

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 gZcfXYfi b[Yb`Z0f`X]Y`6Yhf]YVY`XYg
@YVYbga]hhY`[Yk YfVYg` `Y]b`&U\f`j c``Yf@]W h i bX`GWX UhhYb`&=b
j]Y`Yb`6Yhf]YVYb`]gh`X]Y`DYfgcbU`g]h i Uh]cb`a]hh`Yfk Y]`Y`a Y\`f`U`g
dfY_Af`[Yk cfXYb`9g`fY]W h b]W h a Y\`f`Ui g\`j cb
: UWX_f\`Zh\`ya Ub[Y` `ni `gd fYWXYb` `YXY` \Y`ZYbXY`<UbX`ZY\`h`gY]
Yg`]b`XYf`DfcXi _h]cb\`]a
@U[Yf\`]b`XYf`@c[]gh\`_z`]a `J Yf`_Ui ZcXYf`]a `6\`fc`8 Uni`_ca a Yb
]a `J Yf[`Y]W h`ni `XYb`J cf`U\`fYb`XYi h]W h`[Ygh]Y[YbY
? fUb_YbghUbXghU[Y\`k Ug`a UbWXYb`6Yhf]YV`ni f`J Yfnk Y]Zi b[

Vf]b [h"

8]Y ni '6Y[]bb XYg \U\ fYg bc\W Ub\ U\hYbX \c\Y \bZUh]cbgfUhY\z
_f]Y[Yf]g\W Y\5i gY]bUbXYfgYhni b[Yb]b XYf\I _fU]bY i bX]a B U\Yb
C ghYb \gck]Y XUg Ui gV\Y]VYbXY\K UW\ ghi a \g\W UZZYb \a Ugg]j Y
J Yfi bg]W\ Yfi b[\i bX \Z\ fYb \ni \Y]bYf \ghUf_Yb \Ni f\W\ U\h\ b[\VY]a
?Ui \j Yf\ U\hYb \XYf \OghYffY]W\]g\W Yb \6Yj \O\ _Yfi b[" ; \Y]W\ nY]h][
g]bX \X]Y \6Yhf]VYVY \XYg @VYVYbga]hhY\ [Yk YfVYg \Y]bYf
V\fc_fUh]g\W Yb \6Y\ Ughi b[\Ui g[YgYhnh\z X]Y \bU\Yni \g]bh\z i hUfh][Y
5i ga U» Y\Ubb]a a h\5\`XUg\`]bXYfh\X]Y \J YfUbhk cfh]W\ Yb \]b \XYf
6f\ggY\Yf \6\UgY \b]W\ h\XUfUb\z 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
B UW\ \U\h\ [\Y]h\ i bX \XYg \? \]a Ug\W i hnYg \8c\W \ [i h\ [Ya Y]bh\]gh
VY_Ubbh]W\ cZh\XUg \; Y[YbhY]\`j cb \ [i h\ \I bX \Ui \W\ k Ybb \Yg
Y\ fVUfY \N]Y\Y\g]bX\z X]Y \YXYfa Ubb \i bhYfg\W fY]VYb _Ubb\z \gc \]gh
X]Y \I a gYhni b[\j]Y \ZUW\ U\g\gh\o a dYf\ UZh\ni \VYnY]W\ bYb \ \b\ UfhYb
J Yf\ Ubx\i b[Yb \gh\Yg \ [Y\i b[Yb\z X]Y \9i fcd\A]g\W Y \? ca a]gg]cb
XUni \ni \Vf]b[Yb\z X]Y \9bhk UXi b[gj YfcfXbi b[\i a \Y]b \U\ f
ni \j Yfg\W]VYVYb \B]Y a UbX \K]\`F Y[Ybk U\X \UV\c \nYb\z \UVYf \XUgg
2 ghYffY]W\ \z XYggYb \K U\XZ\A\W Y\ b]W\ h\UV\ \z gcbXYfb \XYi h\]W\
ni b]a a h\z X]YgY \VYb \5i ZU[Yb \ Yf\Y]XYb \gc \`k]Y @\AbXYf\z X]Y
FUi VVUi \Ub \fYa \K U\X \VYhfY]VYb\z]gh\UVgc \i h\]bU \nYd\hUVY \<]Yf
Y]bY @\Ogi b[\ni \Z]bXYb\z X]Y \i bgYfYb \6Yhf]VYVYb \i bX \]fYf \G]hi Uh]cb
[YfY\W\ h\k]fX\z k]fX \5i Z[UVY \XYg _ca a YbXYb \U\ fYg \gY]b \

I bgYfY 'YI dcfhcfc]Ybh]YfhYb '6Yhf]YVY 'gY\Yb 'Ui Z[fi bX ']\fYf ']b 'XYb
'YhnhYb 'XfY] 'J\ fYb '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 'ØVYf '& \$ 'i 'žFc\ghcZZdfY]gYžX]Y 'bcW\ b]Y 'gc '\cW\ k UfYbž'i bX
9bYf[]Y_cghYbžX]Y 'nk Uf'k]YXYf 'Yhk Ug 'ni fØW_[Y[Ub[Yb 'g]bXž
UVYf]a a Yf 'bcW\ XYi h]W\ 'ØVYf 'XYa 'GhUbX 'j cf 'XYa 'I _fU]bY_f]Y[
'Y[Yb " 'A]hhYfk Y]Y 'g]Y\hYg 'YXYf. 'K]f 'g]bX 'gW\ ']W\h b]W\h 'a Y\ f
_cb_i ffYbnZ\A\][" 'I bX 'b]W\h 'bi f 'ØghYffY]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]hhY '[Yk YfVYžX]Y ']b 'XYb 'YhnhYb 'VY]XYb
J\ fYb 'ZØf 'a a Yf ']\ fY 'HcfY '[YgW\ 'cggYb '\UVYbž]gh'nY\ba U' 'gc
'cW\ k]Y ']b 'XYb 'J\ fnY\bhYb 'XUj cf ' 'YXYf 'Y]b nY\ bY 'X]YgYf
6Yhf]YVY 'gh 'Y]b 'J Yf 'i gh 'ZØf 'i bq 'U 'Y ' 'Y]b 'J Yf 'i gh 'ZØf '2 ghYffY]W\ 'b

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

9g'[]Vh'UVYf'Ui W\ '@W\hV`]W\Y`i bX'XYi h]W\Y'dcg]hj] Y
@YVYbgnY]W\Yb`i bgYfYf'6fUbW\Yb" Gc'_cbbhYb`&\$&(`k]YXYf
6Yhf]YVg[fØbXi b[Yb'j YfnY]W\bYh'k YfXYb" A]jh'Yfk Y]Y'gcf[Yb
+"&*)'6Yhf]YVY'XYg'ØghYffY]W\gW\Yb`@YVYbga]jh'Y`[Yk YfVYg'ZØf
\ØW\ghY`@YVYbga]jh'Y`e i U`]hÀh`UbXUi Z'i bX`UbXUV"6Yhf]YVYžX]Y
B UW\ \U'h][_Y]h'YVYb`'UžgW\cb`ja a Yf'[Y\Yh\UVYbžk Y]`Yg`]b
XYf'8B5'XYg`<UbXk Yf_g`]Y[hž'a]h'XYb`j cf\UbXYbYb`F Yggci fW\b
gdUfgUa`i bX'gcf[ZÀ'h][`i a ni [Y\Yb"6Yhf]YVYžX]Y`g]W\`gW\cb
]a a Yf`]b`]fYa`c_U`Yb`I a ZY`X`gcn]U`Yb[U[]Yfh\UVYb"6Yhf]YVYž
X]Y`a]jh'Yfk Y]Y`)%"%)`'A YbgW\Yb`5fVY]h'V]YhYb`5fVY]hžX]Y`GdU`
a UW\hž_fYUhj]`gh'i bX`a UbW\ a U`gc[Uf` : Ua`]Yb`UbgW\`i gg
V]YhYh"

=a` : fØ\U\f'_cbbhY'XYf`b hYfbUh]cbU`Y`6fch`i bX
?cbX]hcfYb k YhhVYk YfV`a]h'Z`a]bUbhYf`]fa YbVYhY`][i b[`]b`XYb
FÀi a`]W\Y]hYb`XYf'6Y?C`]b`@]bn`Xi fW\ [YZØ\fh'k YfXYb"9]bY
\cW_UfÀh][Y`]b hYfbUh]cbU`Y` fmž\cW\ei U`]hUhj]Y`9]bgYbXi b[Yb
i bX`X]Y`VYk À\fhY`Cf[Ub]gUh]cb`Xi fW\`X]Y`@YVYbga]jh'Y`U_UXYa]Y
XYg'ØghYffY]W\gW\Yb`; Yk YfVYg`\UVYb`[YnY]`hžXUgg`X]Y
ØghYffY]W\gW\Yb`6ÀW\YfY]Yb`i bX`?cbX]hcfY]Yb`ni f
]b hYfbUh]cbU`Yb`Gd]hnYb`_UggY`nÀ\`Yb"5`Y`9]bgYbXi b[Yb`k i fXYb
k`]YXYf`Ub`_Uf]hUhj]Y`Cf[Ub]gUh]cbYb`[YgdYbXYh`X]Y`VYghYb
GW\ a Ub`_Yf`XYg`@UbXYgži a`X]Y`<YfnYb`XYf`Yfa`ghYb`XYf`5fa`Yb
k`Yb][ghYbg`Y]ba U`ni`YfZfYi`Yb"

9fZfYi`]W\`]ghžXUgg`Yg`VY`XYb`@Y\`f`]b[gnU\`Yb`k`]YXYf`VYf[Ui Z
[Y\h`?bUdd`%"+\$`↑b[Y`A`YbgW\Yb`a`UW\Yb`XYfnY]h`]`fY`@YVY
ni`[i hYb`@YVYbga]jh'Y`b`i bX`]fY`@Y]XYbgW\UZh`ZØfg`<UbXk`Yf_`]b
i bgYfYb`6Yhf]YVYb`ni a`6Yfi Z`HfchñXYa`VfUi`W\h'Yg
i bj`Yfa`]bXYfhY`5bghfYb[i b[YbžX]Y`6Yfi`ZgV`]XYf`XYg
@YVYbga]jh'Y`[Yk`YfVYg`]b`]fYf`J]Y`ZU`h`i bX`i b[`Ui`V`]W\Yb
?fYUhj]hÀh`bcW\`VYggYf`↑b[Yb`A`YbgW\Yb`i bX`bUhØf`]W\`Ui`W\`
]fYb`9`hYfb`bÀ\Yfni`Vf]b[Yb`<]Yf`Y]»h'Yg`Ui`W\žh`YW\`b]gW\`
bYi`Y`K`Y[Y`]b`XYf`@Y\`f`]b[gU_ei`]gY`ni`VYgW\`fY]hYb`5V`XYa

_ca a YbXYb \U\ f\ ghY\ Yb XYb @UbXYg]bbi b[Yb XYg
@YYVYbga]hhY[Yk YfVYg nk Y]J F!6f]`Yb ni f\ J YfZ\O[i b[ža]h XYbYb
VY]`6Yfi Zga YggYb cXYf GW\ i `VYgi \W Yb ØVYf nk Y]`]bhYfU_hlj Y
Dfc[fUa a YUi g XYa `6YfY]\W XYf: `Y]g\W k]fhg\W UZh`Y]b
gd]Y`Yf]g\W Yf Ni [Ub[ni a `6Yfi Z[YnY][h\k YfXYb _Ubb"

Dcgjhj] ZYghni \U'hYb]ghzXUgg'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'FU\ a Yb'k]YXYf
ni f'<c\W V`ohY[YVfUW\h'\Uh'<c\W nY]hYb'z: Yi Yfk Y\f!9j Ybhgz
?]fhU[Yz'UVYf'Ui \W[fc»Y'df]j UhY'; UfhYbdUfhmg'k UfYb'X]YgYb
Gca a Yf'Y]b'gY\f'k]\W h][Yg'GhJbXVY]b'XYf'6fUb\W Yb"5i \W'X]Y
@YZYfi b[Yb'Ub'<chY'Yf]Y'i bX'; Ughfc bca]Y'_cbbhYb'k]YXYf
j Yfa Y\fhXi f\W[YZ\fh'k YfXYb"6]j]Y'Yb'; YV]YhYb'2 ghYffY]\W g
cbbhY'\Yi Yf'XUg'Jcf!7cj]X!B]j YUi 'XUb`Y]bYf'gY\f'ghUf_Yb
Hci f]ga i ggU]gcb'XYi h']\W '\OVYfhfc ZYb'k YfXYb"6]W\h'a Ub'ni XYa
Ui ZX]Y'6i \W i b[g'U[Y'Z\fh'X]Y'K]b\hYfgU]gcb'z'gc'gc'`hY'Ui \W'`]Yf
Y]bY'ghY][YbXY'K]fhg\W UZhg`U[Y'Z\fh' i bgYfY'6Yhf]YVY'ni 'Yfk UfhYb
gY]b"8]YgYf'`_`Y]bY'5i Zg\W k i b['nY][h'g]\W'Ui \W'XUf]b'z'XUgg
k]YXYf'j Yfa Y\fh']bj Ygh]Yfh'k]fX'gck c\`]b'X]Y'A cXYfb]g]Yfi b[
XYg'A U\W]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`[YgYhnh`8Yf`GYdhYa VYf`ghUbX
[Ubn`]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\`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]h`dfÀgYb`h]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 bX`Ui W\`ja`6Yfi ZXYf`6ÀW_YfY]`U`
^2 ghYffY]W\`a`jh`Y]bYf`A YXU]`Y`cZ`9I W\``YbW\`ghUf`_Ui ZnY][Yb
_ÒbbYb`J YfUbghU`hi b[Yb`k`]Y`X]YgY`Vf]b[Yb`i bgYfYb`6fUbW\`Yb
Y]b`i bVYnU\`VUfYg`A YX]Yb`YW\`c`I`bgYfY`6Yfi ZY`UVYb`X]Y
A Ò[`]W\`_Y]hž`]fY`6Ygh`Y]ghi b[Yb`]b`XYb`k`]W\`h`[ghYb`HJ`!GYb`XYfb
i bX`Df]b`ha`YX]Yb`ni`df`ÀgYb`h]YfYb`

A]h_c``Y[]U`Yb'; fØ» Yb
8 =5 b_U`@c fYb Wh

6Ygi WX Yb 'G]Y 'i bg 'Ui Z. 'Z Y]gWX i bXWc "Uh