

Bäuerliche Direktvermarktung boomt

Bauernbund-Präsident DI Georg Strasser rät, die Absatzwege an das durch Corona veränderte Konsumverhalten anzupassen.



. . .

 XYf'\Y]a]gW\Yb'@UbXk]fhgW\UZh"8i fW\'XYb'_i fnZf]gh][Yb'K Y[ZU\`XYf'5VbY\a Yf']b'XYf'; Ughfcbca]Y'i bX'X]Y'GhY][Yfi b['XYfBUW\ZfU[Y']b'XYb'Gi dYfa Àf_hYbž'VY]'8]fY_hj Yfa Uf_hYfb'i bX'ØVYf@]YZYfgYfj]WWg'a ØggYb'g]W\'Ui W\'6Ài Yf]bbYb'i bX'6Ui Yfb_i fnZf]gh]['Ub'JYfÀbXYfi b[Yb'UbdUggYb"' \=\W'V]b'Zfc\ž'XUgg'X]Y; fi bX`U[Yb'XUZØf'gY]hYbg'XYf'6i bXYgfY[]Yfi b['VYfY]hg
[YgW\UZZYb'k i fXYb"'BYi Y'<YfUi gZcfXYfi b[Yb'[]`h'Yg'Yhnh'[YbUi ni 'UbU`mg]YfYb'i bX'[i hY'@Ògi b[Yb'ZØf'X]Y'bÀW\ghYb'HU[Yž K cW\Yb'i bX'A cbUhY'ni 'Z|bXYb' ž'qc'GhfUqqYf"

.

7cfcbU'j YfÀbXYfh'?cbqi a [Ykc\b\Y]hYb

. .

 $BYVYb^{*}XYa^{*}?Ui^{*}Z^{*}a^{*}Gi^{*}dYfa^{*}Uf_h^{*}[^{1}Vh^{*}Yg^{*}Y]bY^{*}FY]VY^{*}j^{*}cb^{*}$ A Ò[`]WX_Y]hYbžfY[]cbU`Y`DfcXi_hY`ni 'VYgWXUZZYb"'9hk U'ØVYf'Y]bY $5V\cib[Ua] < cZcXYfNighY``X]YbghY"^8]Y'bYi Y]b[Yf]WXhYhY$ K YVg]hY: f]gW\'ni 'a]f']gh'bi f'Y]bY'j cb'j]Y`Yb'5b`Ui ZghY``Yb'ZØf fy[]cbU`Y`i bX`ÒghYffY]W\kY]hY`Ni ghY``i b[Yb'jcb'@YVYbga]hhY`b Ui g'VÀi Yf']WXYf'< YfghY``i b["'8]Y'8]fY_hi Yfa Uf_hi b[']gh'Yhnh $[YZfU[hYfXYbbYYžaUWhUVYfXYbbcWhbifY]bYbgYhf_Y]bYb$ HY]``Ui g"'8Yf'; fc»hY]``XYf'BU\fi b[ga]hhY``[Y`Ub[h'bUW\'k]Y']cf ØVYfXYb'<UbXY`nia ?cbgia YbhYb"8]Y'Df]a ÀfdfcXi_h]cb'gc``hY XUVY] b] Whili giXYbi5i [Ybi[Y`UggYbik YfXYb" 5i WhiXcfha ØggYb k |f'X|Y'| YfÀbXYfhYb'?cbgi a [Ykc\b\Y]hYb'a |hXYb Yb"\yhnh'[]`h YgžX]Y DfcXi _h]cbga Yb[Yb bUW\ZfU[Ycf]Ybh]Yfh Ubni dUggYbži a X]Y'JYfÀbXYfi b[Yb'Ui Z'XYb'5[fUfa Àf_hYb'ni 'VYfØW_q]W\h][Yb" Bif[YaY]bgUa'a]h'XYb'DUfhbYfb']b'XYf'JYfUfVY]hib['ibX'XYa <UbXY``k]fX`Yq`a Ò[`]W\`qY]bž`X]YqY`5i qbU\a Yq]hi Uh]cb`ni</pre> a Y]ghYfb"B]W\h'ni `Yhnh'gd]Y`h'Ui W\ XYf'?cbgi a Ybh'Y]bY'[fc»Y Fc^{Y} A h^{y} by f^{y} Ui Zy bhq WX Y A Xi b A Ubb Y A X A Y A A A@UbXk]fhgWXUZhiibhYfghØhnYb žgcGhfUggYfUVgWX`]Y»YbX"

.