

Bio ist zurück: BIO vom BERG steigert Umsatz

Tirols einzige unabhängige Bio-Erzeugermarken BIO vom BERG konnte einen Nettoumsatz von 15,5 Millionen (2023: 14,2 Millionen) erwirtschaften.



Bild: Agentur Polak

I bgYf`5i ZhfU[ž'K YfhgWŁ ŌdZi b[`ZŌf`X]Y`H]fc`Yf`6]c!
 6Yf[`UbXk]fhgWŁ UZh`ni` [YbYf]YfYbž'ghUbX`Ui WŁ`&\$&(`]a
 A]hhY`di b_h ž`Yf_`Àfh`6]cU`d]b!CVa Ub b`G]a cb`K c`Z`' 8i fWŁ
 ðj Ygh]h]cbYb`]b`X]Y`DfcXi _hYbhk]W_`i b[`i bX`Y]bY`bUWŁ`U`h][Y
 J Yfhf]YVgghfUHy []Y`_cbbhYb`k]f`gdYn]Y``]a `6YfY]WŁ`XYf
 ; fc» _ŌWŁYb`i bX`XYa`B Uhi f_cghZUWŁ`UbXY`ni`Y[Yb" `9fgha U`g
 k i fXYb`F c``[YfghYž`A Y`Y`gck]Y`8i bgh`ÀZ`ž`ŸdZ`ž`?]fhgWŁYb`i bX
 6]fbYb`]b`; fc» [YV]bXYb`Ub[YVchYb" `DfcXi _hY`Ui g`XYf
 _Y]bghfi _hi f]YfhYb`H]fc`Yf`6]c!6Yf[`UbXk]fhgWŁ UZh`g]bX`ŌVYf`X]Y
 ; fYbnYb`\\]bUi g`VY`]YVh` 8Yf`5VgUhn`j cb`? ÀgYgdYn]U`]h`hYb

Ybhk]W_Y`h'g]W\`gY\`f[i h'i bX`[]`h'U`g`9I dcfhgW\`U[Yf ž'gc`K c`Z'
6€`j ca`'69F; !DfcXi _hY`\UVYb`Ui W\`]a`'6YfY]W\`XYg
9j YbhWUhYf]b[g`[fc»Yb`5b`_`Ub[`'[YZ` bXYb`"6Y]; fc»Yj Ybhg`k]Y
XYb`C`ma`d]gW\`Yb`Gd]Y`Yb`]b`DUf]g`cXYf`XYa`?]hn`F UW`7`i V`VY]a
<U\`bYb`_Ua`a fYbbYb`k i fXYb`E i U`]h`h`i bX`J]Y`ZU`h`i bhYf`6Yk Y]g
[YghY`h`" A U» [YV`]W\`Z0f`XYb`9fZc`[`]gh`X]Y`YfZfYi` `]W\`Y
9bhk]W`_i b[`XYf`HcW\`hYfZ]fa U`H]fc`Yf`6Ui Yfbd`fcXi _hY`; a V<ž`X]Y
VYfY]hg`]a`nk Y]hYb`š\`f`\fYg`6YghY\`Ybg`Y]bYb`BYh`ci a`gUhn`j cb
_bUdd`&ž) `A`j`]cbYb`9i fc`Yfn]Y`hY ž`VYhcb`h`K c`Z'

I a gUhd`i g`j cb`a Y\`f`U`g`- `DfcnYbh

9VYbgc`dcg]h]j`Z`h`X]Y`6`]Ubn`XYf`9fnYi [Yf[YbcggYbgW\`UZh
6]cU`d]b`Z0f`XUg; YgW\`Zhg`U\`f`&\$&(`Ui g.` I bgYf`BYh`ci a`gUhn`]gh
j cb`%(ž&`A`j`]cbYb`9i fc`]a`š\`f`&\$&' `Ui Z%) ž) `A`j`]cbYb`9i fc
[Ygh]Y[Yb`"8 Ug`Ybhgd]f]W\`h`Y]bYa`K UW\`ghi a`j cb`- ž&(`DfcnYbh ž
df`AgYb]h]Yfh; YgW\`Zhg`Z0\`fYf`6`0fb`F Uga`i g`"6YgcbXYfg`k]W\`h][`Z0f
XUg`K UW\`ghi a`V`Y]Vh`X]Y`Ub[`h`f][Y`DUf`hbYfgW\`UZh`a`]h`A DF`9€"
8Yf`UbhY]] [Y`BYh`ci a`gUhn`ž`XYf`&\$&(`0VYf`A DF`9€`Yfn]Y`h`k i fXYž
gh]Y[`j cb`%%ž `A`j`]cbYb`9i fc`]a`š\`f`&\$&' `Ui Z%&ž(`A`j`]cbYb
9i fc` `Y]b`D`i g`j cb`- ž+ `DfcnYbh`" 9]b[fc»Yf`8Ub`_`[]`h`XYf`:]fa U
A DF`9€ž`X]Y`i bgYfY`?`Y]bghfi`_hi`f`]b`k]fhgW\`UZh`]W\`
\`YfUi`gZc`fXYfb`XYb`NY]hYb`j`Yf`Àgg`]W\`i bhYfgh`0hnh ž`gc`F Uga`i g`"
A DF`9€!; YgW\`Zhg`Z0\`fYf`8Uj]X`A`0`_`Yf[`Àbnh`" 8 Ug`ghUf`_Y
I a`gUhnk UW\`ghi a`i bhYfghfY]W\`h`XYb`\`c\`Yb`GhY`Ybk`Yfh
fY[]cbU`Yf`E i U`]h`h`i bX`j`YfXYi`h]W\`hž`XUgg`A DF`9€!`?i bX.]bbYb
bVYb`XYa`]; Ybi`gg`Ui W\`X]Y`\`Y]a`]gW\`Yb`6]c!DfcXi`nYbh.]bbYb`Ua
<YfnYb`"]Y[Yb`"GY]h`XYa`'6Y[]bb`XYf`DUf`hbYfgW\`UZh`a`]h`6€`j ca
69F; `j cf`&' `š\`fYb`gh`Af`_h`YXYf`Y]bnY`bY`?Ui Z`X]Y`@Uj`Xk]fhgW\`UZh
]b`XYf`F`Y[]cb`"; f0»`hYb`hY]`g`\`UbXY`h`Yg`g]W\`XUVY]`i a`_`Y]bY
: Ua`j`]YbVYhf]YVYž`X]Y`Xi`fW\`X]Y`J`Yfa`Uf`_hi`b[`i bX`XYb`J`Yf`_Ui`Z
VY]`A DF`9€`Y]bYb`ghUV]`Yb`5VgUhn`Yf\`U`hYb`"I a`XUg`Gcfh]a`Ybh
bcW\`UhhfU`_hj`Yf`Z0f`i bgYfY`?i bX.]bbYb`i bX`?i bXYb`ni`a`UW\`Ybž
g]bX`]a`@Ui Z`Y`XYg`š\`fYg`fY[Y`a`À»][Y`5`_h]cbYb`[Yd`Ubh"

GhUf`_Y`A`Uf`_Y`U`g`9fZc`[gZU`_hc`f

Hfchn`XYg`I a`gUhnk UW\`ghi a`g`V`Y]Vh`X]Y`k]fhgW\`UZh`]W\`Y`@U[Y

\YfUi gZcXYfbX" K]Y'j]Y`Y`UbXYfY`gY\Yb`Ui W`k]f`i bg`a]h
g]b_YbXYb`F c\YfhfÅ[Yb`_cbZfcbh]Yfh ž`gc`F Uga i g" I bgYfY
9bhgWXY]Xi b[ž`j YfghÅf_h`i]b`X]Y`A Uf_YbVY_Ubbh\Y]h`ni
]bj Ygh]YfYbž`]gh`bUW`k]Y`j cf`ghfUhY[]gW`f]W`h][" `6YgcbXYfg
k]W`h][`]gh`XUVY]`X]Y`i bhYfghØhni b[`j cb`DUfhbYfb`k]Y`XYf
5[fUfa Uf_Yh]b[`H]fc`" F i bX`X]Y`<`Å`ZhY`XYf`i a gUhnYf`ÒgY`Ui g
E i U`]hÅh`H]fc`!DfcXi _hYb`YbhZÅ`h`Ui Z`6-€`j ca`69F; !DfcXi _hY ž
Yf_`Àfh`F Uga i g" 8U\Yf`]gh`Yg`k]W`h][ž`XUgg`a Ub`Ui W`]b`Ni _i bZh
j YfghÅf_h`ni gUa a YbUfVY]hYh`i bX`[Ya Y]bgUa Y
A Uf_Yh]b[U_h]j]hÅhYb`ZcfW]Yfh"

GmbYf[]Yb`g]W`Yfb`Ni _i bZh

6]UbWU`?`UdYYfž`6]c!DfcXi nYbh]b`Ui g`B`Ui XYfg`i bX
J cfghUbXga]h[`]YX`j cb`6]cU`d]bž`[]Vh`Y]bYb`9]bV`]W`_]b`X]Y
VYhf]YV`]W`Y`DfUI]g.` K]f`Yf`YVYb`]b`i bgYfYa`<cZUXYbž`XUgg`X]Y
A YbgW`Yb`V]c`c[]gW`Y`DfcXi _hY`VYk i ggh`_Ui ZYb`i bX`gW`ÅhnYb`
Hfchn`XYf`YfZfYi `]W`Yb`5VgUhnU\`Yb`V`Y]Vh`X]Y`G]hi Uh]cb
Ub[YgdUbbh` 8]Y`[Ygh]Y[YbYb`?fUZhZi hhYfdfY]gY`gY]h`6Y[]bb`XYg
I _fU]bY!`?f]Y[g`VY`UghYb`X]Y`6Yhf]YVY`k Y]hYf\]b`k]fhgW`UZh]W`"
K Å\fybX`XYf`?]`cdfY]g`j cf`&\$&&`bcW`\$ž) - `7Ybh`VYhfi [ž`VY`Ui ZYb
g]W`X]Y`?cghYb`a]h`Yfk Y]Y`Ui Z`\$ž &`7Ybh`dfc`?]`c`" ; YfUXY
XYg\U`V`g]bX`9fnYi [Yf[Ya Y]bgW`UZhYb`k]Y`i bgYfY`bYi b`9]Yf!
dfcXi n]YfYbXYb`6Yhf]YVY`gc`k]W`h]["G]Y`gd]Y[Y`b`XYb
_ccdYfUh]j Yb`; YXUb_Yb`k]XYfž`XYb`6-€`j ca`69F; `gY]h`Y\Yf
`YVh ž`i bhYfghfY]W`h`?`UdYYf`i bX`ZØ\fh`k Y]hYf`Ui g.` GmbYf[]Yb
g]bX`]b`X]YgYb`NY]hYb`YggYbn]Y`ž`i bX`k]f`g]bX`Zfc\ž`a]h`6]cU`d]b
i bX`A DF 9-€`ghUf_Y`DUfhbYf`Ub`i bgYfYf`GY]hY`ni `UVYb"

6Ygi W`Yb`G]Y`i bg`Ui Z.`ZY]gW`i bXW`"Uh