

Überproportionale Zuwächse bei Fleisch

AGM-Geschäftsführer Peter Buchner im Gespräch mit der
Fleischerzeitung.



...

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

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

6i WAbYf. :`Y]gW`gd]Y`h]b`XYf`ÒghYffY]W`gWYb`; Ughfcbca]Y`bUW
k]Y`j cf`Y]bY`VYXYi hYbXY`F c``Y""5; A`dcg]h]cb]Yfh`g]W`XU`Yf
VYfY]hg`gY]h`đ\`fYb`U`g` :`Y]gW`!9l`dYfhY""8 Ug`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`ØVYfd`fcdcfh]cbU`Y
Ni k ÅW`gY"

6Y]`k Y`WYb` :`Y]gW`gc`fhYb`g]Y`h`5; A
K UW`ghi a`gd`chYb]h]U`3`

6i WAbYf. :`fi bXgÅh`]W`Yb`hk]W`Y`b`g]W`U`Y` :`Y]gW`gc`fhYb
dcg]h]j ""8 i fW`i`bgYfY`F]bXZY]gW`dfcZ`]Yfi b[`gc`k]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
9b`hk]W`i`b[`]a`6YfY]W`F]bXZY]gW`"F]bXZY]gW`]gh`VYfY]hg`gY]h
Y]b][Yb`đ\`fYb`GW`k Yfdi b`h`VY]`5; A`i bX`k]fX`_`cb]h]bi]Yf`]W
k Y]hYf`ZcfW]Yfhi 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`Yb`hg`Y]b`XUni
[Y`Öfh`Yhk U`XUg`DfYa`]i a`!DfcXi`_`h`5`dYbj cf`UbX`F]bX`cXYf
F]bXZY]gW`j cb`XYf`G]a`a`Yb`hU`Yf`? U`V]b""BYVYb`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`ž`k`Y]» Yg`GW`YfnY`ž`GW`Ydd`gck]Y` :`XYfa`Ui`g`i bX`<`Yfn!
cXYf`B]YfYbnUdZYb""8 UfØVYf`_`]bUi`g`Vf]b[Yb`Ui W`GdYn]U`fUggYb
k]Y`XUg`8i fcWGW`k Y]b`Ni gUmi a`gÅhY"

A]h`k Y`WYb`E`i`U`]hÅhgd`fc[fUa`a`Yb`d`fcZ`]Yfh`g]W`5; A 3`

6i WAbYf. `9b`hgd`fYW`YbX`i`bgYfYf`9][Ybj YfU`b`hk cfhi b[`[Y[YbØVYf
Y]bYf`]b`hU`hYb`l`a`k`Y`h`gck]Y`XYf`ÒghYffY]W`gWYb`K`]fhgW`UZh
ZØ`fYb`k]f`ØVYfk]Y[YbX` :`Y]gW`j`cb`Ui`g[Yk Å`hYb`_`Y]a`]gWYb
6Ui`Yfb"

5; A`dZY[h`gY]h`đ\`fYb`Y]bY`[i`hY`Ni`gUa`a`Yb`UfVY]h`a`]h`XYf
; Ybi`gg`F`Y[]cb`2`ghYffY]W`Y`Y]bYf`A`Uf`_`Y`ž`X]Y`g]W`ni`a`N]Y`
[YgYhnh`_`Uhž`ei`U`]hU]j`_`cW`k`Yfh][Y`i`bX`gW`ØhYb`gk`YfhY
DfcXi`_`hY`Ui`g`2`ghYffY]W`XUi`Yf`UZh`Ui`ZX`Ya`A`Uf`_`h`ni`Y`hUV`YfYb"

Gc`_ÖbbYb`k`j`f`VY]gd]Y`gk`Y]gY`Ui`W`U`g`DUfhbYf`XYf`; Ybi`gg`
FY[]cb`Hi`b`YfZY`X`X]Y`fY[]cbU`Y`GdYn]U`]hÄh`Hi`b`YfZY`XYf`
GW`k`Y]b`Ui`g`B]YXYfÖghYffY]W`]b`U`Yb`5; A`!A`Äf`hYb`_cbghUbh`
UbV]YhYb`"GhfYb[Y`F]W`h`b]Yb`VY]<U`hi`b[ž`5i`Zni`W`h`i`b`X`
J`YfUfVY]hi`b[]`Yk`Ä`f`Y]ghYb`gW`a`UW`_UZhYg`GW`k`Y]b`YZY]gW`a`]h`
VYghYf`E`i`U`]hÄh`J`ca` ; YZØ[Y`gdYn]U`]ghYb`<i`VYfg`VYn]Y`Yb`k`j`f`
<Ø`b`Yf`!`i`b`X`Di`hYb`ZY]gW`Ui`W`]b`6]c!E`i`U`]hÄh`8`Ub`_`XYa`
GdYn]U`]ghYb`5[Yf`nÄ`h`Ui`W`X`Ug`HfYbX!DfcXi`_h`K`]`X`ni`Y`b`Ya`
ZYghYb`6YghUbXhY]`i`bgYfYg`:`Y]gW`!Gc`fh]a`Yb`hg"

æa`:`Y]gW`gY[a`Ybh`ZØ`fYb`k`j`f`Ui`»YfXYa`X]Y`9][Yba`Uf`_Y`
; Ybi`gg; c`Xž`X]Y`gY`f`[i`h`Ua`A`Uf`_h`Y]b[YZØ`fh`]gh`i`b`X`b`UW`k`j`Y`
j`cf`Ni`k`ÄW`gY`Yfn]Y`h`i`bhYf`X]Y`gYf`9][Yba`Uf`_Y`ZØ`fYb`k`j`f`
:`Y]gW`!ž`GW`]b`_Yb`!`i`b`X`K`i`fghgdYn]U`]hÄhYb`a`]h[YdfØZhYf`
E`i`U`]hÄh`; `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`]b`X`ZY]gW`gc`fh]a`Yb`h"

K`j`f`ZØ`fYb`X`Uni`Ui`W`:`Y]gW`Ui`g`XYb`; Ybi`gg`FY[]cbYb`
5`dYbj`cf`UbXf]b`Xž`Hi`b`YfZY`XYf`GW`k`Y]bž`UVYf`Ui`W`fY[]cbU`Y`
GdYn]U`]hÄhYb`k`j`Y`X`Ug`J`i`_`Ub`UbXgW`k`Y]bž`@ÄbX`Y!GW`k`Y]bž`
@ÄbX`Y!`?U`Vž`H]fc`Yf`?U`V`c`XYf`Ui`W`fY[]cbU`Yg`; YZØ[Y`"
GY`Vghj`YfghÄbX`]W`ZØ`fYb`k`j`f`Ui`W`6]c!:`Y]gW`XYf`A`Uf`_Y`_d`
B`UhØf`]W`i`b`X`Y]b`Y`J`Y`n`U`_`Ub`DfcXi`_h`Ybž`X]Y`a`]h`XYa`5A`5!
; ØhYg]Y[Y`Ui`g[YnY]W`b`Yh`g]b`X"

A`]h`k`Y`W`Yb`8]Ybgh`Y]ghi`b[Yb`i`a`fU`a`h`5; A`gY]b`:`Y]gW`!
5b[YV`ch3

6i`W`b`Yf`.5; A`j`YfZØ[h`ØVYf`Y]b`Ui`ZYbX`[YgW`i`h`Yg`6YfUhi`b[g!
i`b`X`J`Yf`_Ui`ZghYUa`]b`XYb`A`Äf`hYbž`i`a`_cdh]a`U`Ui`ZX]Y`
6YXØfZb]ggY`XYf`?i`b`XYb`Y]b[Y`Yb`ni`_ÖbbYb`"8`Uni`d`ZY[Yb`k`j`f`
Y]b`Y`Yb[Y`Ni`gUa`a`YbUfVY]h`a`]h`XYb`<YfghY`Yfbž`i`a`X]Y`
A`]hUfVY]hYf`Ui`Z`XYa`_@Ui`ZYbXYb`ni`_U`hYb`i`b`X`X]Y`?i`b`XYb`ni`
gdYn]Y`Yb`GU]gcbYb`k`j`Y`VY]gd]Y`gk`Y]gY`XYf`K`]X`gU]gcb`
Ui`g[]YV][VYfUhYb`ni`_ÖbbYb"

K`j`Y`gY`Yb`g]Y`X]Y`?`c`c`d`YfUh]cb`gW`Ub`W`b`nk`]gW`Yb`5; A`
i`b`X`XYa`:`Y]gW`Yf`_UbX`k`Yf`_3

6i`W`b`Yf`.5; A`X]Ybh`Ui`W`U`g`Ni`Y`ZYfYf`ZØ`X`Ug`

:`Y]gW\Yf\UbXk Yf_ž`XU`5; A`Ui Z[fi bX`gY]bYg`Jc`gc fh]a Ybhg`Ui W
9f[Ābni b[gdfcXi _hY`ZØf`XUg`; `Y]gW\Yf\UbXk Yf_`ZØ\fh"
?ccdYfUh]cbgW\UbWb`g]Y\h`5; A`ja`6YfY]W`XYf`@[]gh]_": Øf`XYb
?i bXYb`]gh`Yg`gY`Vghj YfghĀbX`]W`j cb`JcfhY]`žk Ybb`Yf`U`Yg`Ui g
Y]bYf`<UbX`VY_ca`a`hi bX`b]W`hZØf`YXYg`DfcXi _h`Y]bYb`Y][YbYb
@]YZYfdUfhbYf`\Uh"

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