

So profitieren Fleischereibetriebe vom Megatrend Regionalität

Die Experten von Franz Gramiller & Sohn GmbH über die
Trends in der Branche



K Ya 'fY[]cbU`Y`E i U`]hUhžB UW\ \U`h][_Y]h'i bX`H]Yfk c\ ``Ua <YfnYb
`]Y[YbžXYf'i VYf`Uggh]b 'GUW\ Yb : `Y]gW\ _Ui Z'b]W\ hg`XYa 'Ni ZU````=a
; Y[Yb\hY]`.'\Y[YbUi Yf`C ghYffY]W\ g?cbgi a Yb\hYb 'i VYf`X]Y
<Yf_i bZh]\fYf: `Y]gW\ dfcXi _hY 'i bX`X]Y '5i Zhi W\ h`XYf`H]YfY
6YgW\ Y]X k]ggYb 'k c``YbžXYghc 'ghUf`Yf`VYY]bZi ggh`XYf`K Yfh
J YfhfUi Yb`X]Y ?Ui ZYb\hgW\ Y]Xi b["9]b 'K Yfhž`XYb '\Y]a]gW\ Y
: `Y]gW\ YfY]VYhf]VYY'a]h\j]Y`'K]ggYbž9I dYfh]gY 'i bX`@Y]XYbgW\ UZh
V]YhYb '_cbbYb ' i bX`XUj cb`Xi fW\Ui g`dfcZ]h]YfYb"

8Ybb`bYVYb]\fYb`YI nY``Yb\hYb '\UbXk Yf_`]W\ Yb : U\][_Y]hYb 'i bX
XYa 'Ui g[YnY]W\ bYhYb ; YgW\ a UW_`]\fYf`DfcXi _hY 'k YfXYb
: `Y]gW\ \Ui Yf`Ui W\ Z f]\fY ``Ub[\U\ f][Yb '6Yn]Y\i b[Yb 'ni
fY[]cbU`Yb '6Ui Yfb 'i bX`@]YZYfUb\hYb [YgW\ Uhn\h`9]b
E i U`]hUhga Yf_a U\z'a]h`XYa : `Y]gW\ h\Y_Yb `]b`Gi dYfa Uf_hYb `bi f
gY`hYb 'a]h\U`hYb '_cbbYb"

9]bY : fU[Y`XYg`J YfhfUi Ybg

J YfhfUi Yb `]b `Y]a]gW\ Y '9I dYfh]gY `nU\ `h\g]W\ b]W\ h`bi f`Zi f
9bXj YfVfUi W\ Yf`Ui g`'5i W\ : `Y]gW\ YfY]VYhf]VYYb `gY`Vgh`[Y`]b[h`Ygž
Xi fW\ `X]Y`_i [Y`Ni gUa a YbUfVY]h`a]h`cghYffY]W\]gW\ Yb '6Yhf]VYYb
ni `dfcZ]h]YfYb ``9]bYf`XYf`k]W\ h][ghYb '5bgdfYW\ dUfhbYf`]b`X]YgYa
6YfY]W\ `]gh`a]h`i VYf`%\$` `]U\ fYb '9fZU\ fi b[`XYf`GU`nVi f[Yf`6Yhf]VY
; **F 5A =@@9F ``A]h`<Ui gj YfghUbX `i bX`XYf`bch][Yb
6fUbW\ Yb _Ybbhb]g`[]`h`XUg`: Ua `]Ybi b\hYfbY\ a Yb `U`g`Hcd!**

5bgdfYWX dUfhbYf Zi f B U\ fi b[ga]hhY! i bX J YfdUW_i b[ghYWX b]_"

8i fWX 'a Uf_hZ \fYbXY DUfhbYf k]Y < C @57 i bX A UgWX]bYb k]Y
XYb 'GYWh & \$ 'H7 ' \]Zh; F 5A @@9F 'gY]bYb ?i bXYb k cfhk cfh]WX
XUVY]VYggYf UVni gWX bY]XYb" 8Ybb 'XYf ZYI]V 'Y
GWY]VYbgWX bY]XYf gcf[hVY]V]g ni (\$\$ 'GWb]hhYb 'dfc 'A]bi hY Zi f
\c \Y 'K]fhgWX UZh]WX _Y]h'i bX DfUn]g]cb 'VY]a 'Dcfh]cb]YfYb i bX
GWbY]XYb" 8Ug]b hY [f]Yf hY '5i g[UVYVUBX j YfY]b ZUWX hXYb
5VhfUbgdcfh i bX 'X]Y 'k Y]hYfY J YfUfVY]h'i b[z'k U\ fYbX 'X]Y
]b hY ``] [Yb hY A UgWX]bYbghYi Yfi b['X]Y < UbX\UVi b['ni a
?]bXYfgd]Y ``a UW h"

: fUb n'; fUa]``Yf / 'Gc \ b'; a V <

<Ui bgdYf[ghfU» Y " &z'5!) \$&%'GU`nVi f['9!A U].
cZ]WX 4 [fUa]``Yf"Uh z'k k k "[fUa]``Yf"Uh

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