

AMA-Marketing: 98 Prozent der österreichischen Haushalte kaufen Bio-Lebensmittel

98 % aller Haushalte kaufen trotz Inflation Bio-Lebensmittel. Die RollAMA zeigt, welche Motive dahinter stecken.



Bei den Bio-Aktionstagen der AMA-Marketing kann man sich sogar sein ganz eigenes Müsli mischen. © AMA Marketing / APA

Hfchn =bZ`Uh]cb _Ui ZYb ?cbgi a Ybh.]bbYb 6]c! @YVYbga]hhY`

?cbgi a Ybh]bbYb'i bX'?cbgi a YbhYb']b'² ghYffY]WX'V`Y]VYb'6]c!
@YVYbga]hhY`b'Ui WX']b'k]fhgWXUZh`]WX'\YfUi gZcfXYfbXYb'NY]hYb
hfYi "'Gc'_Ui ZYb'`Ui h'Fc``5A 5ł'ffc``]YfYbXY'5[fUfa Uf_hUbU`mgYŁ
-, 'DfcnYbh'U``Yf'<Ui g\U`hY'6]c!@YVYbga]hhY``Y]b"'8]Y'A ch]j Y
g]bX'XUVY]'i bhYfgWX]YX`]WX.'A UbWXY'?Ài ZYf]bbYb'i bX'?Ài ZYf
a ÒWXhYb'i a k Y`hVYk i gghYf'`YVYbž'Y]b][Y'[fY]ZYb'ni'6]cž'k Y]`

]\bYb'H]Yfk c\`'Ua'<\YfnYb'`]Y[hži bX'k]YXYf'UbXYfY'a ÒW\hYbg]\W\'Y]bZUW\'gY`Vgh'Yhk Ug'; i hYg'hi b" 8 Ug'nY][h'Y]bY'5A 5!A Uf_Yh]b[!A ch]j UbU`mgYł"'I a 'X]YgY dcg]h]j Y'9bhk]\W_`i b['k Y]hYf'ni 'i bhYfghØhnYbž'ghUfhYh'X]Y'5A 5! A Uf_Yh]b['XYg\U`V']a 'GYdhYa VYf'k]YXYf'a]h'XYf''\A\f`]\W\Yb'6]c! ; Ybi gg!'i bX' \oplus Zcfa Uh]cbgcZZYbg]j Y. 'XYb'5A 5'6]c!5_h]cbghU[Yb"

5A 5!A Uf_Yh]b['ghUfhYh'a]h'=b Zcfa Uh]cbg! i bX'; Ybi ggcZZYbg]j Y

?cbgi a Ybh]bbYb'i bX'?cbgi a YbhYb'\U`hYb'6]c'X]Y'HfYi Y. '8 Ug `Aggh'g]W\']b'Y]bYa 'gY]h'&\$'\\J\fYb'ghYh]['k UW\gYbXYb'i bX'gY]h `YhnhYa '\\\f'ghUV]`'V'Y]VYbXYb'HfYbX'UV`YgYb'fg]Y\Y'7\Ufh\\"A]h XYb'6]c!5_h]cbghU[Yb'k]``'X]Y'5A 5!A Uf_Yh]b['X]YgYb'HfYbX k Y]hYf'i bhYfghØhnYbž'j cf'Cfh'a]h'A YbgW\Yb'ØVYf'6]c!
@YVYbga]hhY``i bX'X]Y'V]c`c[]gW\Y'K]fhgW\UZhgk Y]gY'gdfYW\Ybž A]ggj YfghÅbXb]ggY'VYgY]h][Yb'i bX'a]hhY`g'?cghdfcVYb'XYb'6]c!; Ybi gg'\Yfj cf\YVYb"

8 Ybb'cVk c\`X]Y'a Y]ghYb'?cbgi a Ybh]bbYb'i bX'?cbgi a YbhYb 6]c!@YVYbga]hhY``_Ui ZYbž']gh'XUg'K]ggYb'XUfØVYfž'k Ug'[YbUi\]bhYf'6]c'ghYW_hž'bcW\'Ui gVUi ZÀ\]["'8]YgY'K]ggYbg`ØW_Y'k]```X]Y 5 A 5! A Uf_Yh]b['gW\`]Y» Ybž'XYbb'Y]bY']\fYf'k]W\h][ghYb'5i Z[UVYb]gh'Ygž'&zcfa Uh]cbYb'ØVYf'@UbXk]fhgW\UZh'Ub'?cbgi a Ybh]bbYb i bX'?cbgi a YbhYb'k Y]hYfni [YVYb"'8Yg\U'V'ghUfhYh'Yhnh'k]YXYf Y]bY'&zcfa Uh]cbg!'i bX'; Ybi ggcZZYbg]j Y'a]h'&zc!GhUh]cbYb']b [Ubn'2 ghYffY]W\"

@UbXYgk Y]hY =b ZcghUh]cbYb XYf 5A 5 6]c! 5_h]cbghU[Y

8]Y'Hci f'VY[]bbh'\Yi Yf']b'XYf'G7G'J ÒgYbXcfZ'flow'!&"- "Ł'i bX

ZØ\fh'ØVYf'XYb'9i fcdUf_'GU'nVi f['fl("!)"- "Łž'XYb'G]``dUf_
=bbgVfi W_'fl "!- "- "Łž'H\Y'A U```]b'K]Yb'flow' "!%("- "Łž'XUg'

5i ZghY]fYfb']b'; fUn'flow' "!%+"- "Łž'XUg'9? N'GY]YfgVYf[

flow-"!&\$"- "Ł'bUW CVYfÒghYffY]W 'ni 'XYb'?cbgi a X]U`c[Yb']b'GhYmf

flow, "!&-"- "Ł":5b'XYb'GhUh]cbYb'k UfhYh'Y]b'j]Y`ZÀ`h][Yg'5b[YVch'Ub

A]ha UWX! i bX J Yf_cghi b[gU_h]j]hÀhYb Ui Z X]Y 6 Ygi WX Yf]bb Yb i bX 6 Ygi WX Yf. G]Y _Obb Yb g]WX VY]gd]Y gk Y]gY Ui g 6]c!Ni hUhYb i]\f Y][Yb Yg A Øg`] ni gUa a YbghY``Ybž 6]c!? ÀgY [Ya Y]bgUa j Yf_cghYb i bX a]h Y]b Yf 6]c!6Ài Yf]b ZUWX g]a dY`b " 6 Y]a 6]c!; `ØW_gfUX []Vh Yg j]Y Y DfY]gY ni [Yk]bb Yb " 8]Y 6]c!5_h]c bghU[Y k YfXYb cb`]b Y Xi fWX j YfgWX]Y XYb Y A U» bU\a Yb Yf[Abnh" 5i Z: UWY Vcc_ i bX +bghU[fUa YfnA\`h'X]Y 5A 5!A Uf_Yh]b[jcb XYf Hci fž +bZi Yb WYf VYgi WX Yb X]Y Ghcddg i bX VYYf]WX hYb XUfØVYf" HA[`]WX _Obb Yb +bhYf Ygg]YfhY i]\f 6]c!K]ggYb jb Y]b Ya Cb`]b Y!E i]n dfØZYb i bX XUVY] \c WX k Yfh][Y 6]c!? c WX dUW_U[Ygi bX If Vygi bY CYG Yb Yc Z[Yk]bb Yb"

6]c ZØf J c `_ggW i `_]bXYf

la 'Ui W\'X]Y'\Db[YfYb'Z\Of'V]c`c[]g\W\Y'@YVYbga]hhY``ni $gYbgV][g]YfYbžZ]bXYhVYiYfKAVfYbXXXYf6]c!5_h]cbghU[YVYfY]hg$ ni a 'j]YfhYb'A U`X]Y'5A 5!A Uf_Yh]b['6]c!Jc`_ggWi `U_h]cb'ghUhh" 8UVY]g]bXDAXU[c[]bbYbibXDAXU[c[YbY]b[Y`UXYbžg]WX]aGYdhYa VYfa]h']\fYb'GW\Ø`Yf]bbYb'i bX'GW\Ø`Yfb'XYf'("'?`UgqYb XYa 'H\Ya U'6]c!@YVYbqa]hhY`'ni 'k]Xa Yb" BYVYb 'gdUbbYbXYb' | bhYf`U[Yb' i bX'5fVY]hgV`ÀhhYfb' ZØf GWW O Yf b Yb 'i b X 'GWW O Yf' []Vh 'Yg'ni gÀm']WW Y<]bhYf[fi bX]bZcfa Uh]cb ZØf DÀXU[c[]bbYb i bX DÀXU[c[Yb" 8]Y HY]bU\a Y'Ub'XYf'5A 5'6]c!Jc`_ggW\i `U_h]cb']gh'_cghYb`cg'i bX'Ub $_{Y}bY'JYfdZ]WXhib[Yb'[YVibXYb''5``Y'?`UggYbž'X]Y'Y]bY$ 8c_i a YbhUh]cb^]\fYf^6YgW\AZh][i b['a]h^6]c^Ub^X]Y^5A 5! $A Uf_Yh]b[qYbXYbžYf\U`hYb'U`q'8Ub_YgW\Ob'Y]b'_cghYb`cgYg'6]c!$ $: f\emptyset \setminus gh\emptyset W_Y]bYg'fY[]cbUYb'6]c! < YfghY``Yfg'Z\emptysetf'X]Y'[YgUa hY]$?`UggY'ni [YghY``h" <]Yf'[Y\h'Yg'ni f'5ba Y`Xi b[.'\hhdg.##V]c]bZc"Uh#fY[]ghf]Yfi b[

6]c!@YVYbga]hhY``YfZfYi Yb`g]W\`[fc» Yf 6Y`]YVh\Y]h

`UbXk]fhgW\UZh\Dr\]W\Y'6Yhf]YV'V]c`c[]gW\"8]Y'6]c!< \OZY
VYk]fhgW\UZh\b']bg[YgUa h'+\$) ", ') '<Y_hUf': `AW\Y\ZXUg'g]bX
_bUdd'&, `DfcnYbh'XYf'[YgUa hYb'`UbXk]fhgW\UZh\]W\Yb': `AW\Y''
GY]h'&\$%) ']gh'XUa]h'X]Y'5bnU\`XYf'6]c\\OZY'i a '&%'DfcnYbh
Ub[Ygh]Y[Yb'i bX'X]Y'V]c`c[]gW\'VYk]fhgW\UZhYhY': `AW\Y'i a '&,
DfcnYbh'[Yk UW\gYb''N]Y``]gh'X]Y'9fk Y]hYfi b['XYg'6]cZ\AW\Yb!
5bhY]`g'Ui Z' \$'DfcnYbh'V]g'ni a '\\\\f'\&\\&\+\"8Ugg'X]Yg'YffY]W\\VUf
]gh\Z'nY][h'X]Y'HUhgUW\Y\Z'XUgg'?cbgi a Ybh]bbYb'i bX'?cbgi a YbhYb
j Yfa Y\fh'6]c!@YVYbga]hhY`'Y]b_Ui ZYb'i bX'Ui W\']b'NY]hYb'XYf
HYi Yfi b['XYf'6]c!9]b_Ui Z'ghUV]`']gh''

łEiY``Y. '6A @ž'; fØbYf'6Yf]W\h'&\$&' ž'j cf`Ài Z][Y'NU\`Yb

6 Ygi WX Yb 'G]Y 'i bg 'Ui Z. 'Z`Y]gWX i b X Wc "Uh