

## Wohin geht die Reise?

Vor kurzem wurde auf einer Convention über die Zukunft der fleischerzeugenden Industrie diskutiert

. . .

9]b'%&!A]``]UfXYb!9i fc!A Uf\_h'ghY\h'j cf'Y]bYf'bcW\'b]Y
XU[Yk YgYbYb'<YfUi gZcfXYfi b["'?cbgi a YbhYb'ghY``Yb']a a Yf
\O\YfY'5bgdfØW\Y'Ub'DfcXi nYbhYb'i bX'<ÀbX`Yf"'8Ug'k Uf'XUg
nYbhfU`Y'H\Ya U'XYg'j cb'A YUhHYW\'cf[Ub]g]YfhYb'?cb[fYggYg']b
A U]`UbX"

## BYi Y HfYbXg

5gg]WU'fK]Y'J YfY]b][ib['jcb': `Y]gWX! YfnYi [YfbŁ'VYk YfhYh'XYb:: f]qW\ZY]qW\a Uf\_h']b '\d=hU`]Yb 'a ]h'\&ž\* A ]``]UfXYb '9i fcž'XUg'Ybhqdf]W\h'\_bUdd 'nY\b 'DfcnYbh'XYg ; YgUa hk Yfhg XYf BU\fi b[ga ]hhY `]bXi ghf]Y" Ni gUa a Yb a ]h XYa ]bgUWWUh] !GY[a Ybh'fk i fghÀ\b`]WXY'DfcXi \_hYŁ'VYgWXÀZh][h'Yf '%"\*\$\$`AYbgWXYb"`8]YgY`k]WXh][Y`\DXighf]Y`aigg`g]WX`gc`gWXbY`` k ]Y 'a O[ `]WX 'Ub 'X]Y 'j YfÀbXYfhYb 'BU\fi b[ ga ]hhY`[ Yk c\b\Y]hYb UbdUggYb" 8 ]Y B UW ZfU[ Y XYf J YfVfUi W Yf Àb XYfh g]W "; Y ZfU[ h  $g]b \times Zf]gWX Y z'ni a ?cWX Y b' | cfV Y f Y | h Y G d Y | g Y b z' X | Y ``Ub | Y$ A ]bXYgh\U`hVUf Y]hqXUhYb`\UVYbž'c\bY'; YqW\a UW'i bX BÀ\fghc ZZY 'ni 'j Yf`]YfYbž'Y]b '[ i hYg 'DfY]g!@Y]ghi b[ g!J Yf\À`hb]gž <m[]YbY'i bX'@YVYbga]hhY`q]W\Yf\Y]h'gck]Y'6Yei Ya`]W\\_Y]h'Xi fW\ jcfdU\_Yh]YfhY'DfcXi\_hY"'8]YgY'5bZcfXYfib[Yb'nk]b[Yb I bhYfbY\a Ybž']\fY' ≠bj Ygh]h]cbYb']b'XYa YbhqdfYW\YbXY'bYi Y HYW\bc`c[]Yb'ni 'ZcfW]YfYb"'5```XUg'k i fXY'Ui Z'XYa 'A U]`ÀbXYf ?cb[fYgg'XYf'A YUh  $HYWX = 8 \ Y \cdot Ni \ \underline{i} \ b \ Zh \cdot XYf : Y \ gWX \ b Xi \ ghf \ Y \cdot nk \ gWX \ Yb \cdot hYWX \ b C \cdot c \ [ \ ]gWX \ Yf$ 

8 | Y B U W Zfu [ Y b U W 7 c b | Y b | Y b W ! D f c X i h Y b \ U h X Y b A U f h VYfY]hg'| YfÀbXYfh ž'Yf\_`Àfh'5`Xc'FUX]V\Yž'Y]bYf'XYf'8]fY\_hcfYb'| cb 5gg]WU" (\$'DfcnYbh'XYf'; YgUa hi Yf\_Ài ZY'YbhZU``Yb'\Yi hY'Ui Z jcfdU\_Yh|YfhYg'ibX'jcfVY\UbXY`hYg': `Y]gW\`]b'GY`VghVYX]Ybib[" DfcXi\_h]cbgUV`UiZg`ibX`JYfdUW\_ib[gdfcnYggYg" '8Ug`VYghÀh][h Ui WX =a a U'7Ua dUbU'j cb'5bU'mgh'B]Y`gYb. 8Yf': `Y]gWX\_cbgi a ]gh:ghUV]`ž:Yf:j YfnY]W\bYh:bi f:Y]bYb ``Y]W\hYb:F@W\_[ Ub[ 'VY]:XYb ; YqUa hUi q[ UVYb XYf?cbgi a YbhYbž\Uh UVYfY]bYb ghUV]`Yb ?i  $bXYbghcW_{"} < \emptyset \ bYfZY]gWX ]ghVY`]YVhYf'U`g'fchYg': `Y]gWX ž'j cf$ U``Ya 'VY]'| cf| YfdUW\_hYf'K UfY"'?cbgi a YbhYb'| fY|ZYb'Y\Yf'ni V]``][Yb': Yfh][dfcXi \_hYbž'k Ybb'q]Y'VY]a': Ua ]! `]YbVi X[Yh'9]bgdUfi b[Yb'] cfbY\a Yb'a ØggYb" '8U\Yf'a i gg Ui  $WX^*X^*Y^* = Xi ghf^*Y^*bUWX^*9 bgdUfi b[ga <math>O(^*)WX_Y^*hY^*b^*i bX^*k Y]hYfYb$ 5 V g Uhn Ubà Y b 'g i W Y b "; fc » a Àf h Y 'g ] b X 'U i Z [ Y Z c f X Y f h ž 'F Y U X m l h c ! 9Uhl cXYf FYUXmlhc!7cc\_!DfcXi \_hY j Yfa Y\fh Ubni V]YhYb" A UfWc ;  $i Yff]Yf]\check{z}'8]fY_hcf'XYf'7ccd!#U`]U!: `Y]gWX!i bX!': ]gWX!5VhY]`i b[$ a Y]bhž'XUgg' X]Y': cfgWXi b['g]WX'Ui Z'ZcfhgWXf]hh`]WXY'A UhYf]U`]Yb cbnYbhf]Yfhž:X]Y:dYfZY hY:<U`hVUf Y]hii bX:X]fY hY:Ni VYfY]hi b[:]b XYf^A ]\_fck Y``Y^cXYf^XUg^Ni VYfY]hYbžc\bY^X]Y^DUW\_i b[^ni ^OZZbYbž Yfa Ò[`]WXYb "  $5i \text{ W} \text{ 'B UW} \text{ 'U'h} [\underline{Y}] \text{ h'k } fX'] a a Yf'k ]W h] [Yf'' 5`Xc'F UX] W.$ JYfqcf[ib[q YhhYb'a]h:f]qW\ZY]qW\qc``Yb'YZZ]! n]Ybh'gY]b'ibX'a O[`]WAgh'k Yb][`5VZU```dfcXin]YfYb"`5 hi Y``YJYfUfVY]hi b[g! i bX 5i ZVYk U\fi b[ghYW\bc`c[]Y Yfa Ò[`]W\h'\c\Y \m[]Yb]qW\Y`GhUbXUfXqžX]Y`UiZIakY`h'ibX`DfcXi\_h]cb'k]f\_Yb" 8UXi fWX \_Ubb XUg \_ca d YhhY H]Yf j YfUfVY ]hYh k YfXYb ž i b X X ]Y 6U hYf]YbVY`Ughi b[ 'k ]fX a ]b]a ]Yfh" 8 Ug`hfÀ[ h`ni f`5VZU``fYXi h]cb

i bX 9ZZ]n]YbnghY][Yfi b['j cb XYb YfghYb DfcXi \_h]cbgghi ZYb V]q

kkk "a YUh!hYWX"]h# Yf#\ca Y

ni a '9bXj YfVfUi WXYf'VY]"