

Mehrwert von Lebensmitteln

Der „Mehrwert von Lebensmitteln“ stand im Mittelpunkt des 2. AMA Forums, das von der Agrarmarkt Austria Marketing in Wien veranstaltet wurde. Richtige Ernährung wird immer wichtiger für Konsumenten.



...

8Yf'U_hi Y''Y'[YgY`gWUZh]WXY`K UbXY`k YfXY`j cb`Y]bYa `[UbNYb
6ØbXY`Ub`j YfgW]YXYbYb`HfYbXg[YdfÄ[hž`VYf]W hYhY
A Uf_hZcfgWYf`K YfbYf`6Yi hY`a YmYf`8]YgYf`K UbXY`j YfÄbXYfY
Ui W`XUg`9]b_Ui Zgj Yf`U`hYb``8Yf`GhY`Ybk Yfh`j cb`G]WYf`Y]h`i bX
; Ygi bX`Y]h`bY`a Y`]b`i bgYfYf`a]gghfUi]gWYb`F]g]_c!
; YgY`gWUZh `XYi h]W`ni ž`j Yfk]Yg`XYf`9I dYfhY`Ui Z
YbhgdFYWYbXY`I a ZfU[Yb``8Yf`5i ggU[Yž`k cbUW`X]Y` f]W h][Y
9fbÄ`fi b[`XYf`GW`ØggY`ZØf`X]Y`Y][YbY` ; Ygi bX`Y]h`i bX`J]hU`]hÄh
gY]ž`gh]a a hYb`*-i `XYf`6YZfU[hYb` gY`f`ni ``(&i `gY]Yb`XYf
A Y]bi b[ž` XUgg`j]Y`Y`a cXYfbY`DfcXi _hY`b]W h`[Ygi bX`g]bX` "

8]Y'<Yf_i bZhj cb'@YVYbga]hY'b' [Yk]bbY'XU\Yf'XYi h]W\Ub
GhY''Ybk Yfhž'i bhYfghf]W\6Yi hY'a YmYf''8]Yg'_ca a Y'Ui W\]b'Y]bYf
k Y]hYfYb'i a ZfU[Y'ni a '5i gXfi W_''8Ya bUW\Uggcn]]YfYb'a]h'XYa
6Y[f]ZZ' f]W\h][Y'9fbÀ\fi b['ghc'nY', ' i 'gY'Vgh' [Y_cW\hY'GdY]gYb
i bX'YVYbZU`g', ' i 'fY[]cbU'Y'DfcXi _hY''+) i 'j YfghY\Yb'XUfi bhYf
j cf'U''Ya '\Y]a]gW\Y'@YVYbga]hY''i bX'*\$i 'ZÀ'h'XUni 'XUg'5A 5!
; ØhYg]Y[Y''Y]b'' 8]YgYg'; ØhYnY]W\Yb']gh'gca]h'Y]b'k]W\h][Yf
Cf]Ybh]Yfi b[ga U» ghUV ž'gc'XYf'FYZYfYbh''6Y]'Y]bYf'6YZfU[i b[
bUW\XYf'6Y_Ubbh\Y]h'j cb'; ØhYg]Y[Y'b''Y[Y'XUg'XYf'5A 5'a]h
-) i ' _Uf']b': Ø\fi b[žYg[Y'hY'U'g'j YfhfUi Ybgk ØfX][Ygž'cZZ]n]Y''Yg
ghUUh]W\Yg'; ØhYnY]W\Yb''5i W\XYf'U_hi Y''Y'HJ!5A 5!K YfVYgdch
gY]'X]YgVYnØ[']W\U'g['Ui Vk ØfX]['UV[YhYghYh'k cfXYb''

6Yi hY'a YmYf'bUbbhY'Ui W\k Y]hYfY'VYa Yf_Ybgk YfhY
I a ZfU[YYf[YVb]ggY. '5i Z'X]Y': fU[Yž'k Yf'j YfUbhk cfh]W\ZØf'X]Y
[YdZY[hY'?i 'hi f'UbXgW\UZh']b'^2 ghYffY]W\]ghž'gU[hYb',) i 'X]Y
6Ài Yf]bbYb'i bX'6Ui Yfb'gck]Y')) i 'X]Y'fY[]cbU'Y'Dc'h]_''5b
Xf]hYf'GhY''Y'k i fXYb'a]h'(&i 'X]Y'\Y]a]gW\Yb'?cbgi a YbhYb
[YbUbbh'' 8]Y'J YfVfUi W\Yf'\UVYb'U'gc']b'XYb'j Yf[Ub[YbYb
X\YfYb'XUni [Y'Yfbhž'g]Y'\UVYb'VY[f]ZZYbž'XUgg'Ui W\g]Y'a]h']\fYa
; f]ZZ]bg'<UbXY'gfY[U'j YfUbhk cfh]W\ZØf'X]Y'Ni _i bZh'XYf
@UbXk]fhgW\UZh'i bX'XYg'ÀbX']W\Yb'FUi a Yg'g]bX ž'Yf_`ÀfhY
6Yi hY'a YmYf''

9f'j Yfk]Yg'XUni 'Ui W\Ui ZI bhYfgi W\i b[Ybž'X]Y'Y]bYb
Ni gUa a Yb\Ub['nk]gW\Yb'XYf'?Ui ZVYfY]hgW\UZh'i bX'VYgh]a a hYb
DfY]ggW\k Y''Yb'\YfghY''Yb''6Y]'GW\k Y]bYZY]gW\VYn]Y\i b[gk Y]gY
GW\b]hnY'ZY]gW\'\UVY'g]W\]a '<UbXY''[YnY][hž'XUgg'ZØf'XUg
]b'ÀbX]gW\Y'DfcXi _h'Y]b'i a ''9i fc#['\Ø\YfYf'DfY]g'U_nYdh]Yfh
k i fXY'U'g'ZØf'Y]b'Ui g'ÀbX]gW\Yg''8]YgYb'A Y\fk Yfh'[Y'hY'Yg'ni
'i _f]YfYbž'VYhcbhY'XYf'9I dYfhY''6YgcbXYfg'k]W\h]['gY]'UVYf'Y]bY
YbhgdYfW\YbXY'<Yf_i bZh'g_YbbnY]W\bi b[ž'i a 'XYb'?cbgi a YbhYb
Y]bY'_UfY'DfcXi _hX]ZZYfYbn]Yfi b['ni 'Yfa Ô[']W\Yb''

6Ygi W\Yb`G]Y`i bg`Ui Z.`ZY]gW\i bXWc"Uh