

AB HOF 2024: Die Erfolgsgeschichte setzt sich fort

Die AB HOF 2024, die Mitte Ma?rz in Wieselburg stattfand, u?bertraf alle Erwartungen und knu?pfte nahtlos an die Erfolge der Vor-Corona-Jahre an: Mit rund 250 Aussteller:innen und u?ber 30.000 Besucher:innen unterstreicht die Messe damit ihre Bedeutung als wichtigste Plattform fu?r die ba?uerliche Direktvermarktung im deutschsprachigen Raum.



Beste Stimmung und ein voller Erfolg: die AB HOF 2024. © Schafranek

NU\`fY]WXY'9\fYb[AghYž'XUfibhYf'6ibXYga]b]ghYf'BcfVYfh
HchgWXb][ž'@UbXYg\UidhZfUi!GhY``jYfhfYhYf'GhYd\Ub'DYfb_cdZž
@UbXk]fhgWXUZhg_UaaYf!CghYffY]WX'DfUg]XYbh'&gYZ
AccgVfi[[Yf'ibX'@UbXk]fhgWXUZhg_UaaYf!B]YXYfcghYffY]WX
DfUg]XYbh'&\UbbYg'GWXaiW_YbgWX`U[Yfž'ZY]YfhYb'VY]'XYf
9fcZZbib[X]Y'9fZc`[g[YgWX]WXhY'XYf'56'<C:"'=a'FU\aYb'XYf
AYggY'kifXYb'UiWX'X]Y';Yk]bbYf.]bbYb'XYf
DfcXi_hdfUa]Yfib[Yb'Uig[YnY]WXbYh"'=b'UWXh'KYhhVYkYfVYb'a]h

i VYf", \$\$.'9]bfY]Wi b[Yb'k i fXYb'%&\$'G]Y[YfdfcXi _hY'dfUa]Yfh" 8Yf'H]hY` DfcXi nYbh& XYg'&J\fYg ž'[YgdcbgYfh'j ca : UW\a U[Un]b' 8Ug'@YVYbga]hhY`\UbXk Yf_ ž'[]b['Ub'nk Y] 6Yhf]YVY'a]h'Yl U_h'['Y]W\Yf'Di b_hYUbnU\` XUg'C Vgh_i `]bUf]i a : Ua]`]Y'Dc\`Yf'Ui g'F UUgXcfZ']b'B]YXYfcghYffY]W\'i bX'XYb' :]f`]b[Yf\cZ'Ui g'GW\UfhYb']b'CVYfcghYffY]W\"

9fZc [gV] Ubn i b X 5 i gV] W

8 | Y · 5 6 · < C : · & \$ & (· g Y hn h Y · a | h ·] \ f Y b · G W k Y f d i b _ h Y b · A] · W ! · i b X · : Y]gWXjYfUfVY]hib[ž'GcW]U`AYX]U']b'XYf'8] fY_hj Yfa Uf_hi b[i bX < cZbUW Zc [Y k]W h] [Y HfYbXq] b XYf 6fUbWXY"JcfhfU[YžKcf_q\cdgibX'DcX]iagX]q_igg]cbYb'VchYb XYb = bhYfYgg]YfhYb ?bck!\ck i bX; Y`Y[Yb\Y]hini a '5i ghUi gW\" 8]Y 56'<C: '&\$&('k Uf'Y]b'j c``Yf'9fZc`[° ž'ZfYi h'g]W\ A Uf]cb < Y]a ž'X]Y'gY]h'%"'A Ufn'X]Y'; YgWXUZhqZ \fi b['XYf'A YggY K $[YgY`Vif[iVYfbca aYb`\Uh" 8]Y`AYggY`\Uh'Y]bXfiW_gic``$ VYk |YgYbžXUgg'X|Y'VÀi Yf`|WXY'8 |fY_hj Yfa Uf_hi b['Y]bY XmbUa]gWXYii bXini _i bZhqcf]Ybh]YfhYi6fUbWXYi]gh"i8]YiYbcfa Y 6Yqi W\YfnU\`i bX'dcq]h]j Y'Gh]a a i b['i bhYf'XYb'5i qghY``Yf]bbYb i bX·5i gghY``Yfb·g]bX·Y]b·ghUf_Yg·G][bU``Zi f·X]Y·6YXYi hi b[·XYf $A YggY U^gnYbhfU^Y 8fY gWXY]VY ibX=a di g[YVYf]b"8Ua]h^]gh^X]Y$ GdYn]U'a YggY'Y]b'k]W\h][Yf': U_hcf'Zi f'X]Y'GhUf_i b['XYf fY[]cbU`Yb'K]fhqW\UZhiibX'X]Y'6YkigghqY]bqV]`Xib['Zif'X]Y $\hbox{Ei $U^{\ }$] huh'\ Y] a \] gWX Y f'@Y V Y b ga \] hhY`" 'K Y fb Y f' F c \ Y f \check{z}' X Y f' U V' \% - -) \\$ k YgYbh`]W\`Ub`XYf`9bhk]W_`i b[`XYf`A YggY`VYhY]`][h'k Ufž'V`]W_h'a]h Ghc`n'ni fi W_.' J cf'&- '\\J\fYb'\UVYb'k]f'a]h'Y]bYf'J]g]cb [YghUfhYhž:X]Y:\Yi hY:FYU`]hUh:[Yk cfXYb:]gh":8]Y:56:<C::]gh:ni Y]bYf'9fZc`[g[YgWk]Wk hY'[Yk cfXYbž'X]Y'k Y]h'i VYf'X]Y'; fYbnYb CghYffY]WXg'\]bUi gfY]WXh" I bX Dfc Y_h`Y]hYf]b '6UfVUfU'J c`_``ZfYi h'g]WX 'VYfY]hg'Ui Z'X]Y bUW\ghY`56`<C: z\X]Y`j ca `+"`V]g`%\$"`A Ufn`&\$&) `ghUhhZ]bXYh` 8Ug [fc»Y'=bhYfYggY'XYf'6Ygi WXYf]bbYb'i bX'6Ygi WXYf'gck]Y'X]Y dcg]h]j Y'F YgcbUbn'XYf'5i gghY``Yf]bbYb'i bX'5i gghY``Yf'VYghUh][Yb i bg`]b`i bgYfYf`5fVY]h"`8Yf`9fZc`[`XYf`56`<C: `&\$&('a UW\h'a]W\ ghc`n'i bX'nY][hž'XUgg'k]f'a]h'i bgYfYa '?cbnYdh'Ui Z'XYa 'f]W\h][Yb $KY[g]bX"K]f'\setminus UVYbgWkcb'YhnhinU\setminus fY]WkY$ 5i gghY``YfUba Y`Xi b[Yb'Zi f'bUWXghYg'\\f'Yf\U`hYb'i bX'ZfYi Yb

i bgž'k Ybb']a 'bUW\ghYb'\\\f'XYf'<U\b'ni a '' $$!'U\f][Yb'\del{b}']$ Ui a _fU\Yb'\k]fX"

I bgYf: chcU`Vi a 'j cb'XYf'56'<C: 'A YggY &\$&(.</pre>

AUgWX]bYb'ibX'; YfÀhY'Zif'X]Y'@YVYbga]hhY`dfcXi_h]cb'ghY``hY'X]Y :]fa U'DYb]Ug'Ui g'f| "``"Ł '≈gYZ'<UVYfZY``bYfž'A]WXUY`'GhUX`Yfž ?ibXY'6Yfb\UfX'9XYf'ibX' \pm \UVYf' \times \Ubb'DYb]Ug"'| '<UFc 9fgha U`g`]b`K]YgY`Vi f['XUVY]'k Uf`XYf`VUmYf]gW\Y`@UXYbVUi !DfcZ] < Ub_Y'a]h'; : 'H\ca Ug'< Ub_Y'i bX'9]b_Ui Zg`Y]hYf]b'5bbYhhY'?cW\" fì"Ł '? i XU! 7 \ YZ' 7 \ f]gh]Ub '6 Y fb \ UfX 'i b X '? i XU! Dfc _ i f]gh]b 'l `f]_Y K [YXbYf"'] < UFc GhUa a [UghY']b K [YgY`Vi f['g]bX'X]Y'A UbbYbjcb'C?'DUbYY`Y'fj"``"Ł'Fca Ub'?]Yg`!?ifY_'ibX'FiXc`Z'?ifn"'| <UFc'8Yf'GU`nVi f[Yf'A UgWX]bYb\UbX`Yf'; fUa]``Yf'di b_hYhY'a]h</pre> gY]bYa ii a ZUggYbXYb 5b[YVchii bX a]hghUf_Yf A UbbgW UZh f] "``"Ł H\ca Ug'FYg`ijcb'9`ca Už'K U`hYf'8]W_Yha i ``Yfž'; YgW\UZhgZi \fYf ; Yf\UfX`DcW_YbUi Yf!; fUa]``Yf`i bX`5bXfYUg`FcgYbVYf["'| '<UFc 9]bY'YfZc`[fY]WXY'K]YgY`Vif[!DfYa]YfY'ZY]YfhY'UiWX'X]Y'%" 6UmYf]gWXY: `Y]gWXYfgWXi `Y`@UbXg\i h'f] "``"Ł B]Wc`Y`?bc[`ž'XYf ZUW\hYW\b]qW\Y`@Y]hYf:f]hn'<i VYf'i bX'; YgW\UZhqZi\fYf]b'6UfVUfU $N]b_{::}ib_{::}i b_{::}i > UFcA]higWXai W_Ybii bXighmi]gWXYb$ JYf_UiZqZU\fnYi[Y'XYf':]fa U':]qW\Yf':U\fnYi[VUi'dib_hYhYb JYf_UiZg`Y]hYf`I`f]WX`<U[Y``fî"Ł`ibX`GYfj]WY`Y]hYf`KU`hYf`?U`kY]h" '<UFc'; fi ddYbZchc'VY]a ': `Y]gW\Yfj YfVUbX'a]h'; YgW\UZhgZi \fYf</pre> $K c^{2}[Ub] < Ufh^{6}[w] = f^{2}[bX: Y]gWYf! 6ibXYg]bbib[ga Y]ghYf$ FU]a i bX'D'Ui hn'ff"Ł"'8Ug'l bhYfbY\a Yb'dfUgYbh]YfhY']b K |YgY`Vif['gY]b i a ZUb[fY]WXYg Gcfh]a Ybh" | '< UFc A cXYfbghY ; UghfchYWXb]_'dfUgYbh]YfhY'5GA'GUihbYf'f] "``"Ł'; YgWXUZhgZi\fYf 7 f]ghcd GUi hbYfi bXX]YVY]XYbA hUfVY]hYfD]]dd< YYYfi bX $FY]b\setminus UfX^*K$]a a Yf'''' | '< UF c '6]c!9h]_YhhYb 'i bX 'XYb' [gi bXYb 8 fi W_Yf 'dfUgYbh]YfhYb'A]WXUY`U'i bX'7\f]ghcd\'GhUX`a Ubb'XYb A YggYVYgi W Yfb `]b `K]YgY `Vi f["'| '< UFc `< m[]YbY `cgi b[Yb `Z] fXYb @YVYbga]hhY`\YfghY``Yf ghY``hYb 'K YfbYf '9fbgh'fi"Ł'i bX 'F U`Z ?fUi gY'j cb'XYf'9fbgh'; a V<'j cf"'| '<UFc'AcXYfbghY $9h]_YhhYWhccc[YdfUgYbhYhYb:]fa Yb]b\UVYfA Uhh\]Ug$ Jc`_a Ubb'fî"Łjcb'Y`jc WcX]b['ibX'CghYffY]WX!FYdfUgYbhUbh

 $BcfVYfh^{\circ}: f]YX^{\circ}'' | ^{\circ} < UFc^{\circ} < Yfa Ubb^{\circ}f]^{\circ}L^{\circ}i bX^{\circ}Gc \setminus b^{\circ} < i VYfh^{\circ}G]W_{\bullet}$ $VY[Y]ghYfhYb XUg Di V^]_i a a]h XYb gWX UfZghYb ?^]b[Yb i bX]\fYa$ 5b[YVch'Ub'@cgib[Yb'Zif'@YVYbga]hhY`\YfghY``Yf"'| '<UFc K UU[Ybž·VUf[Y`X`cqY'6YnU\`qmqhYa Y'i bX : fYa X_cfdYfXYhY_hcfYb '_cbbhY': `Y]gWXYf!6i bXYg]bbi b[ga Y]ghYf FU]a i bX`D`Ui hn`fì"Ł`VY]`9a]`I ga Ubck 'j cb`8 = =?UbXc`Z VYg]W\h][Yb"'| '< UFc A cXYfbY K UU[Yb i bX DfÀn]g]cbggWkbY]XYa UgWk]bYb'ghY``hY'6]nYfVU'j cf'fl "'`]"Ł; Øbh\Yf $< cWX fY]hYf'ibX'9f]WX'Jb]gWX"'AcXYfbghY'9h]_Yhh]YfhYWXbc`c[]Y$ dfàgYbh]YfhYb:]fa Yb]b\UVYf'A Uhh\]Ug'Jc`a Ubb'fi]"Ł'jcb Y' j c WcX] b ['i b X'² ghY ffY] WX ! F Y d f À gY b hU b h' B c f V Y f h': f] Y X''' 8] Y < UbXY`qU[Ybhi f'|cb': fUbn': Ø\fYf'qhY``hY']b'K]YqY`Vi f[']\f 5b[YVch'Ub'@YVYbga]hhY``jYfUfVY]hYbXYb'AUgWX]bYb'jcf" 6UW_hYW\b]_'AUXY']b'; Yfa Ubm'dfÀgYbh]YfhYb'8U[aUf'ibX'FcVYfh <Ài» `Yf'| cb'XYf'6UW cZYb!a Ubi ZU hi f'A Ubn" $DUbYY^{'}Yf_{Y}Xib[Yb'Z\emptyset f'@YVYbga]hhY^YfghY^Yf'dfÀgYbh]YfhYb$?`Ui g'BYi a UmYf'i bX'Gcb'U'?fY]`a cgYf'j cb'K 8G!BYi a YmYf" Ga UfhYž'X][]hU`Y`@cgi b[Yb`Zi f': `Y]gW\Yfž'6UW_Yfž'?cbX]hcfYb'i bX UbXYfY'@YVYbga]hhY`\YfghY``Yf'dfUgYbh]YfhY'9a Ubi Y``6YW\YfYf |cb'@chn5dd"| <UFc'

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