

Wer mit "Regionalität" punktet

"Wir beziehen das Fleisch von Landwirten unseres Vertrauens aus unserer Region". Aussagen über Regionalität in so allgemeiner Form schaden zwar nicht, sie taugen aber auch nicht als Profilierungsinstrument und damit als Wettbewerbsvorteil gegenüber Supermarktketten und Diskontern.



. . .

9fZc`[ghfàWkh][Yf'[YghU`hYh'g]Wk`XUg`FY[]cbU`]hàhga Uf_Yh]b[žkYbb'a Ub`X]Y`<Yf_i bZhgfY[]cb'_cb_fYh'VY]a `BUa Yb'bYbbh'' K Yfg]Wk`XUVY]`ZØf`gY]b`6i bXYg`UbX`U`g`<Yf_i bZhgfY[]cb'YbhgWkY]XYhžgc``hY`g]Wk`ØVYf`X]Y`Jcf!`i bX`BUWkhY]`Y`X]YgYf`K U\``]a `?`UfYbgY]b''`@\abXYfbUa Yb`k]Y`H]fc`ž'?\ahfbhYb`cXYf`GU`nVi f['j Yfa]hhY`b</p>
<Y]a Uh[YZØ\`ž'g]bX`VY]`XYb`9]b\Y]a]gWkYb`i bX`VY]`XYb
I f`Ui Vg[\aghYb'Ya ch]cbU``dcg]h]j `VYgYhnh'' 8Yf`BUWkhY]`.`A Ub
Yf\YVh'_Y]bYb`5``Y]bUbgdfi Wkž'U`gc`g]bX`U``Y`U`hY]b[YgYggYbYbH]fc`Yf

I bX'[YfUXY'VY]a 'GWkY]bYZY]gW\']gh']b'XYb'U'd]bYb
6i bXYg`ÀbXYfb'XUg'5b[YVch' Ui g'XYf'FY[]cb 'fYWkh'_bUdd"'8Ybb
X]Y'<Ui dhdfcXi nYbhYb'j cb'6cfghYbj]Y\'g]hnYb'VY_Ubbh']W\']b
CVYfÒghYffY]W\"'Jcb'Xcfh'_ca a h'Ui Wk'XUg'A Uf_YbZY]gW\
; i gh]bc ž'XUg'j]Y`Y': `Y]gWkYf']b'XYf'5`dYbfY[]cbž']b
9fa Ub[Y'i b['Y]bYg'`c_U'Yb'GWkY]bYZY]gWk!@]YZYfUbhYbž
VYn]Y\Yb"

; i h'VYfUhYb']ghžk Yf'X]Y'; fYbnYb'XYf'<Yf_i bZhgfY[]cb'Yb[Yfn]Y\h''@UbXYgj]YfhY`'k]Y'g]Y']b'B]YXYf!'i bX'CVYfÒghYffY]W\
[YVfÀi W\`]W\'g]bXž'X]Y'GU`nVi f[Yf'; Ui Yž'\]ghcf]gW\'[Yk UW\gYbY@UbXgW\UZhYb'k]Y'XUg'GU`n_Ua a Yf[i hž'X]Y'K UW\Ui 'cXYf'XYf6fY[YbnYfk U`X'gck]Y'VY_UbbhY'Hci f]ga i g!FY[]cbYb'k]Y'XUgN]``YfhU``Y][bYb'g]W\'XUZØf'VYgcbXYfg"

9b[YfY; fYbnYb'n]Y\Yb

: `Y]gW\\Ui Yf'K U[bYf']b'; Ua `]hn'dcg]h]cb]Yfh'gY]bY':]fa U'U`g
: `Y]gW\YfY]'XYf'ghY]f]gW\Yb'K Y]bghfU» Y ž'ni 'gY]bYb'GdYn]U`]hÀhYb
nÀ\`Yb'K]bnYfgW\]b_Ybž'?ØfV]g_Yfbk Øfgh`ž'J Yf\UW_YfhYb!K Øfgh`
i bX'ghY]f]gW\Yg'?ØVY`ZY]gW\"'8Yf'Ni gUa a Yb_`Ub['j cb'fY[]cbU`Yf
Fc\ghcZZ!<Yf_i bZh'i bX'fY[]cbU`Yf'J YfUfVY]hi b[ghfUX]h]cb'a UW\h
XUg'FY[]cbU`dfcXi _h'ni f'FY[]cbU`gdYn]U`]hÀh"

, VYf'X]Y: Y]gWX\Ui Yf!: Ua]`]Y'<cZa Ubb'Ui g'<c``UVfi bbž'X]Y'Ui Z XYf'?`Uj]Uhi f']\fYf'K Y]bj]YfhY`!<Yf_i bZhY]bY'j Uf]UbhYbfY]WXY A Uf_Yh]b[!Gma d\cb]Y'gd]Y`hž'\Uh'X]Y: Y]gWXYfnY]hi b['gWXcb']b]\fYf'*\vi\V]`Ai a gUi g[UVY'VYf]WXhYh''\&gYZ'@UX]b[Yf'Ui g'FUXghUXhž HfUX]h]cbgZY]gWXYf']b'XYf'j]YfhYb'; YbYfUh]cbž'di b_hYh'a]h'gY]bYa Dcb[Ui Yf'6Ui YfbgdYW_ž'XYf'Ui g'6Ui WXZY]gWX'i bX'b]WXhž'k]Y']b H]fc`'\@V']WXž'Ui g'XYa 'GWX`Ò[Y`'YfnYi [h'k]fX'i bX'VYgcbXYfg'XYZh][Yk \@fnh']gh''8 Ug'XYa ': Y]gWXZUWX[YgWX\AZh'Ub[YgWX\cggYbYFYghUi fUbh'V]YhYh'XYb'@UX]b[Yfg'X]Y'A \O[`]WX_Y]hž']\f'j cb'`c_U'Yb HfUX]h]cbYb'[Ydf\A[hYg'\UbXk Yf_`]WXYg'?\ObbYb'Xi fWX < Ui ga Ubbg_cgh'k]Y'n"6"'[YVfUhYbYg'6Ui WXZY]gWX\z'hmd]gWX'Z\Off FUXghUXh'i bX'XUg'9bbghU`z'ni 'VYk Y]gYb''

; Y`YVhY`FY[]cbU`]hÀh'dfU_h]n]Yfh'Ui W\ X]Y`A Yhn[YfY]'Fi a dc`X`]b
BYi _]fW\Yb`Ua ; fc»j YbYX][Yf"'9]b`6Yhf]YVgghUbXcfhž'a]hhYb`]a
BUh]cbU`dUf_`<c\Y`HUi Yfb`V]YhYh'bUhØf`]W\]XYU`Y
JcfUi ggYhni b[Yb`ZØf`Y]b`FY[]cbU`]hÀhga Uf_Yh]b["'5i Z`XYf
Fi a dc`X!<ca YdU[Y`YfZÀ\fh`XYf`?i bXYž'k Ug`Yg`a]h`XYf
VYgcbXYfYb`: `Y]gW\ei U`]hÀh'XYf`D]bn[Ui Yf`F]bXYffUggY`ZØf`Y]bY
6Yk UbXhb]g`\Uh` 8]Y`D]bn[Ui Yf`F]bXYf`\UVYb`X]Y`Y]ba U`][Y
: À\][_Y]hž: Yhh'[`Y]W\a À»][`]b`XYb`A i g_Y`b`ni ij YfhY]`Yb "'8U\Yf
]gh`XUg`: `Y]gW\`VYgcbXYfg`nUfhž`ZY]bZUgf][`i bX`ZY]b`a Ufa cf]Yfh"

; Ybi ggfY[]cbYb

Fi a dc`X`]gh'b]W\h'XYf'Y]bn][Y': `Y]gW\Yfž'XYf'X]Y'Ni gUa a YbUfVY]h a]h'XYa 'VYfY]hg'Yfk À\bhYb'JYfY]b'; Ybi ggfY[]cb'² ghYffY]W\dZY[hžY]bYf'XYf'j]Y`Ybž'j cb'GY]hYb'XYf'5[fUfdc`]h]_'[YgW\UZZYbYb fi bX'a]h'9I!: ÒfXYfa]hhY`b'i bhYfghØhnhYbŁž'6Ui Yfbcf[Ub]gUh]cbYb" 8 Ug'D]bn[Ui Yf'F]bXž'Y]bY'8cddY`bi hni b[gfUggY'fA]`W\i bX: `Y]gW\Ł']gh'Y]bY'XYf']bg[YgUa h'%%-'; Ybi ggfY[]cbYb'² ghYffY]W\gž Fi a dc`X`\Uh'g]W\X]Y'FYW\hY'U`g'Yl_`i g]j Yf'JYfUfVY]hi b[gdUfhbYf XYg'D]bn[Ui Yf'F]bXYg'[Yg]W\Yfh"

I bX`X]Y`: `Y]gW\\Ui YfY]`GW\i `hYg`]b`NY```Ua `GYY`j YfUfVY]hYh K]`XVfYX`Ui g`XYa `BUh]cbU`dUf_`<c\Y`HUi Yfb`ni `Y]bYa : `Y]gW\k UfYb!`i bX`K i fghgcfh]a Ybhž`XUg`XYb`\ØVgW\Yb A Uf_YbbUa Yb` K]`XY`BUhi f `hfÀ[h"

9]bYfžXYf'k]Y'Fi a dc`X'Ui Z'X]Y'Ni gUa a YbUfVY]h'a]h'XYb; Ybi ggfY[]cbYb'gWk Ofhž']ghFcVYfh'6i WkVYf[Yf'Ui g'DO``Ui ']b'XYfgWk ObYb'CVYfghY]Yfa Uf_"'@Y]hdfcXi_h'X]YgYf'; Ybi ggfY[]cb']ghb]Wkh'XUg': `Y]gWk'Y]bYf'VYgh]a a hYb'H]YffUggYž'gcbXYfb'Y]bY'U`hYCVghgcfhYž'X]Y'<]fgWkV]fbY"'6i WkVYf[Yf'a]gWkh'X]Y'ZY]b[YgWkb]hhYbYb'<]fgWkV]fbYb!? `Yhnb']b'XUg'6fÀh'ZØf'gY]bYb[YgWkaUW_`]Wk'n]Ya`]Wk'_cb_i ffYbn`cgYb'<]fgWkV]fbYb! @YVYf_ÀgY"'5`g'JcfghUbXga]h[`]YX'XYf'<]fgWkV]fbYb!; Ybi ggfY[]cb[Y\h'Yg'XYa'Wcc`'[Yghm`hYb'IbhYfbY\aYf'b]Wkh'bi f'XUfi až'Y]bYYWkhY'FY[]cbU`gdYn]U`]hÀh'U`g'kYfV`]WkYg'5i g\Ab[YgWk]`X'ZØfgY]bY'bYi b':]`]U`Yb'ni 'bi hnYbž'Yf'k]``XUa]h'Ui Wk'X]Y

DÒ``Ui 'i bX`l a [YVi b['i bhYfghfY]W\Yb"'7GFž'7cfdcfUhY'GcW]U`FYgdcbg]V]`]hmž'\Y]» h'XUg'Ui Z'BYi XYi hgW\"

6i W.VYf[Yfg'i bhYfbY\a Yf]gW.Yg'6Y_Ybbhb]g'ni 'DÒ``Ui 'i bX'ni f C ghghY]Yfa Uf_'[Y\h'ØVYf'XYb'<]fgW.V]fbYb!@YVYf_ÀgY'i bX'X]Y 9fXÀdZY`k i fgh'U`g'G][bU`dfcXi _hY'k Y]h'\]bUi g"'8Yf'Y][YbY GW.`UW.h\cZ']gh'; fi bX`U[Y'XYf'Yb[Yb'k]fhgW.UZh`]W.Yb Ni gUa a YbUfVY]h'a]h'XYb'F]bXYf!'i bX'GW.k Y]bYVUi Yfb'XYf I a [YVi b[ž'BUW.\U`h][_Y]h'i bX'\c\Y'K YfhgW.ÒdZ b['g]bX'X]Y : fØW.hY'X]YgYg'[Ubn\Y]h`]W.!fY[]cbU`Yb'5bgUhnYg"

$_{Y}$ b DUhY b hfY nY d h

: fY]`]W\`]gh'X]Y`HY]`bU\a Y`Ua `Dfc[fUa a `XYf'; Ybi ggfY[]cbYb _Y]b`DUhYbhfYnYdh''Ni a `Y]bYbž'k Y]``]b`j]Y`Yb'; Ybi ggfY[]cbYb`X]Y 8]fY_hj Yfa Uf_hi b[`XYf`6Ui Yfb']a `JcfXYf[fi bX`ghY\h' 'jcf`U``Ya ZØf`XYb`5VgUhn`]b`F]W\hi b['; Ughfcbca]Y`\YffgW\h`XUbb`UbghY``Y j cb'?ccdYfUh]cb`\UfhY'?cb_i ffYbn`nk]gW\Yb`@UbXk]fhgW\UZh'i bX [Yk YfV`]W\Ya ': `Y]gW\j YfUfVY]hYf''Ni a `UbXYfYb`k]fX`XUg`5hhf]Vi h ; Ybi ggfY[]cb `U``ni `]bZUh]cbAf'j Yfk YbXYhž'?cbgi a YbhYb _ObbYb`cZh'b]W\h'bUW\j c``n]Y\Ybž'k Ug`]\bYb`XU`U`g FY[]cbU`gdYn]U`]h\h'gYfj]Yfh'k]fX''K Ybb']b`B]YXYf\doghYffY]W\`U``Y]b nk]gW\Yb`GW\bYYVYf[`UbX`GW\kY]bž'Hi ``bYfZY`XYf`GW\kY]b`i bX K Y]bj]Yfh'Yf`GW\kY]b'i bhYfgW\]YXYb`k]fXž'V`Y]Vh'X]Y`_i `]bUf]gW\Y

9]bYfžXYfa]hXYb; Ybi ggfY[]cbYb'b]Wkhg'Ua '<i h'\UhžXUZØf'UVYf
Ui Z'X]Y'Ni gUa a YbUfVY]h'a]hXYf'5[fUfa Uf_Yh]b['GU'nVi f['gYhnhž
]gh'< Y'a i h'? Uf''Ui g'GU'nVi f['ž'@]YZYf]b['"A]h'gY]bYf'GU'nVi f['Yf
8cfZa Yhn[YfY]'\Uh'Yf'g]Wk''Àb[gh'Y]bYb'BUa Yb']b'XYf'\Y]a]gWkYb
?i `]bUf]_!'i bX': `Y]gWkYfgnYbY'[Ya UWkh'', VYf'X]Y'@UbXYg[fYbnYb
\]bUi g']gh'Yf'U'g'J YfUbghU`hYf'j cb'; f]``_i fgYb'i bX'6UfVYW'Y!
A Y]ghYfgWkUZhYb'fUb'XYbYb'gc[Uf'I G!Ua Yf]_Ub]gWkY'HYUa g
hY]'bY\a YbŁ'VY_Ubbh''5`g': `Y]gWka Uf_Yh]b[!DfcZ]'ZÀ\fh'?Uf`'gca]h
Y]bY'8cddY`ghfUhY[]Y.'8]Y'dYfZY_hY'66E!Ni VYfY]hi b[']gh'XYf'?Yfb
gY]bYf'A Uf_Y' < Y`a i h'?Uf` 'ff7UhYf]b['i bX'?cWkgWki `YŁž'VY]
gY]bYa 'GhfUa a VYhf]YVž'XYf'8cfZa Yhn[YfY]'UVYf'gd]Y'h
FY[]cbU']hAh'X]Y'YfghY'; Y][Y''8Ug'VY[]bbh'gWkcb'VY]a 'BUa Yb.

@]YZYf]b['U`g`GhUXhhY]`j cb`GU`nVi f['\Uh'bcW\']a a Yf 8cfZW\UfU_hYf žgU[hYf']a ; YgdfÀW\'a]h'XYf': `Y]gW\YfnY]hi b["I bX`XU\Yf']gh'gY]bY`8cfZa Yhn[YfY]žY]b': `Y]gW\!'i bX : Y]b_cgh`UXYb'j cb`Xi fW\Ui g`@VYfgW\Ui VUfYf'; fÒ» YžY]b'Cfh`XYf 6Y[Y[bi b['bUW\'XYa 'A chhc.' 8i fW\g`9ggYb'i bX`FYXYb'_ca a Yb X]Y`@Yi h'ni gUa a Yb "'5`g'I fgdfi b['j cb'\Yf_i bZhghmd]gW\Ya : `Y]gW\'[]Vh''U`XYf'GU`nVi f[Yf'Gh]Yf'fXYf'a]h'FYX'6i ``Y]b][Yg'Ub h]YZYbdgmW\c`c[]gW\Yf'Dck Yf'[Ya Y]bgUa '\Uh'Z\Zf'Y]bYb GU`nVi f[Yf'A Yhn[Yf'j]Y`\\Yf''; fc>Yb'K Yfh'Y[h'?Uf'`UVYf'Ui W\'Ui Z X]Y`_cbhfc``]YfhY': `Y]gW\ei U`]h\Ah''8Ug'Z\Zf g'; f]``Yb']XYU`Y F]bXZY]gW\VYn]Y\h'Yf'\ZVYf'XYb'GU`nVi f[Yf'GW\`UW\h\cZ'j cb'5A 5! nYfh]Z]n]YfhYb'6Ui Yfb'Ui g'XYf'I a [YVi b[ž'XUg'@Ua a ZY]gW\ qhUa a h'j cb'HYbbYb[Ui Yf'6Yf[`\Aa a Yfb'Ui g'XYa '@Ua a YfhU`"

9a ch]cbU`Ui Z`UXYb

K Yf'Ui Z'XYa 'U_hi Y``Yb'FY[]cbU`]hÀhg!<mdY'gi fZhž'XUfZ'Y]bYg'b]W\h j Yf[YggYb.'FY[]cbU`Y'<Yf_i bZh'j cb': `Y]gW\'i bX'K i fgh'k]fX'bi f XUbb'ni f'Hfi a dZ_UfhY']a 'K YhhVYk YfV'i bX'ni a '9fhfU[gVf]b[Yfžk Ybb'g]Y'VY]a '?i bXYb'X]Y'9fk Ufhi b['XYf'\Ò\YfYb'Ei U`]hÀhž'XYghmd]gW\Yb'; YgW\a UW_gYf`YVb]ggYgž'XYf'VYgcbXYfYb I a k Y`hj YfhfÀ[`]W_Y]h'Ui g`Ògh"

8 UgʻA Uf_hZcfgWki b[g]bgh]hi hʻ? YmE i YghʻY[hYʻVY]ʻXYfʻX]YgʻÀ\f][Yb K]bhYfhU[i b[ʻXYgʻ²_cgcn]UʻYbʻ: cfi a gʻY]bYʻGhi X]Yʻj cfžʻX]Y Ui ZhY][hžʻk]YʻX]Yʻ? cbgi a YbhYbʻ]bʻXYfʻUi Z[Y\Y]nhYbʻ8]g_i gg]cb fi bXʻi a ʻi bgYfʻhÀ[ʻ]WkYgʻ9ggYbʻUi ZʻX]Yʻ: `i hʻj cbʻE i Uʻ]hÀhg!ʻi bX <Yf_i bZhgUb[UVYbʻfYU[]YfYb"ʻK UgʻZØfʻXYbʻJYfVfUi WkYfʻUʻg Ni gUhnbi hnYbʻnÀ\`hžʻ]ghʻb]WkhʻX]YʻfUh]cbUʻYʻ5i g_i bZhʻØVYf <Yf_i bZhʻi bXʻDfcXi _h]cbga Yh\cXYbžʻgcbXYfbʻXUgʻYa ch]cbUʻY I a ZYʻXʻXYgʻ@YVYbga]hhYʻg"

8 Ug [] `h [Ubn 'V Ygcb X Y fg ' ZØf ' X Ug ' Y ` Ya Y b h Uf Y ' @Y V Y b ga] h h Y `
: `Y] g W " 'K c ' X] Y ' [Y k c b b Y b Y b ' 9] b X f Ø W _ Y ' Ø V Y f ' H] Y f \ U ` h i b [' i b X H] Y f k c \ ` ` V Y] a '? i b X Y b ' X] Y ' Y a c h] c b U ` Y '; Y \] f b \ À ` Zh Y ' V Y g W À Zh] [Y b ž X] Y ' X U b b '] b ' \ c \ Y a ' A U » Y ' Ø V Y f '? U i Z c X Y f '? U i Z Y f k Y] [Y f i b [Y b h g W X Y] X Y h " ' G c ' [Y g Y \ Y b ž ' ZØ \ f h ' X] Y ' 5 i g ` c V i b [' X Y f ' f Y [] c b U ` Y b < Y f _ i b Zh i b X ' X Y f ' X U a] h j Y f V i b X Y b Y b ' Z Y] g W Y f \ Ub X k Y f _ `] W Y b

HfUX]h]cbYb bi f XUbb ni a __Ui Za Àbb]gWXYb N]Y`XYg

A Y\fi a gUhnYg i bX XYg \ O\YfYb DfY]gYgž k Ybb XUg 5b[YVchi bX X]Y A YbgWXYbž X]Y XU\]bhYf ghY\Ybž U`g Ui h\Ybh]gWX Yf YVh k YfXYb": Y]gWX i bX K i fgh Ui g XYa B A\fVcXYb XYf FY[]cb \YfUi g Ybhk]W_Y`h i bX ni f fY[]cbU`hmd]gWXYb GdYn]U`]hAh [YfY]Zh X]YgYf; fi bXgUhn a i gg]b XYf :]fa U [Y`YVh i bX [`Ui Vk ØfX][XYf ? i bXgWX UZh j Yfa]hhY`h k YfXYb"

.

6 Ygi WX Yb 'G]Y 'i bg 'Ui Z. 'Z`Y]gWX i b X Wc "Uh