

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]hhY ``XYf']a ' < UbXY`'j YfVfY]hYhYb ' ; ØhYnY]WYb ']gh`Ui h
5b[UVYb 'XYf' B; C 'b]WYh'j YfhfUi Ybgk ØfX]['cXYf'gY]
_cbhfUdfcXi _h]j 'ZØf'X]Y '9ffY]WYi b['j cb' B UW\U'h][_Y]hgn]Y`Yb"
8]Y 'VYghYb 'BchYb '[UV 'Yg']a '6]c!6YfY]WYž'VYf]WYhYhY 'X]Y 'B; C "

5i Z* \$ 'GY]hYb 'j Yfgi WYhY'a Ub'a]hhY`g'Y]bYf'gWYf]Zh']WY 'Yf`Ài hYfhYb
6Yk Yfhi b['Ui Z'Y]bYf'ZØbZgh Z][Yb 'G_U'Už'X]Y ' fU[Y 'ni
VYUbhk cfhYbž]bk]Yk Y]h'a Ub'U'g'?cbgi a Ybh; ØhYnY]WYb
j YfhfUi Yb '_Ubb" @Ui h'Y]bYf' _Øfn]WY 'di V`n]YfhYb ' ; fYYbdYUWY!
I a ZfU[Y 'UW\hYh]a a Yf\]b'fi bX'X]Y <À'ZhY 'Ui ZNYfh]Z_UhY 'VY]
@YVYbga]hhY`b" A]h'a UbWYb ' ; ØhYnY]WYb '_Ubb ' ; fYYbk Ug\]b[
VYhf]YVYb 'k YfXYb ž'ghY ``hY ' ; fYYbdYUWY! ?cbgi a YbhYbgdfYWYf]b
Bi bi ' ?U``Yf'ZYgh" Bi f'k Y]`'Y]b' bUW\U'h][Yg 'NY]WYb 'Ui Z'Y]b
DfcXi _h][YXfi W_h]ghž]gh'XUg'bcWY ``Ub[Y '_Y]bY '5i ggU[Y 'ØVYf
YWYhY 'Ø_c`c[]gWYB UW\U'h][_Y]h ž'Y]» h'Yg'XUni ']a 'GWY 'i ggk cfh

XYg'; i]XYg"

GYWg`G]Y[Y`k i fXYb`Yhk U'a]h`Y]bYf`Xi b_Y`fchYb` : ØbZ
VYk YfhYh`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` - \$`DfcnYbh`XYf
_ca a Yfn]Y`[Ybi hnhYb` :]gW VYgh`bXY`g]bX`Ui g[YfY]nh`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
ghUhXYggYb`[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 YfhYh`X]Y`B` C`XUg`DU`a Ø`!@UVY`F GDCž`XUg`5ei U_i `hi f!
@UVY`5G7ž`Dfc`D`UbYh`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`YfA`bXYf`Yb`:`i`hhYfa`]hhY`b`]b`XYf
ØghYffY]W\`gW\`Yb`GW\`k`Y]b`Y\`U`hi`b[``5i`W\`XYf`9]bgUh\`j`cb
5bh]V`ch]_U`VY`]5A`5!`GW\`k`Y]b`Yb`gY`]k`Y]hYf\`]b`i`b[`YVfYa`gh`cW\`"

⇒ a a Yf\]b'g]bX'%'XYf'&*ØVYfdfØZhYb'; ØhYnY]WYb'`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'; YbhYWb]_`Yf[YghY`h !NY]WYb'ZU``Yb'`]Yf'XUfi bhYf"! bX
Ui WYb'6]W_Ui ZX]Y'6]c!A Uf_Yb'XYf'Gi dYfa Åf_hY'YbXYhY
dcg]hjj'`8]Ygy'[Y\Yb'`]b'`]fYb'DfcXi _h]cbgghUbXUfXg'hY]`k Y]gY
gc[Uf'k Y]hØVYf'X]Y'9I'!6]c!J YfcfXbi b[`]bUi gž'gWf]YV
; fYYbdYUW"``<]Yf'_ØbbYb'k]f'2 ghYffY]Wg'<UbXY`Ui gXfØW`]W
`cVYbž'X]Y`Yk Y][Yb'6]c!9][Yba Uf_Yb'XYf'Y]bnY`bYb
Gi dYfa Åf_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
Ø_c`c[]gWghY`?Ui ZYbhgWY]Xi b[ž'X]Y'a Ub'`a`Gi dYfa Uf_h'hfYZZYb
_Ubb'ž'VYhcbhY`?U``Yf"!a`HYghØVYfnYi [hYb'`]Åb[][Y'6]ca Uf_Yb
j cb'<cZYfg` Ni fØW`ni a`I fgdfi b[`V]g`ni`FYk Yg`!J`B UhØf]W "!

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