

Weckruf für Oberösterreichs Konsumenten

Eine provokant angelegte Werbung der Landesinnung
Oberösterreich setzt auf den Unterschied zwischen Handwerk und
industrieller Massenware.



... oder kauf
bei deinem
**Meister-
fleischer**

REGIONAL
EHRLICH
HANDGEMACHT

Handwerk
statt Mundwerk.
Wo Handwerk draufsteht,
ist Kopfarbeit drin.

K Ug'[]Vh'Yg'6YggYfYg'U'g'Y]bYb'gUZh]['nUfhYb'GW]b_Yb ni a
: fØ\ ghØW_ž'Y]bY ?YggY\Y» Y ni f'ži gY i bX'Y]bYb '_bi gdf][Yb
GW k Y]b gVfUhYb ni a 'A]hhU[YggYb 3'HUhgAWX]W Yf_YbbYb'UVYf
]a a Yf'k Yb][Yf'?cbgi a YbhYb'XYb'Ybcfa Yb'l b hYfgW]YX
nk]gW Yb '\UbX[Ya UW hYb : 'Y]gW ! i bX'K i fghk UfYb i bX'XYb
]bXi ghf]Y``[YZYfh][hYb'DfcXi _hYb']b hYfbUh]cbU'Yf'9fnYi [Yf"

8]YgYf'9bhk]W_i b['gU[h'X]Y'cVYfØghYffY]W]gW Y '@UbXYg]bbi b[
XYf'@YVYbga]hhY'[Yk YfVY'XYb'?Ua dZUb"; Ya Y]bgUa 'a]h'XYf
@]bnYf'K YfVYU[Ybhi f' .k UbhYX '\Uh'g]Y'ZØf'XUg'>\f'&\$%('Y]bY

bYi Y?Ua dU[bY 'Ybhk]W_Y'h' 8 Ug'9f[YVb]g']gh'Y]bY 'gY\ f'ghUf_Y
K YfVY`b]Yž'X]Y 'V]bbYb 'GY_i bXYb'; YZØ\ 'Y 'Ui g`Ogh'`I bX 'g]Y 'gc`
Ui ZfØhhY`bž'XUa]h'k]f`Ub[Zf]gh]['XYa '8 fi W_ 'XYg'A]hVYk YfVg
ghUbX\ U`hYb ž'Yf_`Àfh'K]`A UbXž'XYf'cVYfØghYffY]W]gW Y
@UbXYg]bbi b[ga Y]ghYf!Ghj " 'Gc 'g]bX 'Ui Z'XYb 'gW h[Y\ U`hYbYb
: chcg'a]h'ZfcbhU`Ui Z[Ybca a YbYb '9ggh]gW !A ch]j Yb
V`]ghYfj YfdUW_hY 'K i fghk UfYbžj]Y`i bX 'V]`][ž'ni 'gY\ Yb" '8cW 'X]Y
?i bXYb '\UVYb 'X]Y 'K U\ ``i bX ' _ØbbYb 'Ui W 'VY]']\fYa 'fY[]cbU`Yb
: 'Y]gW Yfa Y]ghYf'Y]b_Ui ZYb"; Ubn'[Yn]Y`h'g'c`'X]YgY ?Ua dU[bY
dfcj cn]YfYb" '8Ybb 'bi f'g'c']gh'Yg a Ø['']W ž'XUgg 'X]Y '6chgW UZhYb
VYk i ggh'k U\ f[Ybca a Yb 'k YfXYbž'Ua '6Yk i gghgY]b 'XYf
?cbgi a YbhYb 'fØhhY`b 'i bX 'Y]bYb 'I a XYb _dfcnYgg 'k]Y 'Ui W 'Y]bY
ÝbXYfi b[']a ' ?Ui Z[Yf\ U`hYb 'Yfn]Y 'Yb"

Df]b h! 'i bX 'HJ !? Ua dU[bY
: 'Y]W nY]h][']gh'g]W Yf[YghY`'hž'XUgg'a Ø['']W gh'j]Y`Y
C VYfØghYffY]W Yf'X]Y ?Ua dU[bY 'k U\ fbY\ a Yb" '8Ybb 'UV '5bZU[
A Àfn 'k YfXYb 'X]Y '9]bgW U`hi b[Yb 'j]YfnY\ bhÀ[][
cVYfØghYffY]W k Y]h]b 'XYf'F Y[]cbU'nY]hi b['H]dg'j YfØZZYbh]W h"
A]h, +) "\$\$ 'cVYfØghYffY]W]gW Yb '@YgYfb 'dfc 'Bi a a Yf'Yf[]Vh'X]Y
=bgYfUhYb_Ua dU[bY 'j cb 'A Àfn 'V]g'` b]i bX 'GYdhYa VYf'V]g
Bcj Ya VYf'&\$%(']bg[YgUa h%' ž%'A]`]cbYb ?cbhU_hY" '5`g'nk Y]hYg
VfY]hYbk]f_gUa Yg'A YX]i a 'a]hghUf_ 'fY[]cbU'Ya '7\ UfU_hYf
k i fXYb 'gYW g'j YfgW]YXYbY 'fY[]cbU'Y 'HJ !GYbXYf' [YVi W hž'X]Y
XUg'[YgUa hY '6i bXYg'UbX 'UVXYW_Yb" =bg[YgUa h'UW h'K cW Yb
'Ub['i bX 'nY]h]W k YW gY'bX 'a]h'XYb =bgYfUhYb 'k YfXYb 'ØVYf
+" \$\$ 'HJ !Gdch'Ui g[YghfU\ `hž'X]Y 'X]Y ?YfbVchgW UZhYb 'XYf
=bgYfUhY 'b 'VYk Y[hYb '6]XYfb 'a]h'dc]bh]YfhYb 'HYI hYb 'Ui Z'XYb
Di b_h'Vf]b[Yb 'gc`'Yb"

B UW h'XYg'; Ybi ggYg
5VYf'Ui W 'X i fW 'j YfgW]YXYbY '5_h]cbYb 'j cf' C fh'Yf'VYb 'X]Y
?i bXYbž'k cXi fW 'g]W 'X]Y : 'Y]gW Yf'gck]Y '6ÀW_Yf' i bX ' ?cbX]hcfYb
j cb ']bXi ghf]Y ``Yb <YfghY ``Yfb 'i bX '[fc » Yb <UbXY'g_cbnYfbYb
UV[fYb nYb" 'Gc 'V]YhYb 'nU\ `fY]W Y '6Yhf]YVY 'VY] 'XYf'ØghYffY]W k Y]h
ghUhZ]bXYbXYb ' B UW h'XYg'; Ybi ggYg 'Ua '%%'GYdhYa VYf'&\$%('k
]YXYf'9]bV 'W_Y 'b ']\fY 'DfcXi _h]cbggÀhYb" '8 Uni

: ``Y]gWX Yfa Y]ghYf'K]``]A UbX`` 8Ug`]gh`Y]bY'XYf'k Yb][Yb
Y]bn][Ufh][Yb` ; Y`Y[Yb\Y]hYb`i a`i bgYfYb`?i bXYb'XYb'f]Yg][Yb
I bhYfgWX]YX`nk]gWX Yb`]bXi ghf]Y``i bX`\UbXk Yf_`]WX`[YZYfh][hYb
@YVYbga]hhY`b`X]fY_hj cf`5i [Yb`ni`Z\Yb`8Ybb`b]WX hg`\Uh`a Y\Y
6Yk Y]g_fUZh`U`g`ØVYffUgWX hY`?i bXYb`X]Y`a Y]bYb`?`]WX`\UV`Yg`a]h
Y][YbYb`5i [Yb`[YgY\Yb``]WX`_Ubb`U``Yb`a Y]bYb`?c``Y[Yb`bi f
fUhYb`VY]`XYf`B`UWXh`XYg` ; Ybi ggYg`i bX`XYb`UbgWX`]Y» YbXYb
; Ybi gghU[Yb`XUVY]`ni`gY]b`žgc`A`UbX```B`VYb`XYf`A`Ø[`]WX`_Y]h
ni`f`X]fY_hYb`?ca`a`i`b]`Uh]cb`a`]h`XYb`?cbgi`a`Yb`hYb`i`bhYfghØhnh
X]Y`ž`b`b`b`b`[`X]Yg`Xi`fWX`]bhYbg]j`Y`K`YfVY_Ua`dU[`b`Yb```8`]Y`B`UWXh
XYg` ; Ybi ggYg`k`]fX`]b`Y]bYf`?cc`d`Yf`U`h]cb`a`]h`@`Z`F`UX]c`nk`Y]
K`cWX`Yb`~`Ub`[`a`]h`ØVYf`%)`\$`<ØfZ`b`gd`ch`VYk`cf`VYb`i`bX`ZØf`U``Y
hY`]b`Y\`a`Yb`XYb`6Yhf]YVY`ghY\`Yb`Ui`WX`\`Yi`Yf`k`]YXYf
5b`Ø`b`X]`i`b`[`gd`U`_UhYž`ž`b`gYf`U`hY`i`bX`YXY`A`Yb`[`Y`k`Y]hYf`Yf
K`YfVY`a`]h`hY`g`_cghYb`cg`ni`f`J`Yf`ZØ`[`i`b`[``9]`b`ZUWX`Yf`[`Y\`h
K`YfVi`b`[`a`UWX`Yb`k`]WX`b`]WX`h`a`Y\`f`ž`ZÀ\`fh`A`UbX`Zcfh`

A`YggY`ž`[`Yb`X`/`6Yfi`Z
9]`b`GWX`k`Yfdi`b`_h`]b`XYf`ž`[`Yb`X`!`B`UWX`k`i`WX`g`Uf`VY]h`]gh`X]Y
6Yfi`Zg]`b`Zc`fa`Uh]`cb`ga`YggY`ž`[`Yb`X`/`6Yfi`Z]`b`K`Y`g```8Yf`5i`Zh`f]`hh
k`i`f`XY`b`Yi`ØVYf`Uf`VY]h`Yh`8Yf`a`c`XYf`b`Y`A`YggY`gh`U`b`X]`b`:`c`fa`Y]`b`Yg
A`Uf`_hd`U`h`N`Yg`k`i`f`XY`VY]VY\`U`h`Yb```B`Yi`Y`6]`XYf`i`bX`Y]`b`n`Y`b`h`f`U`Yf
G`c`[`Ub`gc`Yb`bi`b`Y`Xc`WX`j`]Y`gh`À`f`Yf`U`g`V]g`Y`f`U`b`X]Y`G`d`f`U`WX`Y
XYf`ž`[`Yb`X`]WX`Yb`U`b`_b`Ø`d`Z`b```G`c`k`Yf`XY`b`k`]f`j`Y`f`gh`À`f`_h`]`f`Y
5i`Za`Yf`_g`Ua`_Y]h`ZØf`X]Y`6Yfi`Z`Y`XYg`ž`Y]gWX`Yfa`Y]gh`Y`fg`i`bX`XYf
Ub`XYf`Yb`6Yfi`ZgV]`XYf`XYg`c`VYf`Ø`gh`Y`ff`Y]WX`]gWX`Yb
@YVYbga`]hhY`[`Yk`Yf`VY`g`k`Y`W`_Yb`ž`Z`Yi`h`g]WX`K`]`]A`UbX`
f`F`YX" WX`?`CC`9Ł

6Ygi`WX`Yb`G]Y`i`bg`Ui`Z`Z`Y]gWX`i`bX`WX`"U`h