

Jahresrückblick 2024 – Ein bewegtes Jahr für das Lebensmittelgewerbe

Anka Lorencz, Geschäftsführerin der Bundesinnung der Lebensmittelgewerbe, blickt zurück auf zentrale Entwicklungen, wichtige Branchenimpulse und die gemeinsamen Anstrengungen zur Stärkung des Lebensmittelhandwerks.



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&\$&('k Uf'Y]b' :U\ f'j c''Yf' < YfUi gZc fXYfi b[Yb' ZØf' X]Y' 6Yhf]YVY' XYg
@YVYbga]hhY` [Yk YfVYg' 'Y]b' :U\ f'j c''Yf' @]W h'i bX' G\ UhhYb'' : ð
j]Y' Yb' 6Yhf]YVYb']gh' X]Y' DYfgcbU'g]hi Uh]cb' a]hh' Yfk Y]' Y' a Y\ f' U'g
dfY_Äf' [Yk c fXYb'' 9g' fY]W h'b]W h'a Y\ f' Ui gž' j cb
: UW_ fÄZhYa Ub[Y' 'ni 'gd fYW Yb' ' 'YXY' \Y' ZYbXY' < UbX' ZY' \ 'h' gY]
Yg']b' XYf' DfcXi _h]cbž']a
@U[Yfž']b' XYf' @c []gh]_ž']a ' J Yf_ Ui ZcXYf']a ' 6Øfc'' 8 Uni ' _ca a Yb
]a ' J Yf ['Y]W 'ni 'XYb' J cf' U\ fYb' XYi h']W ' [Ygh]Y [YbY
? fUb_ YbghUbXghU [Yžk Ug' a UbW Yb' 6Yhf]YV' ni f' J Yfnk Y] Zi b[

Vf]b[h"

8]Y'ni '6Y[]bb'XYg'ſ\ſYg'bcW'Ub\U'hYbX'c\Y'ſZUh]cbgfUhYž
 _f]Y[Yf]gW'Y'5i gY]bUbXYfgYhni b[Yb']b'XYf'I _fU]bY'i bX']a 'BU\Yb
 CghYb'gck]Y'XUg'Ui gV'Y]VYbXY'K UW'ghi a 'gW'UZZYb'a Ugg]j Y
 JYfi bg]W'Yfi b['i bX'Z0\ſYb'ni 'Y]bYf'ghUf_Yb'Ni f0W_\U'hi b['VY]a
 ?Ui ž]Yf\U'hYb'XYf'0ghYffY]W]gW'Yb'6Yj 0`_Yfi b["'; 'Y]W'nY]h[
 g]bX'X]Y'6Yhf]YVY'XYg'@YVYbga]hY' [Yk YfVYg'Y]bYf
 V0fc_fUh]gW'Yb'6Y`Ughi b['Ui g[YgYhnh'X]Y'bU\Yni 'g]bhZi hUfh][Y
 5i ga U»Y'Ubb]a a h"5`XUg'\]bXYfh'X]Y'J YfUbhk cfh]W'Yb']b'XYf
 6f0ggY'Yf'6`UgY 'b]W'h'XUfUbž'a i bhYf'k Y]hYfY'5i ZU[Yb'ni
 Yfg]bbYb']a a Yf'i bhYf'XYa ' [i h[Ya Y]bhYb'N]Y`XYf
 BUW\U'h][_Y]hi bX'XYg'?]a UgW'i hnYg"8cW' [i h[Ya Y]bh]gh
 VY_Ubbh]W'cZn'XUg'; Y[YbhY]'j cb[i h"l bX'Ui W'k Ybb'Yg
 Y\ſVUfY'N]Y'Y'g]bXžX]Y'YXYfa Ubb'i bhYfgW'fY]VYb'_Ubbž'gc']gh
 X]Y'I a gYhni b['j]Y'ZUW'U'g'gh0a dYf\UZh'ni 'VYnY]W'bYb"ſ\UfhYb
 JYf\UbX'i b[Yb']gh'Yg[Y'i b[YbžX]Y'9i fcdÅ]gW'Y'?ca a]gg]cb
 XUni 'ni 'Vf]b[YbžX]Y'9bhk U'Xi b[gj YfcfXbi b['i a 'Y]b'ſ\ſf
 ni 'j YfgW'YVYb"b]Ya UbX'k]`FY[Ybk U'X'UV\c'nYbž'UVYf'XUgg
 2 ghYffY]W'ž'XYggYb'K U'XZÅW'Y'b]W'h'UV!ž'gcbXYfb'XYi h]W
 ni b]a a hž'X]YgY'VYb'5i ZU[Yb' Yf'Y]XYb 'gc`k]Y '@AbXYfž'X]Y
 FUi VVUi 'Ub']\ſYa 'K U'X'VYhfY]VYbž]gh'UVgc'i h]bU_nYdhUVY'"<]Yf
 Y]bY '@0gi b['ni 'Z]bXYbžX]Y'i bgYfYb'6Yhf]YVYb'i bX']\ſYf'G]hi Uh]cb
 [YfYW'h'k]fXž'k]fX'5i Z[UVY'XYg'_ca a YbXYb'ſ\ſYg'gY]b"

I bgYfY'YI dcfhc]Ybh]YfhYb'6Yhf]YVY'gY\Yb'Ui Z[fi bX']\ſYf']b'XYb
 `YhnhYb'XfY]'ſ\ſYb'YI d'cX]YfYbXYb'?cghYbg]hi Uh]cb'Y]bYb'A Uf_h
 bUW'XYa 'UbXYfYb'gW'k]bXYb. 'DYfgcbU`_cghYbghY][Yfi b[Yb'j cb
 hY]'g'0VYf'&\$'i ž'F'c\ghcZdfY]gYžX]Y'bcW']b]Y'gc'cW'k UfYbž'i bX
 9bYf[]Y_cghYbž'X]Y'nk Uf'k]YXYf'Yhk Ug'ni f0W_[Y[Ub[Yb'g]bXž
 UVYf']a a Yf'bcW'XYi h]W'0VYf'XYa 'GhUbX'j cf'XYa 'I _fU]bY_f]Y[
 'Y]Y[Yb" 'A]hYfk Y]Y'g]Y\h'Yg'YXYf. 'K]f'g]bX'gW']W'h'b]W'h'a Y\ſ
 _cb_i ffYbnZÅ\]["l bX'b]W'h'bi f'0ghYffY]W]gW'Y '@Y]hVYhf]YVY
 g]b_Yb'a]h' [[Ubh]gW'Yb'GW'i `XYb']bg'; fUV"8]Y'NU\`XYf
 6Yhf]YVY']a '@YVYbga]hY' [Yk YfVYž'X]Y']b'XYb'YhnhYb'VY]XYb
 ſ\ſYb'Z0f']a a Yf']\ſY'HcfY' [YgW'cggYb'\UVYbž']gh'nY\ba U`gc
 \cW'k]Y]b'XYb'ſ\ſfnY\bhYb'XUj cf"ſXYf'Y]bnY'bY'X]YgYf
 6Yhf]YVY']gh'Y]b'J Yf'i gh'Z0f'i bg'U`Y' 'Y]b'J Yf'i gh'Z0f'2 ghYffY]W']b

gY]bYf`Y]bn][Ufh][Yb`_i`_]bUf]gWkYb`J]Y`ZU`h"8Ugg`j]Y`Y`↑b[Y
: UWk`Yi hY`i bhYf`X]YgYb`F U\`a YbVYX]b[i b[Yb`XUfUi Z] Yfn]Wk hYbž
Y]bYb`6Yhf]YV`ni`ØVYfbY\`a Ybž`k i bXYfh`k c\`b]Ya UbX"

9g`[]Vh`UVYf`Ui Wk`@]Wk hV`]W_Y`i bX`XYi h`]Wk Y`d cg]h]j Y
@YVYbgnY]Wk Yb`i bgYfYf`6fUbWk Yb`"Gc`_cbbhYb`&\$&(`k]YXYf
6Yhf]YVg[fØbXi b[Yb`j YfnY]Wk bYh`k YfXYb`"A]hh`Yfk Y]Y`gc f[Yb
+"&*)`6Yhf]YVY`XYg`ØghYffY]Wk]gWk Yb`@YVYbga]hh`Y`[Yk YfVYg`ZØf
\ØWk ghY`@YVYbga]hh`Y`ei U`]hÅ`h`UbXUi Zi bX`UbXUV`"6Yhf]YVYž`X]Y
BUWk\U`h][_Y]h`YVYb`_`Už`gWk cb`]a a Yf`[Y`YVh`UVYbž`k Y]`Yg`]b
XYf`8B5`XYg`<UbXk Yf_g`]Y[hž`a]h`XYb`j cf\UbXYbYb`FYggci fWk b
gdUfgUa`i bX`gc f[ZÅ`h][`i a ni [Y\Yb`"6Yhf]YVYž`X]Y`g]Wk`gWk cb
]a a Yf`]b`]\fYa`_`c_U`Yb`i a ZY`X`gcn]U`Yb[U[]Yfh`\UVYb`"6Yhf]YVYž
X]Y`a]hh`Yfk Y]Y`)`%`%)`"A YbgWk Yb`5fVY]h`V]YhYb`"5fVY]hž`X]Y`GdU»
a UWk hž`_fYUh]j`]gh`i bX`a UbWk a U`gc [Uf` : Ua`_]Yb`UbgWk`i gg
V]YhYh"

⇒a : fØ\`U\`f`_cbbhY`XYf`b hYfbUh]cbU`Y`6fch`i bX
?cbX]hcfYbk YhhVYk YfV`a]h`Zi`a`]bUbhYf`:]fa YbVYhY]`][i b[`]b`XYb
FÀi a`_]Wk`_Y]hYb`XYf`6Y?C`]b`@]bn`Xi fWk [YZØ\`fh`k YfXYb`"9]bY
\cWk`_UfÅh][Y`]bhYfbUh]cbU`Y`_`f mž`\cWk ei U`]hUh]j Y`9]bgYbXi b[Yb
i bX`X]Y`VYk Å\`fhY`C f[Ub]gUh]cb`Xi fWk`X]Y`@YVYbga]hh`Y`U`UXYa]Y
XYg`ØghYffY]Wk]gWk Yb`; Yk YfVYg`\UVYb`[YnY][hž`XUgg`X]Y
ØghYffY]Wk]gWk Yb`6ÅW`_YfY]Yb`i bX`?cbX]hcfY]Yb`ni f
]bhYfbUh]cbU`Yb`Gd]hnYb`_`UggY`nÅ`\Yb`"5`Y`9]bgYbXi b[Yb`k i fXYb
k]YXYf`Ub`_Uf]hUh]j Y`C f[Ub]gUh]cbYb`[YgdYbXYh`_`X]Y`VYghYb
GWk a Ub`_Yf`XYg`@UbXYgž`i a`X]Y`<YfnYb`XYf`Y`fa ghYb`XYf`5fa Yb
k Yb][ghYbg`Y]ba U`ni`YfZfYi Yb"

9fZfYi`_]Wk`]ghž`XUgg`Yg`VY]`XYb`@Y\`f]b[gnU`\Yb`k]YXYf`VYf[Ui Z
[Y\`h`?bUdd`%`+`\$`\$`↑b[Y`A YbgWk Yb`_`a UWk Yb`XYfnY]h`]\fY`@]YVY
ni`[i hYb`@YVYbga]hh`Y`b`i bX`]\fY`@]YXYbgWk UZh`ZØfg`<UbXk Yf`_]b
i bgYfYb`6Yhf]YVYb`ni a`6Yfi Z`HfchnXYa`VfUi Wk h`Yg
i bj Yfa]bXYfhY`5bghfYb[i b[Ybž`X]Y`6Yfi ZgV]XYf`XYg
@YVYbga]hh`Y`[Yk YfVYg`]b`]\fYf`J]Y`ZU`hi bX`i b[`Ui V`]Wk Yb
?fYUh]j]hÅ`h`bcWk`VYggYf`↑b[Yb`A YbgWk Yb`_`i bX`bUhØf`]Wk`Ui Wk
\fYb`9`hYfb`_`bÅ\Yfni Vf]b[Yb`"<]Yf`\Y]» h`Yg`Ui Wk ž`hYWk b]gWk
bYi Y`K Y[Y`]b`XYf`@Y\`f]b[gU`ei]gY`ni`VYgWk fY]hYb`"5V`XYa

_ca a YbXYb`đ\`f`ghY\`Yb`XYb`@UbXYg]bbi b[Yb`XYg
@YVYbga]hhY`[Yk YfVYg`nk Y]`J F!6f]`Yb`ni f`J YfZØ[i b[ž'a]h`XYbYb
VY]`6Yfi Zga YggYb`cXYf`GW`i`VYgi W`Yb`ØVYf`nk Y]`]bhYfU_h]j Y
Dfc[fUa a Y`Ui g`XYa`6YfY]W`XYf`:`Y]gW`k]fhgW`UZh`Y]b
gd]Y`Yf]gW`Yf`Ni [Ub[`ni a`6Yfi Z[YnY][h`k YfXYb`_Ubb"

Dcg]hj`ZYghni`U`hYb`]ghž`XUgg`XYf`Ub[Y`i bX`k Ufa Y`Gca a Yf`X]Y
: YghY`]b`i bgYfYb`; Ya Y]bXYb`i bX`]a`df]j UhYb`F U\`a Yb`k]YXYf
ni f`<cW`V`ØhY`[YVfUW`h`\Uh" <cW`nY]hYbž: Yi Yfk Y\`!9j Ybhgž
?]fhU[YžUVYf`Ui W`[fc»Y`df]j UhY`; UfhYbdUfhmg`k UfYb`X]YgYb
Gca a Yf`Y]b`gY\`f`k]W`h][Yg`GhUbXVY]b`XYf`6fUbW`Yb`"5i W`X]Y
@]YZYfi b[Yb`Ub`<chY`Yf]Y`i bX`; Ughfcbca]Y`_cbbhYb`k]YXYf
j Yfa Y\`fh`Xi fW`[YZØ\`fh`k YfXYb`"đ`j]Y`Yb`; YV]YhYb`2 ghYffY]W`g
_cbbhY`\`Yi Yf`XUg`J cf!7cj]X!B]j YUi`XUb`_Y]bYf`gY\`f`ghUf`_Yb
Hci f]ga`i ggU]gcb`XYi h]W`ØVYfhfcZYb`k YfXYb`"6`]W`_h`a Ub`ni XYa
Ui ZX]Y`6i W`i b[g`U[Y`ZØf`X]Y`K]bhYfgU]gcbž`gc`gc`hY`Ui W`\]Yf
Y]bY`ghY][YbXY`K]fhgW`UZh`U[Y`ZØf`i bgYfY`6Yhf]YVY`ni`Yfk UfhYb
gY]b`"8]YgYf``_Y]bY`"5i ZgW`k i b[`nY][h`g]W`Ui W`XUf]bž`XUgg
k]YXYf`j Yfa Y\`fh`]bj Ygh]Yfh`k]fX`gck c\`]b`X]Y`A cXYfb]g]Yfi b[
XYg`A UgW`]bYbdUf`_g`U`g`Ui W`]b`X]Y`J Yf`_Ui ZgVYfY]W`Y"

9g`k YfXYb`UVYf`Ui W`a Ugg]j Y`A U»bU\`a Yb`ni f
9bYf[]Y[Yk]bbi b[`i bX`!YZZ]n]Ybn`[YgYmh`"8Yf`GYdhYa VYf`ghUbX
[Ubni]a`NY]W`Yb`XYf`K cf`XG_]`g`X]Y`K Y`ha Y]ghYfgW`UZhYb`XYf
6Yfi ZY`k i fXYb`]b`@mc`bž: fUb`_fY]W`ž`Ui g[YhfU[Yb`"Ni a
U`YfYfghYb`A U`k i fXY`XYf`6Yfi ZXYf`:`Y]gW`j YfUfVY]hi b[`U`g
8Ya`cbghfUh]cbgVYk YfV`k Y`hk Y]hd`f`ÅgYbh]Yfh`"2 ghYffY]W`_cbbhY
[Y[Yb`Yi hfYa`ghUf`_Y`?cb`_i ffYbn`Ui Z5b\]YV`X]Y`6fcbnYa YXU]`Y
]b`X]YgYa`6Yk YfV`Yff]b[Yb`i`i bX`Ui W`]a`6Yfi ZXYf`6`ÅW`_YfY]`\Uh
2 ghYffY]W`a]h`Y]bYf`A YXU]`Y`cZ`9i W`Y`bW`ghUf`_Ui ZhY][Yb
_ØbbYb`"J YfUbghU`hi b[Yb`k]Y`X]YgY`Vf]b[Yb`i bgYfYb`6fUbW`Yb
Y]b`i bVYnU`\`VUfYg`A YX]YbYW`c`"i bgYfY`6Yfi ZY`\UVYb`X]Y
A Ø[`]W`_Y]hž`\fY`6YghY]ghi b[Yb`]b`XYb`k]W`h][ghYb`HJ!GYbXYfb
i bX`Df]b`ha YX]Yb`ni`df`ÅgYbh]YfYb"

A]h`_c`Y[]U`Yb`; fØ»Yb
8=5b`_U`@cfYbW`h

6Ygi W\Yb`GjY`i bg`Ui Z.`ZY]gW\i bXWc"Uh