

## 1. Bayerische Fleischerschule Landshut: Quereinsteiger nachhaltig weiter qualifizieren

I. Bayerische Fleischerschule Landshut: Quereinsteiger nachhaltig weiterqualifizieren. Der Fachkräftemangel an der Verkaufstheke spitzt sich zu. Ein neuer Kurs in Landshut bereitet Quereinsteiger praxisnah auf den Verkauf im Fleischerhandwerk vor.



Der Premierenkurs von „Fit für die Verkaufstheke“ findet vom 20. bis 23.01.2025 in Landshut statt. © Beigestellt

; Ygi b\_YbY`@Y\`f`b[ gnU\`YbžUbghY\YbXY`DYbg]cb]Yfi b[ Ybž  
5i gZU``Y`k Y[ Yb`?fUb\_\`Y]h`cXYf`VYfi Z]W Yf`I a cf]Ybh]Yfi b[ .`8Yf`  
: UWX \_fUZhYa Ub[ Y` `Ub`XYf`J Yf\_Ui Zgh\Y\_Y`gd]hnh`g]W k Y]hYf`ni "  
8U\Yf`k YfXYb`E i YfY]bghY][ Yf.]bbYb`Yi hY`a ]h<UbX\_i gg  
Ya dZUb[ Yb"  
8cW`Yg`VfUi W h`XYb`f]W h][ Yb`bdi hžXUa ]h`6fUbW YbbYi`]b[ Y  
gW bY` `Ub\_ca a YbžX]Y`?i bXgW UZh`cdh]a U`VYfUhYb`i bX  
YfZc`[ fY]W XUg`Gcfh]a Ybhj Yf\_Ui ZYb`cbbYb"

=a 'Ub<sub>i</sub> Uf'&\$&) 'ghUfhYh'XYf'YfghY'?'i fg' : ]h'Z f'X]Y'J Yf\_Ui Zgh\Y\_Y  
'6Ug]g'Z f'E i YfY]bghY][ Yf'Ub'XYf'%"'6UmYf]gWX Yb  
: 'Y]gWX YfgWX i 'Y'a ]h'Y]bYa 'j ]Y`gY]h][ Yb'Dfc[ fUa a ži a  
6fUbWX YbbYi ']b[ Y'i bX'K ]YXYfY]bghY][ Yf'cdh]a U'Y]bni gh]a a Yb"  
C bVcUfX]b[ 'Yb hgWX Y]XYbX

; YY][ bYhY': UWX\_fUZhYž[ YfUXY'Z f'X]Y'J Yf\_Ui Zgh\Y\_Y']a  
GdYn]U']hUhYbVYfY]WX'ni 'Z]bXYbž[ 'Y]WX h\Ui Z[ 'Y]bYf'Gi WX Y'bUWX  
XYf'BUXY'']a ' <Yi \Ui ZYb žghY`h'6UfVUfU'N]b\_!': i b\_ž  
GXW i ``Y]hYf]b'XYf'%"'6UmYf]gWX Yb': 'Y]gWX YfgWX i 'Y'ZYgh'Gc``hY'X]Y  
A ]hUfVY]hYfgi WX Y'YfZc'[ fY]WX '[ Yk YgYb'gY]bž]gh'XYf'YfZc'[ fY]WX Y  
9]bgh]Y[ ž'U`gc'XUg' C bVcUfX]b[ 'Z f'j ]Y`Y'A ]hUfVY]hYf.]bbYb  
Yb hgWX Y]XYbX"  
8U'6fUbWX YbbYi ']b[ Y'cZh'Ui g'XYf'; Ughfcba ]Y'cXYf'UbXYfYb  
8]Ybgh'Y]ghi b[ gVYfi ZYb'ni a 'A Yhn[ Yf'UbXk Yf'\_k YWX gY'bžg]bX  
: fYi bX'']WX\_Y]hž? i bXYbcf]Ybh]Yfi b[ 'i bX'9]bgUhnVYfY]hgWX Už  
VYfY]hg'Ui g[ YdfU[ h"

F ]WX h][ 'GdU» 'a UWX h'j Yf\_Ui ZYb'U'YfX]b[ g'Yfghž'k Ybb'']WX'XUg  
?bck !\ck 'i VYf'X]Y'DfcXi \_hY' i bX'XUg'Gcfh]a Ybh\UVY ž]gh'g]WX  
H]a c'8c'']b[ Yfž: UWX XcnYbh'Ub'XYf'%"'6: Gž'g]WX Yf'8cWX'Z f  
Y]bY' i a ZUggYbXY'J Yfa ]hh'i b[ 'ni 'K UfYb\_i bXY' i bX'7c"']gh'j cb  
6Yhf]VggY]hY'cZha U'g'Ui Z[ fi bX'XYf'Ub[ YgdUbbhYb'DYfgcbU'XYW\_Y  
bi f'k Yb][ 'NY]h"

J ]Yf'j ]Y`gY]h][ Yž'\_ca dU\_hY'?'i fghU[ Y  
8Yf'DfYa ]YfYb\_i fg'j cb' : ]h'Z f'X]Y'J Yf\_Ui Zgh\Y\_Y' Z]bXYh'j ca  
&\$"V]g'&' "\$%"&\$&) ']b'@UbXg\i hghUh' 'XYU'Z f'j ]Y`Y'6Yhf]VY  
bUWX'Y]bYa 'UbghfYb[ YbXYb'K Y]\bUWX hg[ YgWX Už'XYb'fi \][ YfYb  
Ub<sub>i</sub> Uf'ni 'bi hñYbž'i a 'A ]hUfVY]hYbXY'Z f'X]Y'C ghYfgU]gcb'ni  
ghUf\_Yb ž'k ]fVh: f]hn'< i VYfž'ZUWX hYWX b]gWX Yf'@Y]hYf'Ub'XYf'%"  
6: G" B YVYb'h\YcfYh]gWX Yb'; fi bX'U[ Yb'k ]Y'K UfYb! 'i bX  
J Yf\_Ui Zg\_i bXY'k ]fX'j ]Y`'K Yfh'Ui Z'X]Y'DfUI ]g'[ Y`Y[ h'hfUX]h]cbY'Y  
i bX'a cXYfbY'Ni gWX b]hñY'VY]F]bXž'GWk Y]b'i bX'< i \bWX Yb'i bX  
XYfYb'Ni VYfY]hi b[ 'ghY\Yb'XUVY]YVYbgc'Ui Z'XYa '@Y\fd'Ub'k ]Y

XUg`9fghY``Yb`j`cb`XY\_cfUh]j`Yb`K`i`fghd`UhhYb``  
8`Ua`]h`Ub`XYf`K`i`fghh\Y\_Y`f]W\h][`VYfUhYb`k`YfXYb`\_Ubb\z`k`YfXYb`  
[`Ya`Y]bgUa`a`]h`XYb`HY]`bY\`a`YbXYb`6fi`!\z?cW\!`i`bX`Fc\`k`i`fghY`  
\Yf[`YghY``h`8]Y`Y][`YbY`9fZU\`fi`b[`VY]`XYf`DfcXi`\_h]cb``Uggh`  
?`i`bXYb[`YgdfUW\`Y`i`bX`DfcXi`\_h]Ui`g`cVi`b[`Yb`Y]b`j`c``][`bYi`Yg`  
B]j`YUi`YffY]W\`Yb`ž`UhhYgh]Yfh`8c``]b[`Yf``:][bU`g]Yfh`k`]fX`XYf`?`i`fg`  
Xi`fW\`U\_h]j`Y`HfU]b]b[`gž`VY]`XYbYb`XUg`bYi`Yfk`cfVYbY`K`]ggYb`  
Ub[`Yk`UbXh`k`]fX``

## B UW\`U`h][`[`YXUW\`h

9]bY`Xi`fW\`XUW\`hY`K`UfYbdfUgYbhUh]cb\z`X]Y`J`Yfk`Yfhi`b[`i`bX`  
J`YfYXY`i`b[`j`cb`:`Y]gW\`hY]`Yb`gck`]Y``cgi`b[`gcf]Ybh]YfhYg`<`UbXY`b`  
]b`XYb`@`U`XYb`g]bX`k`Yfh]c``Y`K`Yf\_nYi`[`Y`ž`f`E`i`YfY]bghY][`Yf``8cW\`  
k`Ug`d`Ugg]Yfh]a`B UW\`[`Ub[`k`]YXYf`]b`XYf`DfUI`]g`Ub[`Y\_ca`a`Yb3`

H]a`c`8c``]b[`Yf`ghY\`h`Ui`W\`bUW\`XYa`?`i`fg`ž`f`fU[`Yb`ni`f`  
J`Yfž`[`i`b[``CZh`\_Ua`Yb`\_cb`\_fYhY`B`UW\`ZfU[`Yb`[`YbUi`XUbb\z`k`Ybb`  
a`Ub`k`]YXYf`Ub`XYf`H\`Y`Y`ghY\`hž`Yf`Ui`hYfh`8c``]b[`Yf``:][`bX`ZU``g`  
k`Y]hYfYf`6`YXUfZ`VYghY\`hž`\_ca`a`h`8c``]b[`Yf`Ui`W\`[`YfbY`j`c`C`fhž`  
XYbb`bi`f`bUW\`U`h][`Y`6]`Xi`b[``c\`bh\`g]W\`ž`]gh`N]b\_`!:`i`b\_`  
i`VYfnYi`[`h``6Y]`i`bg``Ui`hYh`XUg`A`chhc.`6]`Xi`b[`U``]bWi`g]j`Y`ž`  
VYghUh][`h`N]b\_`!:`i`b\_`

NU\`fY]W\`Y`5`Vgc`j`Ybh]bbYb`Ui`g`C`ghYffY]W\`k`UfYb`gW\`cb`]b`  
@`UbXg\`i`hž`i`a`g]W\`k`Y]hYfni`V]`XYb`i`bX`\_cbbYb`j`cb`X]YgYf`]b`  
@`UbXg\`i`h`[`Y`YVhYb`DfUI`]g`VYf]W\`hYb``:][`VYfbUW\`hi`b[`gUb[`YVchY`  
k`YfXYb`YVYbgc`j`Yfa`]h\`hž`k`]Y`Ui`ZK`i`bgW\`Y]b`5`VYbXdfc`[`fUa`a`ž`  
XUg`XYb`5`i`gh]Ui`gW\`i`b`hYf`XYb`HY]`bY\`a`YbXYb`ZcfXYfh`8`Ybb`Ui`W\`  
j`cb`X]YgYa`BYh\`k`Yf`\_dfcZ]h]YfY`a`Ub`i`VYf`XYb`?`i`fg`\`]bUi`gž`  
VYghUh][`h`<`i`VYf``:][`A`Y`XYb`G]Y`A`fY`E`i`YfY]bghY][`Yf`ž`f`X]YgYb`?`i`fg`  
Ub`i`bX`gW\`UZZYb`G]Y`Ni`Zf]YXYb\`Y]h`VY]`A`]hUfVY]hYb`XYbž`  
?`i`bX.]bbYb`i`bX`bUhi`f]W\`Ui`W\`ž`f`g]W\`ž`fUh`N]b\_`!:`i`b\_`

8]Y`c\`Y`6]`Xi`b[`gei`U`]hUh`Ub`XYf`@`UbXg\`i`hYf`:`Y]gW\`YfgW\`i`Y`  
k`]fX`bUW\`XYf`8`B`\_GC`-`\$`%`&`\$`%)`]a`F`U\`a`Yb`j`cb`YI`hYfbYb`  
5`i`X]hg`U\`f]W\`a`]h`6`YghbchYb`VYghUh][`h`!`a`XYb`c\`Yb`  
ei`U`]hUh]j`Yb`5`bgdfi`W\`ni`Yfž`Ybž]gh`XYf`?`i`fg`Ui`Z`%)`DYfgcbYb`

VY[ fYbnh"

K Y]hYfY HYfa ]b Y

Ub b Yfž @Ub Xg\ i h

( ) \* " A Y]ghYf\_i fg

8 Yf A Y]ghYf h]hY` ]gh X]Y k ]W h] ghY E i U Z]\_Uh]cb 'Ui ZXYa K Y[ 'ni f  
GY`VghghUbX][ \_Y]h'cXYf ni : i \fi b[ gdcg]h]cbYb"

A ? ' ( ) \* 'HY]`Y = = J . '\$, "\$%" ' \$"\$' "&\$&)

Ub b Yfž @Ub Xg\ i h

: ]h Zi f X]Y J Yf\_Ui Zgh\ Y\_Y ' '6Ug]g Zi f E i YfY]bghY][ Yf

: `Y]gW X i bX K i fgh'g]bX \fY @Y]XYb gW UZh i bX G]Y a cW hYb

hU[ `]W \fY ? i bXYb VY[ Y]ghYfb3'6]g\Yf ZY\ `hY

\b Yb 'YXcW X]Y'; Y`Y[ Yb\Y]hž \f K ]ggYb ]a '6YfY]W J Yf\_Ui Z i bX

K UfYb\_i bXY ni ZYgh][ Yb3

HYfa ]b ' &"\$%" & " \$"%&\$&)

: YVfi Ufž @Ub Xg\ i h

: `Y]gW gca a Y`Yf

: `Y]gW gca a Y`Yfg'g]bX UVgc i hY '9I dYfhYb XYgk Yfhj c ``Yb

@YYbga ]hhY`g : `Y]gW ž Z]h]b GYbgcf]\_ž \_YbbYb hfYbX][ ghY bYi Y

7 i hg i bX VY\YffgW Yb a cXYfbYg A Uf\_Yh]b[ Z f X]YgYg

?YfbdfcXi \_h XYg A Yhn[ Yf\UbXk Yf\_g"

A ? ' ( ) \* 'HY]`Y = = J .

HYfa ]b Y '\$" "%"\$&" / &- "# \$"\$' "&\$&)

: YVfi Ufž @Ub Xg\ i h

K i fgh! i bX G W ]b \_Ybgca a Y`Yf '6Y[ Y]ghYfb G]Y \fY ? i bXYb

Ub XYf H\Y\_Y a ]h \fYa dfcZ b! XYb : UWk ]ggYb i bX#cXYf

a i `h]d]n]YfYb G]Y \fYb 9fZc [ a ]h \fYa HYUa .

HYfa ]b ' &"\$%" &, \$"%&\$&)

A Ufnž @Ub Xg\ i h

NYfh]Z]n]YfhYf ; f]`YI dYfhY

DfcZg'j Yfa ]hhY b i a ZUggYbXYg ? bck !\ck ' a '6YfY]W ; f]`Yb i bX

66E žj cb XYb j YfgW ]YXYbghYb Ni VYfY]hi b[ ga Yh\cXYb V]g \b

ni f ; f]`[ i h! ? i bXY i bX XYf 9fgW ]Y» i b[ 'bYi Yf A Uf\_hY ' Z f XYb

YbhgWX Y]XYbXYb'K ]ggYbgj cfgdfi b[ 'Ui ZX]YgYa'; YV]Yh"  
HYfa ]b '&("'\$" &,\$' "&\$&)

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