhYf  
ni `k YfXYbž'hfc'h'XØbbYf'DYfgcbU`XYW\_Y`k Y]hYf'ni `k UWgYb'i bX  
X]Y'[ i hY`k ]fhgWUZh]WY`@U[ Y'ZØf'g]W'ni `bi hnYb""8]Y'; Y`Y[ Yb\Y]h  
]gh[ Øbgh][ ž'HY]'dfcnYggY'fi bX'i a `XYb'6Yhf]YV'ni `X][ ]hU`g]YfYb  
cXYf'bYi Y`J Yfhf]YVgk Y[ Y'ni `YfÒZbYb"

≡bhYfbUh]cbU`Yf'< chgdch'≡ : 5

Gd]hnYbk YfhY`YffY]W h`X]Y`≡ : 5`VY]`XYf`≡hYfbUh]cbU`]hÅhj cb  
5i gghY``Yfb`i bX`6Ygi WXYfb``\* &`DfcnYbh`XYf`]b`X]YgYa``J\ f  
j YfhfYhYbYb`:]fa Yb`\UVYb`Y]bYb`Ui g`ÀbX]gWXYb`:]fa Ybg]hn``8 Ug  
X]Yg`Å\ f][ Y`:`ÅWXYbk UWXghi a`\_ca a h`ØVYfk ]Y[ YbX`Ui g`9i fcdU"  
5W h`XYf`Hcd!HYb`5i gghY``YfbUh]cbYb`\UVYb`] \fY`GhUbXZ`ÅWXYb  
i a`Y]bY`nk Y]ghY``][ Y`DfcnYbhmU`\`j Yf[ fÒ» Yfhž]bgVYgcbXYfY  
GdUb]Ybž`8`ÀbYa Uf\_ž`Dc`Yb`i bX`:] fUb\_fY]W``5a Yf]\_Ub]gWXY  
I bhYfbY\`a Yb`\UVYb`] \fY`Df`ÀgYbhUh]cbgZ`ÅWXY`gc[ Uf`i a`(`  
DfcnYbh] Yf[ fÒ» Yfh`A ]h` -`' I bhYfbY\`a Yb`V`]XYh`8Yi hgW`UbX  
]bg[ YgUa h`XUg`[ fÒ» hY`5i gghY``Yf`cbh]b[ Ybh``8Yf`Ui g`ÀbX]gWXY  
6Ygi WXYfUbhY]``U[ `VY]`XYf`YhnhYb`J YfUbghU`hi b[ `&\$%\*`VY]`\* +  
DfcnYbh`Yhk U`YXYf`nk Y]hY`Ui g`ÀbX]gWXY`6Ygi WXYf`\_ca a h`Ui g  
9i fcdU"

6Ygi WXYb`G]Y`i bg`Ui Z.`ZY]gW`i bXW`"Uh