

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``gWX UZh]WX Y`K UbXY`k YfXY`j cb`Y]bYa`[UbnYb
6ØbXY`Ub`j YfgWX]YXYbYb`HfYbXg`[YdfÀ[h`VYf]WX hYhY
A Uf_hZcfgWX Yf`K YfbYf`6Yi hY`a YmYf`8]YgYf`K UbXY`j YfAbXYfY
Ui WX`XUg`9]b_Ui Zgj Yf\U`hYb`8Yf`GhY``Ybk Yfh`j cb`G]WX Yf\Y]h`i bX
; Ygi bX\Y]h`bY\ a Y`]b`i bgYfYf`a]gghfUi]gWX Yb`F]g]_c!
; YgY``gWX UZh`XYi h]WX`ni žj Yfk]Yg`XYf`9I dYfhY`Ui Z
Ybhgd fYWX YbXY`I a ZfU[Yb`8Yf`5i ggU[Yž`k cbUWX`X]Y`f]WX h][Y
9fbÀ\fi b[`XYf`GWX`ØggY``ZØf`X]Y`Y][YbY`; Ygi bX\Y]h`i bX`J]hU`]hÀh
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]WX h`[Ygi bX`g]bX`"

8]Y'<Yf_i bZhj cb '@VVYbga]hhY'b'[YK]bbY'XU\Yf'XYi h]WX'Ub
GhY``Ybk Yfhj b hYfghf]WX'6Yi hY'a YmYf"8]Yg'_ca a Y'Ui WX']b'Y]bYf
k Y]hYfYb'l a ZFU[Y'ni a '5i gXfi W_''8Ya bUWX'Uggcn]]YfYb'a]h'XYa
6Y[f]ZZ' f]WX h][Y'9fb\ fi b['ghc'nY', 'i 'gY'Vgh[Y_cWX hY'GdY]gYb
i bX'YVYbZU`g', 'i 'fY[]cbU`Y'DfcXi _hY"++)i 'j YfghY\Yb'XUfi b hYf
j cf'U``Ya '\Y]a]gWX Y'@VVYbga]hhY' i bX'*\$i 'Z`h'XUni 'XUg'5A 5!
; ØhYg]Y[Y``Y]b" 8]YgYg'; ØhYnY]WX Yb']gh'gca]h'Y]b'k]WX h][Yf
Cf]Yb h]Yfi b[ga U»ghUV'žgc'XYf'FYZYfYbh'6Y]Y]bYf'6YZFU[i b[
bUWX'XYf'6Y_Ubbh\Y]hj cb'; ØhYg]Y[Y`b`]Y[Y'XUg'XYf'5A 5'a]h
-)i 'Uf'b: Ø\ fi b[zYg[Y'hY'U'g'j YfhfUi Ybgk ØfX][Ygž'cZZ]n]Y``Yg
ghUUh]WX Yg'; ØhYnY]WX Yb"5i WX'XYf'U_hi Y``Y'HJ!5A 5!K YfVYgdch
gY]X]YgVYnØ[`]WX'U`g[`Ui Vb ØfX]['UV[YhYghYh'k cfXYb"
6Yi hY'a YmYf'bUbbhY'Ui WX'k Y]hYfY'VY a Yf_Ybgk YfhY
I a ZFU[YYf[YVb]ggY. '5i Z'X]Y': fu[Yž'k Yf'j YfUbhk cfh]WX'ZØf'X]Y
[YdZY[hY'?i 'hi f`UbXgWX UZh]b'2 ghYffY]WX']ghž'gU[hYb',)i 'X]Y
6Ai 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]gWX Yb'?cbgi a YbhYb
[YbUbbh" 8]Y'J YfVfUi WX Yf'\UVYb'U`gc']b'XYb'j Yf[Ub[YbYb
\\$UfYb'XUni [Y`Yfbhž'g]Y'\UVYb'VY[f]ZZYbž'XUgg'Ui WX'g]Y'a]h']\fYa
; f]ZZ'bg'<UbXY'gfY[U'j YfUbhk cfh]WX'ZØf'X]Y'Ni _i bZh'XYf
@UbXk]fhgWX UZh'i bX'XYg'`AbX']WX Yb'FUi a Yg'g]bX'ž'Yf_`AbhY
6Yi hY'a YmYf"

9f'j Yfk]Yg'XUni 'Ui WX'Ui ZI b hYfgi WX i b[Ybž'X]Y'Y]bYb
Ni gUa a Yb\Ub['nk]gWX Yb'XYf'?Ui ZVYfY]hgWX UZh'i bX'VYgh]a a hYb
DfY]ggWX k Y``Yb'`YfghY``Yb"6Y]GWk Y]bYZY]gWX'VYn]Y\i b[gk Y]gY
GWk b]hnY'ZY]gWX'\UVY'g]WX']a'<UbXY'[YnY][hž'XUgg'ZØf'XUg
]b`AbX]gWX 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`AbX]gWX Yg"8]YgYb'A Y\fk Yfh'[Y'hY'Yg'ni
'i '_f]YfYbž'VYhcbhY'XYf'9i dYfhY"6YgcbXYfg'k]WX h]['gY]UVYf'Y]bY
YbhgdFYWX YbXY'<Yf_i bZhg_YbbnY]WX bi b[ž'i a 'XYb'?cbgi a YbhYb
Y]bY'`UfY'DfcXi _hX]ZZYfYbn]Yfi b['ni 'Yfa Ø[']WX Yb"

6Ygi WX Yb 'G]Y i bg 'Ui Z. 'Z Y]gWX i bXW "Uh