

## Neuer Gütezeichen-Guide

Für den Report „Zeichen-Tricks“ hat Greenpeace 26 Kennzeichen für Lebensmittel untersucht, die von den zehn größten österreichischen Supermarktketten verwendet werden.



...

9]b`8 f]hY`XYf`ja`< UbXY`j YfVfY]hYhYb`; ØhYnY]WXYb`]gh`Ui h  
5b[ UVYb`XYf`B; C`b]WKhj YfhfUi Ybgk ØfX][`cXYf`gY]  
\_cbhfUdfcXi\_hj`ZØf`X]Y`9ffY]WXi b[ `j cb`B UW\U`h][\_Y]hgn]Y`Yb"  
8]Y`VYghYb`B chYb`[ UV`Yg`ja`6]c!6YfY]W žVYf]W hYhY`X]Y`B; C"

5i Z\*\$`GY]hYb`j Yfgi W hY`a Ub`a ]hY`g`Y]bYf`gW f]Zh]W`Yf`Ai hYfhYb  
6Yk Yfhi b[ `Ui Z`Y]bYf`ZØb žghi Z[ Yb`G\_U`Už`X]Y`; fU[ Y`ni  
VYUbhk cfhYb ž]bk ]Yk Y]h`a Ub`U`g`?cbgi a Ybh`; ØhYnY]WXYb  
j YfhfUi Yb`\_Ubb"@Ui hY]bYf`\_Øfn`W`di V`n]YfhYb`; fYYbdYUW!  
I a ZFU[ Y`UW hYh`ja a Yf\]b`fi bX`X]Y`<Ä`ZhY`Ui Z`NYfh]Z\_UhY`VY]  
@VYbga ]hY`b" A ]h`a UbWXYb`; ØhYnY]WXYb`\_Ubb`; fYYbk Ug\]b[  
VYhf]VYb`k YfXYb ž`ghY`hY`; fYYbdYUW!`?cbgi a YbhYbgdfYWXYf]b  
Bi bi`?U`Yf`ZYgh" Bi f`k Y]`Y]b`b UW\U`h][Yg`NY]WXYb`Ui Z`Y]b  
DfcXi\_h[ YXfi W\_h]ghž]gh`XUg`bcW`Ub[ Y`\_Y]bY`5i ggU[ Y`ØVYf  
YW hY`Ö\_c`c[ ]gWXY`B UW\U`h][\_Y]h ž`\Y]»hYg`XUni`ja`GW`i ggk cfh

XYg; i ]XYg"

GYW\g'G]Y[ Y`k i fXYb`Yhk U`a ]h`Y]bYf`Xi b\_Y`fchYb` : ØbZ  
VYk YfhYhž`U`gc`U`g` UVgc`i h`b]W\h`j YfhfUi Ybgk ØfX][ "9]b`6Y]gd]Y`  
XUZØf`]gh`XUg`A YYfYgZ]gW\!G]Y[ Y`A G7" F i bX`- \$`DfcnYbhXYf  
\_ca a Yfn]Y``[ Ybi hnhYb` : ]gW\VYgh`AbXY`g]bX`Ui g[ YfY]nhž`ØVYfZ]gW\h  
cXYf`ni gUa a Yb[ YVfcW\Yb ž`gU[ hY`?U`Yfž`XYf`A YYfYgZ]gW\!  
?cbgi a `a ØggY`XU\Yf`XYi h`]W\`fYXi n]Yfh`k YfXYbž` XcW\  
ghUhhXYggYb`[ Y`Ub[ h` `Ub[ YZYi Yfh`Xi fW\`A G7` `]a a Yf`a Y`f` : ]gW\  
Ui g`XYb`CnYUbYb`]b`X]Y`Gi dYfa Uf\_hfY[ U`Y "BYVYb`A G7  
VYk YfhYhY`X]Y`B; C`XUg`DU`a Ò!@UVY`F GDCž`XUg`5ei U\_i `hi f!  
@UVY`5G7ž`Dfc`D`UbYhž`F U]bZcfYgh`5``UbW`i bX`X]Y` ; UfUbh]Yfh  
hfUX]h]cbY``Y`GdYn]U`]h`h` `Ui ggW\`]Y»`]W\`bY[ Uh]j "

Bi f`]a `A ]hhY`a U»`cfhYhY`; fYYbdYUW`XUg`\_cbj Ybh]cbY``Y`5A 5!  
; ØhYg]Y[ Y``6YgcbXYfYf`?f]h]\_di b\_h`k Uf`X]Y`]a a Yf`bcW\`Yf`Ui VhY  
: ØhhYfi b[ `a ]h[ YbhYW\b]gW\`j Yf`AbXYfhYb` : i hYfa ]hhY`b`]b`XYf  
ØghYffY]W\]gW\Yb`GW\k Y]bY\U`hi b[ "5i W\`XYf`9]bgUhn`j cb  
5bh]V]ch]\_U`VY]`5A 5!GW\k Y]bYb`gY]`k Y]hYf\]b`i b[ YVfYa gh`\cW\ "

⇒a a Yf\]b`g]bX`%( `XYf`&\*`ØVYfdfØZhYb`; ØhYnY]W\Yb`Ui h`XYf`B; C  
Ya dZY\`Ybgk Yfh`5``Y`6]c!G]Y[ Y`ž` : U]fhfUXYž`XUg`J!@UVY`cXYf`XUg  
C\`bY`; YbhYW\b]\_`Yf[ YghY``h !NY]W\Yb`ZU`Yb`\]Yf`XUfi bhYf``I bX  
Ui W\`Y]b`6`]W\_`Ui ZX]Y`6]c!A Uf\_Yb`XYf`Gi dYfa `Af\_hY`YbXYhY  
dcg]hj` .`8]YgY[ Y\Yb`]b`]\fYb`DfcXi \_h]cbggUbxUfXg`hY]`k Y]gY  
gc[ Uf`k Y]h`ØVYf`X]Y`9I !6]c!J YfcfXbi b[ `]\]bUi gž`gW\f]YV  
; fYYbdYUW`` <]Yf`\_ØbbYb`k ]f`² ghYffY]W\g`<UbXY`Ui gXfØW\_]W\  
`cVYbž`X]Y`Yk Y]] [ Yb`6]c!9][ Yba Uf\_Yb`XYf`Y]bnY`bYb  
Gi dYfa `Af\_hY`g]bX`Xi fW\[ Y\YbX`j YfhfUi Ybgk ØfX][ "8Yf`; f]ZZ`bUW\  
6]c!DfcXi \_hYbž`X]Y`fY[ ]cbU`YfnYi [ h`k i fXYbž`]gh]b`YXYa ` : U`X]Y  
Ò\_c`c[ ]gW\ghY`?Ui ZYbhgW\Y]Xi b[ ž`X]Y`a Ub`]a `Gi dYfa Uf\_h`hfYZZYb  
\_Ubb ž`VYhcbhY`?U`Yf"⇒a `HYgh`ØVYfnYi [ hYb`[ `Ab[ ] [ Y`6]ca Uf\_Yb  
j cb`<cZYfg` Ni fØW\_`ni a `I fgdfi b[ `V]g`ni `FYk Yg` »B`UhØf`]W\ "

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