

## **Wohin bewegt sich der Fleischmarkt?**

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



8 Yf` : `Y]gWX a Uf\_h]gh]a 'K UbXY`"9]bY`G]h] Uh]cbz`X]Y`bYVYb  
< YfUi gZcfXYfi b[ Yb`Ui WX`i b[ `Y]WX`j ]Y`Y`7\UbWXb`i bX`bYi Y  
DYfgdY\_h]j Yb`a ]h`g]WX`Vf]b[ h`9]b`[ YbUi Yf`6`]WX`Ui Z`XYb  
A Uf\_h`nY][ h`Y]b`bYi Yg`E i U`]hUhgVYk i gghgY]b`XYf`?cbgi a YbhYb  
i bX`XYb`[ fc» Yb`K Yfhj cb`Y]a ]gWX Ya `z`Y`f`]WX Ya`i bX  
hfUX]h]cbY`Ya`< UbXi`k Yf\_`Z`f`XUg`Ui WX`[ Yfb`VYnU\`h`k ]fX"  
9VYbgc`VY`c`b`h`XYf`A Uf\_h`b`bcj Uh]cbYb`i bX`bYi Y`HfYbXg`k ]Y  
Yhk U`8 fm`5[ YX`A YUh`c`XYf`K U[ mi "K`Yf`\Uh`Y`[ YXUWX h`XUgg  
i VYfU`h`Yg` : `Y]gWX`a Ugg]YfhY`F]bXYf`c`XYf`K i fghdfcXi`\_h`Y`a ]h  
VYgb`XYfYf`F`Ai WX`Yfi b[ `i bX` ; ]b!5fca Yb`?cbgi a YbhYb`gc`]b  
]\fYb`6Ub`n]Y`Yb`k i fXYb3

8 Ug`9f[ YVb]g3` Y]bghY`7i hg`\_fYUh]j Y`K i fghk UfYb`i bX`Yf`Yg`Yb`Yg  
: `Y]gWX`z`XUg`a Ub`gc`]b`\_Y]bYa`Gi dYfa`Uf\_h`Z`bXYb`\_Ubb`"9]bY  
j ]Y`j YfgdfYWX`YbXY`9bhk ]WX`i b[ `Ua`cghYffY]WX`gWX`Yb  
: `Y]gWX a Uf\_h"

6 YggYf`UVgWX`bY]XYb`Xi`fWX`GhUhY!`cZ!`h\`Y!`5`f`h!  
HYWX`b`c`c`[ `]Y

→`X]YgYf`NY]h`XYf`J`YfUbXYfi b[ `z`XYf`bYi`Yb`HfYbXg`i`bX`XYg  
: UW`\_fUZh`Ya`Ub`[ Y`g`VfUi`WX`h`Yg`nY]h`[ Ya`U`Y`HYWX`b`\_i`bX`5i`h`a`U!  
h]g]Yfi b[ `z`i`a`DfcXi`\_h`cbgd`fcn`YggY`Y]b`ZUWX`z`gWX`bY`i`bX`dfcZ]hU!  
VY`i`a`gYhn`Yb`ni`\_cbb`Yb`"8`Ug` : `Ua`]`Ybi`bh`Yfb`Y\`a`Yb`  
; F 5 A =@@9F`\_Ybbh`XYb` : `Y]gWX a Uf\_h`gY]h`i`VYf`%\$`\$`U\`f`Yb`i`bX  
di`b\_h`Yh`b`YVYb`a`YggYfgWX`UfZYa`<`Ui`gj`YfghUbX`Ui`WX`a`]h`XYf  
bch][ Yb`h`YWX`b]gWX`Yb`"9I`dYfh]gY"

C V`]bbcj Uh]j Yf`> b[ !: `Y]gWX Yf`cXYf`gc`]XY`YhUV`]YfhYf`HfUX]h!  
cbgVYhf]YVž; F 5A @@9F `V]YhYh`XYb`dYfZY\_hYb`A ]l`Ui g`9fZU\fi b[ ž  
`b`c`j Uh]cbgVYfY]hgWX UZh`i bX`GhUhY!cZh`Y!5fh`HYWX bc`c[ ]Y. `Gc  
hf]Zh`X]Y`@Y]XYbgWX UZh`bYi Y`DYfgdY\_hj Yb`ni`gWX UZZYbž`Ui Z  
a`cXYfbghY`A UgWX ]bYf]Yž`k ]Y`XYb`J 9A 5; `J U\_i i a`Z ``Yf`< D%\$@'  
8 Ub\_`Y]bn][ Ufh][ Yf` cfXYf\_i fj YbhYWX bc`c[ ]Yž`fc» Ya`Hf]WX hYfž  
8 Ufa \U`hYj cff]WX hi b[ Ybž?`]dda UgWX ]bYb`i bX`]bhi ]h]j Ya`Ga`Ufh  
8 ]gd`Um`gh`Yf`XUg`]XYU`Y`i bX`j cf`U``Ya`[ Yk ]WX hg[ YbUi Y  
Dcfh]cb]Yf[ YfUh`Z f`k Y]WX Y`A UggYb"; i f`a`UI`ja`U`Y  
Dcfh]cb]Yf`Y]ghi b[ `Ubb`Yf`ni XYa`a`]h`U``Yb`J 9A 5;  
K`i`fghWX Yb`]b]Yb`\_ca`V]b]Yfh`j Yfk`YbXYh`k`YfXYb"

9]b`k`U\f\UZh`[ i`hYg`FYnYdh`Z`f`9fZc`[ `

: fUbñ`; fUa`]``Yf`/`Gc\`b`; a`V<

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

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