

Überproportionale Zuwächse bei Fleisch

AGM-Geschäftsführer Peter Buchner im Gespräch mit der Fleischerzeitung.



...

K Y`W Yb 'GhY``Ybk Yfh`\Uh': f]gW Z`Y]gW 'a]h'6`]W_f]W hi b[
; Ughfcba]Y `VY] XYf '5VgUhn! 'i bX

? i bXYbV]bXi b[gghfUhY[]Y j cb'5; A 3

6i WbYf. ; `Y]gW gd]Y'h]b XYf'ÔghYffY]W Yb'; Ughfcba]Y'bUW k]Y j cf'Y]bY VYXYi hYbXY Fc``Y''5; A 'dcg]h]cb]Yfh'g]W XU\Yf VYfY]hg'gY]h'U\ fYb 'U'g'; `Y]gW!9I dYfhY''8Ug'gd]Y[Y'h'g]W 'Ui W .]b XYf'5VgUhn! 'i bX ?i bXYbV]bXi b[gghfUhY[]Y'ghUf_k]XYf''; YfUXY]b XYf'K UfYb[fi ddY'; `Y]gW j YfnY]W bYh'5; A 'ØVYfdfcdcfh]cbU'Y Ni k ÅW gY"

6Y]k Y`W Yb': `Y]gW gc fhYb'g]Y\h'5; A K UW ghi a gdchYbh]U'3'

6i WbYf. ; fi bXgÀhn]W Ybhk]W Y'b'g]W U''Y : `Y]gW gc fhYb dcg]h]j ''8i fW i bgYfY F]bXZY]gW dfcZ]Yfi b['gck]Y'Xi fW XYb HfYbX ni GhYU_g'i bX'6i f[Yf'j YfnY]W bYb'k]f'Y]bY'gY\ f'ghUf_Y 9bhk]W_i b['ja '6YfY]W F]bXZY]gW "F]bXZY]gW .]gh'VYfY]hg'gY]h Y]b][Yb'U\ fYb'Gw k Yfdi b_h'VY'5; A 'i bX'k]fx'_cbh]bi]Yf']W k Y]hYf'ZcfW]Yfh i bX'Ui g[YVUi h''F]bXZY]gW 'Ui g'2 ghYffY]W b]a a h Y]bYb '\c\Yb'GhY''Ybk Yfh]bbYf\U'V'XYg'Gcfh]a Ybhg'Y]b' 'XUni [Y\Øfh'Yhk U'XUg'DfYa]i a !DfcXi _h'5'dYbj cf'UbX'F]bX'cXYf F]bXZY]gW j cb'XYf'G]a a YbhU'Yf? U'V]b''B'VYb'XYb'? `Ugg]_Yfb HUZY'gd]hn i bX'6Y]f]YX'ZØ\fh'5; A 'Ui W DfcXi _hY'k]Y'A U[YfYg A Y]gY'z'k Y]» Yg'Gw YfnY'z'Gw 'Ydd'gck]Y: 'YXYfa'Ui g'i bX'<Yfn! cXYf'B]YfYbnUdZYb''8UfØVYf'\]bUi g'Vf]b[Yb'Ui W GdYn]U'fUggYb k]Y'XUg'8i fcWGw k Y]b'Ni gUhni a gÀhnY"

A]h'k Y`W Yb'E i U']hÀhgdfc[fUa a Yb'dfcZ]Yfh'g]W .5; A 3'

6i WbYf. '9bhgd fYw YbX i bgYfYf'9][Ybj YfUbhk cfhi b['[Y[YbØVYf Y]bYf]b hU_hYb' l a k Y'hgck]Y'XYf'ÔghYffY]W Yb'K]fhgW UZh ZØ\ fYb'k]f'ØVYfk]Y[YbX: 'Y]gW j cb'Ui g[Yk Å\hYb'\Y]a]gW Yb 6Ui Yfb"

5; A 'dZY[h'gY]h'U\ fYb'Y]bY[i hY'Ni gUa a YbUfVY]h'a]h'XYf ; Ybi gg'F Y[]cb'2 ghYffY]W ' 'Y]bYf'A Uf_YzX]Y'g]W 'ni a 'N]Y' [YgYhm' \Uhž'e i U']hUhj j '\cW k Yfh][Y'i bX'gW ØhnYbgk YfhY DfcXi _hY'Ui g'2 ghYffY]W XUi Yf\UZh'Ui Z'XYa 'A Uf_h'ni 'YhUV'YfYb"

Gc '_ÒbbYb 'k]f'VY]gd]Y`gk Y]gY 'Ui W\ U`g'DUfhbYf'XYf'; Ybi gg
F Y[]cb 'Hi ``bYfZY`X 'X]Y 'fY[]cbU`Y`GdYn]U`]hÀh' Hi ``bYfZY`XYf
GW\ k Y]b 'Ui g`B]YXYfÒghYffY]W\]b 'U``Yb '5; A !A Àf_hYb '_cbghUbh
UbV]YhYb" GhfYb[Y 'F]W\ h`b]Yb 'VY] < U`hi b[ž5i Zhi W\ h'i bX
J YfUfVY]hi b[' [Yk À\ f`Y]ghYb 'gW\ a UW\ \UZhYg`GW\ k Y]bYZY]gW\ 'a]h
VYghYf'E i U`]hÀh" J ca ' ; YZØ[Y`gdYn]U`]ghYb ' < i VYfg`VYn]Y\ Yb 'k]f
< Ø\ bYf! ' i bX 'Di hYbZY]gW\ 'Ui W\]b '6]c! E i U`]hÀh" 8 Ub_ 'XYa
GdYn]U`]ghYb '5[Yf'nÀ\ `h`Ui W\ 'XUg`HfYbX!DfcXi _h`K]X 'ni 'Y]bYa
ZYghYb '6YghUbXhY] 'i bgYfYg'; `Y]gW\ !Gcfh]a Yb hg"

=a ' : `Y]gW\ gY[a Ybh`ZØ\ fYb 'k]f'Ui » YfXYa 'X]Y '9][Yba Uf_Y
; Ybi gg; c`XžX]Y 'gY\ f'[i h`Ua 'A Uf_h`Y]b[YZØ\ fh]gh'i bX 'bUW\ 'k]Y
j cf'Ni k ÀW\ gY 'Yfn]Y 'h" l bYf'X]YgYf '9][Yba Uf_Y 'ZØ\ fYb 'k]f
: `Y]gW\ !žGW\]b _Yb! ' i bX 'K i fghgdYn]U`]hÀhYb 'a]h[YdfØZhYf
E i U`]hÀh"; `Y]W\ nY]h][' []h; Ybi gg; c`X 'Ui W\ 'U`g'DfY]g!
9]bgh]Y[ga Uf_Y ']b 'i bgYf'i a ZUb[fY]W\ Yg`F]bXZY]gW\ gcfh]a Yb h"

K]f'ZØ\ fYb 'XUni 'Ui W\ : `Y]gW\ 'Ui g`XYb ' ; Ybi gg'F Y[]cbYb
5`dYbj cf`UbXf]bXžHi ``bYfZY`XYf'GW\ k Y]bžUVYf'Ui W\ 'fY[]cbU`Y
GdYn]U`]hÀhYb 'k]Y 'XUg'J i ` _Ub`UbXgW\ k Y]bž@AbX`Y!GW\ k Y]bž
@AbX`Y!? U`VžH]fc`Yf? U`V 'cXYf'Ui W\ 'fY[]cbU`Yg'; YZØ[Y`"
GY`Vghj YfghAbX`]W\ 'ZØ\ fYb 'k]f'Ui W\ '6]c!: `Y]gW\ 'XYf'A Uf_Y 'J.
B UhØf`]W\ 'i bX 'Y]bY 'J]Y`nU\ ``Ub 'DfcXi _hYbžX]Y 'a]h'XYa '5A 5!
; ØhYg]Y[Y`'Ui g[YnY]W\ bYh'g]bX"

A]h`k Y`W\ Yb '8]Ybgh`Y]ghi b[Yb 'i a fU\ a h'5; A 'gY]b ' : `Y]gW\ !
5 b[YVch3

6i W\ bYf '5; A 'j YfZØ[h'ØVYf`Y]b ``Ui ZYbX '[YgW\ i 'hYg '6YfUh i b[g!
i bX 'J Yf_Ui ZghYua ']b 'XYb 'A Àf_hYbži a 'cdh]a U``Ui ZX]Y
6YXØfZb]ggY 'XYf? i bXYb 'Y]b[Y\ Yb 'ni '_ÒbbYb '8 Uni 'dZY[Yb 'k]f
Y]bY 'Yb[Y 'Ni gUa a YbUfVY]h'a]h'XYb ' < YfghY ``Yfbži a 'X]Y
A]hUfVY]hYf'Ui Z'XYa ' @Ui ZYbXYb 'ni '\ U`hYb 'i bX 'X]Y ? i bXYb 'ni
gdYn]Y ``Yb 'GU]gcbYb ' 'k]Y 'VY]gd]Y`gk Y]gY 'XYf'K]XgU]gcb '
Ui g[]YV]['VYfUhYb 'ni '_ÒbbYb "

K]Y 'gY\ Yb 'g]Y 'X]Y ? ccdYfUh]cbgW\ UbW\ b 'nk]gW\ Yb '5; A
i bX 'XYa ' : `Y]gW\ Yf\ UbXk Yf_3

6i W\ bYf '5; A 'X]Ybh'Ui W\ 'U`g'Ni ']YZYfYf'ZØf'XUg

: `Y]gWX Yf\UbXk Yf_žXU'5; A 'Ui Z[fi bX'gY]bYg'J c``gcfh]a Ybhg'Ui WX
9f[Åbni b[gdfcXi _hY 'ZØf'XUg': `Y]gWX Yf\UbXk Yf_ŽØ\fh"
?cc dYfUh]cbgWX UbWXb 'g]Y\h'5; A ']a '6YfY]WX 'XYf'@c[]gh]_": Øf'XYb
?i bXYb 'gh'Yg'gY'Vghj YfghÅbX']WX 'j cb 'J cfhY]žk Ybb 'Yf'U'Yg'Ui g
Y]bYf'< UbX 'VY_ca a h'i bX 'b]WX h'ZØf'YXYg'DfcXi _h'Y]bYb 'Y][YbYb
@]YZYfdUfhbYf'\Uh"

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