

Bio-Umsätze in Österreich legen weiterhin zu

Stärkstes Motiv für den Griff zu Bio-Lebensmittel ist das eigene Wohlbefinden. Altruistische Gründe wie Tierwohl oder Umwelt wirken weniger stark als angenommen. Den typischen Bio- Käufer gibt es nicht mehr, viel eher wird Bio "vererbt". Das ergab eine von der AMA beauftragte Studie zu den Kaufmotiven.



; U`Yf]Y`ÒZZbYb

5``Y'UbnY][Yb

. . .

%ž- 'A]``]UfXYb '9i fc 'j Yf_Ui Zh" '8 Ua]h 'gh]Y ['XYf'6]c!I a gUhn']a J Yf ['Y]W\ 'ni a 'J cf'U\f'i a 'ØVYf'%\$\$ 'A]``]cbYb '9i fc 'Vnk "'ZØbZ DfcnYbh" 8 Ug'nY] [Yb'X]Y 'U_hi Y``Yb' A Uf_hZcfgW\ i b [g! 9f [YVb]ggY]a '5i ZhfU ['XYf'5 A 5! A Uf_Yh]b ["'8]Y 'NU\ 'Yb'VY`Y [Ybž'XUgg'XYf 5ddYh]h'XYf'? cbgi a Ybh‡bYb'i bX'? cbgi a YbhYb']b'² ghYffY]W\ 'Ui Z V]c`c []gW\ Y'@YVYbga]hhY``k Y]hYf\]b'ni 'b]a a h"'8 Ug']gh'Ui g'G]W\ h XYf'6]cVÀi Yf]bbYb'i bX'6]cVUi Yfb'Y]bY'YfZfYi `]W\ Y'B UW\ f]W\ h ž VYhcbhY'6 = C'5 I GHF = 5!CVZfUi '; YfhfUi X'; fUVa Ubb']b'Y]bYf [Ya Y]bgUa Yb'DfYggY_cbZYfYbn'a]h'XYa '; YgW\ÀZhgZØ\fYf'XYf 5 A 5!A Uf_Yh]b['; a V<ž'A]W\ UY`'6`Ugg"

6]c i b X B U W \ U h][_Y]h Y f[À b n Y b 'g] W

&\$%&`Yf\cV`X]Y`5A5`YfghaU`g`X]Y`nYbhfU`Yb`Ach]j Y`ZØf`XYb`?UiZ icb.6]c!DfcXi hYb":\text{\text{\text{hnh.gc}`hYibhYfgi} W\h.k YfXYb\text{\tin\text{\texi{\text{\text{\text{\text{\text{\text{\tin\text{\texi}\text{\text{\tex{\texi}\text{\ti}\text{\text{\text{\text{\text{\text{\text{\text{ 9]bghY``i b[Yb'Ub[Yg]Wkhg'XYf'8]q_i gq]cbYb'i a '?`]a UgWki hn'i bX $BUWX \setminus U^*h][\underline{Y}]h^*[\underline{Y}]h$ $; Y Y [Yb Y]hq! Vnk "=bhYbq]j_Ai ZYfb Yf[UV. BUW k]Y j cfqhYh$ XYfKibgWxXYf; YgibX\Y]hibXxYa ? OfdYfYhk Ug; ihYgni hi bž'Ub 'YfghYf'GhY``Y"'6]c']gh'ZØf'?cbgi a YbhYb'j cf'U``Ya $BUhØf^{W}_{Y}hž^{Y}Y^{Y}$ Ghi X]YbhY]`bY\a Yf'k i fXYb'VYZfU[hž']b'k Y`W\Ya '5i ga U» '6Yf]W\hY ni a '?`]a Uk Ub $XY``XUg`Y][YbY`9]b_Ui ZgjYf\U`hYb`VYY]bZ`i ggYb"$ 6]c'k]fX'U`g'k]WXh][Yf'5qdY_h'j cb'BUWX\U`h][_Y]h'[YqY\Yb'' i bX ia[Y_Y\fh"'H\YaYb'XYf'BUW\\U`h][_Y]h'ZÒfXYfb'6]cž'[`Y]W\nY]h][$ZOfXYfh'6]c'XUg'6Yk'i gghgY]b'ZØf'BUW\\U`h][_Y]hgUgdY_hY'''9]bY$ iba]hhY`VUfY'JYf\U`hYbgÀbXYfib['`Àggh'g]WX'Uig'XYf'GhiX]Y'b]WXh $Yf!'_YbbYb"'5``YfX]b[g'k \varnothing bgWXYb'g]WX'X]Y'HY]`bY\a Yfž'XUgg$ $i Yfa Y fh @VYf X Y dcgh Y b 9 ZZY_h Y XYf V c! c[] gWXYb$ K]fhgWXUZhgk Y]gY ZØf H]YfY i bX i a k Y`h'Ui Z[Y_`Àfh'k]fX" 8]Y ZcfhqWxfY]hYbXY'HYWXbc`c[]!'g]Yfib['XYf'@UbXk]fhqWXUZh'ghY\h XYa '6]c!; YXUb_Yb 'ØVf][Ybg 'b]W\h']a 'K Y["

5a VYghYb fY[]cbU`i bX 6]c

8 Yf '5 gd Y_h 'X Yf 'F Y[]cb U `]hÀh '[Yk]bbh 'UiW 'V Y] '6]c 'Ub '6 Y X Yihib ["GhY \ Yb 'X] Y '6 Y Zf U[h Yb 'j cf 'X Yf 'K U\ `nk]g W Yb 'Y]b Ya '6]c!
@Y V Y b ga]hh Y ``Uig 'X Ya '5 ig `Ub X 'ib X 'X Ya '[`Y] W X Yb '@Y V Y b ga]hh Y `

Ui gʻfY[]cbU`Yfʻ<Yf_i bZhžk]fX`\Ài Z]['XUgʻfY[]cbU`Yʻ6]c!DfcXi _h VYj cfni [hž'XYbbʻa]hʻ6]cʻk YfXYbʻUi W\`_i fnYʻHfUbg!ʻdcfhk Y[Y Uggcn]]Yfh"ʻ6]c!GdYn]U`]hÀhYbʻVnk "'YI ch]gW\Yʻ6]c!DfcXi _hYʻk YfXYb YxcW\`[YfbY`U_nYdh]Yfhž'k Ybbʻg]Yʻ]bʻ² ghYffY]W\`b]W\h j cf_ca a Yb"J ca '<UbXY``Yfk UfhYbʻg]W\`X]YʻGhi X]YbhY]`bY\a Yfž XUggʻfY[]cbU`Yʻ6]c!DfcXi _hYʻUb[YVchYbʻk YfXYbž'gcVU`X`X]YgYʻ]b² ghYffY]W\`GU]gcb`\UVYb"`?`Uf`]ghʻZØf`X]Y`HY]`bY\a Yf`Ui W\ž'XUgg FY[]cbU`]hÀhʻi bXʻ6]cʻi bhYfgW\]YX`]W\Y`?cbnYdhYʻg]bXž'Ygʻ_ca a h U`gcʻni _Y]bYfʻJYfk YW\g`i b["

$8 Yb hmd]gWX Yb 6]c_Ai ZYf[]VhYgb]WX ha Y\f$

6Y]a ?cbgi a 'Ui » Yf' < Ui g'UW\hYb'X]Y'HY]`bY\a Yf'k Yb][Yf'Ui Z 6]c"?Ui a 'Ya UbX'ZfU[h']a 'FYghUi!'fUbh'bUW\'6]c!Ni hUhYb'cXYf XYb_h'XUfØVYf'bUW\žcV'; UghghÀhhYb'a]h'V]c`c[]gW\Yb'Fc\ghcZZYb_cW\Yb"'GdYn]Y``Y'6]c!FYghUi fUbhg'g]bX'k Yb]['VY_Ubbh'

6]ca Uf_h'ghY][h'k Y]hYf

8]Y'BUW\ZfU[Y'bUW\'V]c`c[]gW\'YfnYi[hYb'DfcXi_hYb'ghY][hkY]hYf"'&\$%, 'kifXYb']b'^2ghYffY]W\'6]c!'@YVYbga]hhY`']a; YgUahkYfh'jcb'fibX'%ž-'A]``]UfXYb'9ifc'UV[YgYhnhž'XUg

Ybhgdf]WkhY]bYa 'D'i g'j cb'ZØbZ'DfcnYbh'[Y[YbØVYf'&\$%+"AY\f'U`gXfY]'J]YfhY`'U``Yf'V]c`c[]gWkYb'DfcXi_hY'k YfXYb'VY]a
@YVYbga]hhY`Y]bnY`\UbXY`'[Y_Ui Zhž'%+'DfcnYbh'VY]a :: UWk\UbXY`
cXYf'X]fY_h'VY]a '6]c!6Ui Yfb"'A]h'gYWkg'DfcnYbh']gh'X]Y
; Ughfcbca]Y'U`g'JYfhf]YVgkY['XYfnY]h'XUg'_`Y]bghY'GY[aYbh''8Yb\OWkghYb'5bhY]`'YffY]WkYb'6]c!DfcXi_hY']a '8]fY_hj Yfhf]YV'Vnk"
: UWk\UbXY`"'?bUdd'Y]b'J]YfhY``XYf']b'X]YgYa 'JYfhf]YVgkY[
[Y\UbXY`hYb'K UfYb'ghUa ah'Ui g'V]c`c[]gWkYf'DfcXi_h]cb"
; YgWkÀhnhY'XfY]'DfcnYbh'XYf'@YVYbga]hhY`ž'X]Y'ZØf'X]Y
; Ughfcbca]Y'[Y_Ui Zh'k YfXYbž'g]bX'6]c"=a
@YVYbqa]hhY`Y]bnY`\UbXY``VYhfÀ[h'XYf'6]c!5bhY]`'bYi b'DfcnYbh"

8 Y b b c W `[Y`hY 'Y gž' X Y b '5 V g U hn 'ZØf' 6] c ! @Y V Y b ga] hhY ``k Y] hY f 'n i Ybhk |W_Y`bži a 'X|Y k Yfhj c``Yb'6|cdfcXi _hY'Ui g'XYf'FY[]cb'gc [i h'k]Y'a Ò[`]W\ni i Yfa Uf hYb"8YfnY]h'k YfXYb']b'2 ghYffY]W\ fi bX'&) 'DfcnYbh'XYf'`UbXk]fhqW\UZh`]W\Yb': `AW\Y'j cb'\@VYf'&% DfcnYbh'XYf'VÀi Yf`]WXYb'6Yhf]YVY'V]c`c[]gWX'VYk]fhgWXUZhYh"'FibX '&'DfcnYbh'XYg'8Ui Yf[fØbX`UbXYgž'%, 'DfcnYbh'XYf'5W_YfZ`ÀW\Ybž '('DfcnYbh'XYf'CVghUb`U[Yb'ibX'ØVYf'%('DfcnYbh'XYf'KY]b[ÀfhYb k YfXYb 'VYfY]hg 'bUW 'XYb'; fi bXgÀhnYb 'XYf'V]c`c[]gW Yb @UbXk]fhgW\UZh'[YdZY[h"I a 'XYb'5VgUhn'XYf'6]c!@YVYbga]hhY``]b ² ghYffY]WX 'k Y]hYf 'Ui gni VUi Ybž' [YVY 'Yg'i bhYfgWX]YX`]WXY $A \circ [`]WX Y]hYb'ibX'< YVY`"Gc' \circ bbY'X]Y' \varnothing bZh][Y$ 6i bXYqfY[]Yfi b['Yhk U'Y]bYb'6Y]hfU['XUni '`Y]qhYbž']bXYa 'q]Y'XYb 5bhY]``XYf`6]c!@YVYbga]hhY``]b`XYf`ÒZZYbh`]VXYb`JYfdZY[ib[Ui qVUi Y" K]f ZcfXYfb \]Yf Y]bYb 6]c!5bhY] i cb * \$ DfcnYbh]b XYb '9]bf]W\hi b[Yb 'XYg '6i bXYgž'Yhk U ']b 'XYb 'A YbgYb 'j cb Ib]jYfg]hÀhYbcXYf]b'9]bf]WXhib[YbXYg'6ibXYg\YYfYgžVYhcbhY ; fUVa Ubb"

5 i W.]a '@YVYbga]hhY`Y]bnY`\UbXY``_ÒbbhY`XUgʻ6]c!Gcfh]a YbhbcW. `XYi h`]W. `Ui g[YVUi h`k YfXYb" · 5`gʻ6]c!?cbgi a Ybh]bʻZ]bXY`]W. hUhgÀW.`]W. ž`XUggʻXUgʻ6]c!Gcfh]a Ybhʻa Y\fʻH]YZYʻVYbÒh][Ybʻk ØfXY"9gʻ[]Vhʻ\]YfʻUi W. `bcW. `Y]b][YbʻGd]Y`fUi a žʻFc\ghcZZYʻj cb ÒghYffY]W.]gW.Ybʻ6]cVÀi Yf]bbYbʻi bXʻ6]cVUi Yfbʻ]bʻXYf JYfUfVY]hi b[`ni `VYfØW_g]W.h][Yb žʻgcʻX]YʻCVZfUi `XYgʻ[fÒ» hYb\Y]a]gW.Ybʻ6]c!JYfVUbXYg"

6YgcbXYfg'j]Y``DchYbn]U``g]Y\h; fUVa Ubb']b`XYf'; Ughfcbca]Y"
<]Yf'`]Y[hXYf'6]c!! a gUlm XYfnY]hVY] gYW g DfcnYbh'' =a a Yf
a Y\f'6]c!?cbgi a Ybh-bbYb'k c``Yb'Ui W\ Ui »Yf'<Ui g'b]W\h'Ui Z'6]c!
@YVYbga]hhY`'j Yfn]W\hYb"\8 Ug'k]fX'Ui W\ ni bY\a YbX'Y]b
I a XYb_Yb'XYf'; Ughfc!6fUbW\Y'VYk]f_Yb" <]Yf'`]Y[Yb'[fc»Y
7\UbW\bž'XYa '6YXØfZb]g`XYf'A YbgW\Yb'bUW\ fY[]cbU`Ybž
gU]gcbU`Yb'i bX'i a k Y`hZfYi bX`]W\Yb'6]cdfcXi _hYb'ni
YbhgdfYW\Yb ž'gc'; fUVa Ubb"'K YgYbh`]W\ gY]'\]Yf'U``YfX]b[gž'X]Y
HfUbgdUfYbnž'X]Y'6]c!?i bX-bbYb'[Yk c\bh'g]bXž'Ui W\]a '; Ughfc!
6YfY]W\ k Y]hYf'ni 'ZØ\fYb"'8U\Yf'ZcfXYfh'6 € '5I GHF -5 gW\cb'gY]h
`Ab[YfYf'NY]hY]bY'j YfdZ]W\hYbXY'NYfh]Z]n]Yfi b['ZØf'U```YbY
; Ughfcbca]Y!6Yhf]YVYž'X]Y'6]c'Ui Z']\fYf'?UfhY'Ui g`cVYb"' →bXYa
HfUbgdUfYbn'[YgW\UZZYb'k]fXž'k]fX'Ui W\ XUg'J YfhfUi Yb'XYf'; ÀghY
[YghÀf_h"I bX'XUg'Vf]b[h'XYf'cXYf'XYa '; Ughfcbca Yb'ni Zf]YXYbYž
k]YXYf_Y\fYbXY'; ÀghY ž'qc'; fUVa Ubb'UVqW\`]Y»YbX"

BYiY'6]c!? Ua dU[bY'[YghUfhYh

6Y[`Y]hYbX`ni `XYb`ÒghYffY]W\kY]hYb`6]cU_h]cbghU[Yb`]a
GYdhYa VYfžghUfhYhY`X]Y`5A 5 j cf`kYb][Yb`HU[Yb`]\fY`bYiY`6]c!
?Ua dU[bY"5i Z'D`U_UhYb`ibX`a]h`\bgYfUhYb`kYfXYb`X]Y`\c\Y
; ØhY`ibX`KYfh][!`_Y]h'jcb`V]c`c[]gW\Yb`DfcXi_hYb`h\YaUh]g]Yfh"
BUhØf`]W\``UggYb`k]f`XUZØf`?Ø\Y`]a`FY[Yb`ghY\Yb`ž'gc`Y]bYf`XYf
G`c[Ubg`a]h'5i[Ybnk]b_Yfb"`8]Y`ZØfg`YfghY`]ff]h]YfYbXYb
5i ggU[Yb``ÒgYb`k]f`Ui Zž']b!`XYa`k]f`X]Y`FY[Y`ib[Yb`XYf
V]c`c[]gW\Yb`DfcXi_h]cb`Yf`AihYfbž`U`gc`VY]gd]Y`gkY]gY`XYb
JYfdZ]W\hYbXYb`5ig`UiZ]bg':fY]Y`ž'Yf_`Afh`A]W\UY``6`Uggž
; YgW\AZhgZØ\fYfXYf`5A5!AUf_Yh]b[`X]Y`\\\XYf`?UadU[bY"

.

6 Ygi W Yb G]Y i bg Ui Z Z Y]gW i b X Wc "Uh