

AMA-Forum 2023: Die Zukunft gemeinsam gestalten

"Auftakt!" war der Titel des AMA- Forums 2023, das Mitte Ja?nner stattgefunden hat. Die neue Gescha?ftsfu?hrerin Christina Mutenthaler-Sipek pra?sentierte die Eckpfeiler des Programms der AMA-Marketing und rief alle Beteiligten entlang der Wertscho?pfungskette auf, sich gemeinsam fu?r den Wert von Lebensmitteln, Tierwohl und Nachhaltigkeit einzusetzen.



Josef Moosbrugger, Pra?sident der Landwirtschaftskammer O?sterreich,
Bundesminister fu?r Land- und Forstwirtschaft, Regionen und Wasserwirtschaft Norbert
Totschnig, Christina Mutenthaler- Sipek, Gescha?ftsfu?hrerin AMA-Marketing und
Zukunftsforscher Tristan Horx (v. I.) © Thomas Meyer

8 Ugʻ5 A 5!: cfi a ']ghʻY]bʻ5 i ZhU_hʻZØfʻX]YʻHU_h[YVYffc``YʻXYfʻ5 A 5! A Uf_Yh]b["' 8 Yfʻ5 i ZhfU_hʻgc```9]bV`]W_ʻ]bʻi bgYfYfʻGhfUhY[]Yžʻ]b i bgYfYʻA U» bU\a Ybʻ[YVYbʻi bXʻUi W\Y]bʻ5 i ZhU_h'ni 'bYi Yb : cfa YbʻXYfʻDUfhbYfgW\UZhʻgY]b ž'a]hʻX]YgYbʻK cfhYbʻ`Y]hYhYʻ $^{7}f]gh]bUʻA i hYbh\U`Yf!G]dY_`XUgʻ5 A 5!: cfi a '&$&' Y]b"Fi bX*) $`; UghYʻbU\a Ybʻj cfʻCfhʻ]bʻXYfʻ5 F = 5 B 5 ']bʻXYfʻGYYghUXhʻK]Yb$

i b X 'c b `]b Y 'hY] `" 6i bXYga]b]ghYf'BcfVYfh'HchgW\b][i bX'xcgYZ'AccgVfi [[Yfž DfUg|XYbh'XYf'@UbXk |fhgWX Zhg_Ua a Yf'C ghYffY |WX i bhYfghi hnhYb 'XYb '5ddY`` 'XYf 'bYi Yb'; YgWXUZhqZi \fYf]b 'XYf '5A 5! $A Uf_Yh]b[" 8 Ug 5 A 5!: cfi a]ghY]b <][\`][\h]a ?UYbXYfXYf$ @ $YVYbga [hhY`VfUbWXY`ibX`Y]bY`k [WXh][Y`D`U°Zcfa žia '7\UbWYb]$ i bX < YfUi gZcfXYfi b[Yb ni 'VYgdfYWXYb"; YfUXY XYf fi gg]gWXY $5b[f]ZZq_f]Y[^{-1}b^{-1}XYf^{-1}_fU]bY^{-1}Uh^{-1}X]Y^{-6}YXYihib[^{-1}Y]bYf$ $i Yf'Ugg']WXYbz'_f]gYbZYghYb'5[fUfdc']h]_']b'XYb'A]hhY'dib_h$ $[\ Yfi\ \ \underline{W}h\ \ \underline{z}\ VYhc\ b\ hY\ @Ub\ Xk\]fhgWX\ UZhga\ \]b\]ghYf\ Hc\ hgWX\ b\][\ "\ \ I\ \ b\ gYfY$ @UbXk]fhgWXUZh [Y\cfh]b 6Yni ['Ui Z'BUWX\U`h][_Y]hž'E i U`]hUh'i bX $H]Yfk c \in X b [bhYfbUh]cbUYbGd]hnYbfY]hYfb" bgYfN]Y gž$ X]Y'\c\Yb'GhUbXUfXg'ni 'g]W\Yfb'i bX'g]bbj c```k Y]hYf'Ui gni VUi Yb [Ya Y]bgUa 'a]h:XYb '6fUbWXYb i bX XYf '5A 5!A Uf_Yh]b["'A]h:XYf Bci Y``Y XYq 5A 5!; YqYhnYq \UVYb k]f XUq 5A 5! A Uf_Yh]b[VY]hfU[ggmghYa 'VfY]hYf'Ui Z[YghY``h'i bX'Zi f'X]Y'Ni _i bZh [Yfi ghYh":8Ybb;bi f'Xi fWX;VYgha c[`]WXY;6Yk YfVi b['i bgYfYf eiU`]hUh]j '\cW\kYfh][Yb'@YVYbga]hhY`'YffY]W\Yb'k]f K YfhqWkcdZib[ZifibqYfY 6Ui Yfb i bX FY[]cbYb žgc HchqWkb][ž XYf'Ui Z'[i hY'Ni gUa a YbUfVY]h'a]h'XYf'bYi Yb'; YgWXUZhqZi \fYf]b gYhhh A $h^7 fghbu A i hYbh u Yf GdY_k fX X Y 5A 5! A Uf_Yhb[$ Ui W.]bNi _i bZh]bbcj Uh]j Y K Y[Y [Y \ Yb i bX bYi Y 5 _nYbhY gYhnYbžia X]Y?cbgia Ybh]bbYb_ØbZh][bcW\ghÀf_Yfni

8]Y'XfY]'9W_dZY]`Yf'XYf'5A 5

YffY]WXYb"

8]Y 5A 5!A Uf_Yh]b[`\Uh'Z f']\fY 5fVY]h'XfY]'9W_dZY]`Yf'XYZ]b]Yfh.

8]Y 5A 5!A Uf_Yh]b[`]gh'XYf'UbYf_UbbhY 'HU_h[YVYf'ni f

GhY][Yfi b[`XYf'; i hY'j cb'@YVYbga]hhY`b"

8]Y 5A 5!A Uf_Yh]b[`Ybhk]W_Y`h'g]W\ 'ni a `?ca a i b]_Uh]cbg\Ui g"

8]Y 5A 5!A Uf_Yh]b[`U[]Yfh'U`g'6]bXY[`]YX Ybh`Ub[`XYf

K YfhgW\cdZ b[g_YhhY"

?cbgi a YbhYb ZØf fY[]cbU`Y DfcXi _hY VY[Y]ghYfb I bgYfY'@UbXk]fh]bbYb''YVYb']b'NY]hYb'YI hfYa 'j c'Uh]'Yfž
]bhYfbUh]cbU'Yf'i bX'dfY]ggYbg]V'Yf'A Uf_hY'''; 'Y]W\nY]h]['g]bX
]a a Yf'k Yb][Yf'A YbgW\Yb'a]h'XYf''UbX!'i bX'Zcfghk]fhgW\Zh']W\Yb
5fVY]h'j YfhfUi h'i bX'XUXi fW\']b'XYf'cZYbh']W\Yb'8]g_i gg]cb''Y]W\h
ni 'j Yfi bg]W\Yfb'''J]Y'Y'K i bgW\Y'i bX': cfXYfi b[Yb'g]bX'b]W\h'bi f
]b'XYf''UbXk]fhgW\UZh']W\Yb'DfUI]g'b]W\h'i a gYhnVUfz'gcbXYfb
_'UZZYb'Ui W\'cZh'a]h'XYa '?Ui Zj Yf\U'hYb'k Y]h'Ui gY]bUbXYf'''5```XUg
g]bX'<YfUi gZcfXYfi b[Ybz'X]Y'Y]b'ghUf_Ygz'dfcZYgg]cbY``Yg'i bX
]bbcj Uh]j Yg'A Uf_Yh]b['i bX'5i Z_`Ufi b['YfZcfXYfb z'VYhcbhY'XYf
DfUg]XYbh'XYf'@UbXk]fhgW\UZhg_Ua a Yf'CghYffY]W\z'\cxgYZ
A ccgVfi [[Yf'' 9g'a i gg'i bg'[Ya Y]bgUa '[Y`]b[Ybz'XYb'A YbgW\Yb
VUi Yf`]W\Y'5fVY]hz'E i U`]hUhgdfcXi _hY'i bX'ni gUhn`]W\Y'@Y]ghi b[Yb
Zi f'X]Y'; YgY``gW\UZh'bU\Yfni Vf]b[Yb' 'fYU`]gh]gW\z''[`Ui Vk i fX][
i bX'j YfhfUi YbqV]`XYbX''

Hf]ghUb < cfl . 8]Y B chk Y b X][_Y]h X Y g ; i h Y g]Y [Y `g `k] f X `k Y]h Y f `gh Y][Y b</pre>

8]Y'GhfUhY[]Y'i bX'[Yd`UbhYb'A U» bU\a Yb'XYf'5A 5!A Uf_Yh]b[
i bhYfa Ui YfhY'XYffYbca a]YfhY'Ni _i ZhgZcfgWXYf'Hf]ghUb' < cfl ']b
gY]bYa 'J cfhfU['i VYf'XYb'?cbgi a YbhYb'XYf'Ni _i bZh "'8 Uni
a Y]bh' < cfl .' E i U']hUh'gWX'U[h'E i Ubh]hUh' 'gc'XUg'7fYXc'XYf
?cbgi a Ybh]bbYb"'J cf'U`Ya 'fY[]cbU'Y'i bX'gca]h'Ui WX
c_c`c[]gWXY'DfcXi _hY'k YfXYb']a a Yf'k]WXh][Yf"'5i WX'k Ybb'X]Y
\[\dangle \tilde \tilde

8]Y 5A 5!A Uf_Yh]b['\c`hY J YfhfYhYf.]bbYb XYf 6fUbWXY ni a 'Ni _i bZhgX]U`c['Ui Zg DcX]i a "

8]Y'HY]bY A Yf.]bbYb.

GhY ZUb @|bXbYfž @UbXk]fhii bX C Va Ubb 6Yf[`UbXa]`W\
BcfVYfh'A UfW\Yfž'; YgW\UZhgZi \fYf'XYf'A UfW\Yf'; Yga V <
'9j U'FcgYbVYf[ž @UbXYfW\YZ]b'J =9F'D: C H9B'C ghYffY]W\
'A Ufh\U'GW\i `hnž'Hci f]gh]_Yf]b'i bX'J]nYdfUg]XYbh]b'XYg'K ? C
'7\f]ghcd\'HUa UbX`ž'; YgW\UZhgZi \fYf'XYg': UW\j YfVUbXg
@YVYbqa]hhY`\UbXY`

"A UbZfYX"K Y]b\UddY`ž'5W_YfVUi Yf'/ "@Y]hYf'XYf DZUbnYbdfcXi _h]cb"XYf"@? "B]YXYfcghYffY]WX

8]Y; i hYg]Y[Y`XYf'5A 5 k Y]hYfYbhk]W_Y`b

5`g'HU_h[YVYf'k]fX'X]Y'5A 5!A Uf_Yh]b['XYb'K Yfh'j cb @YVYbga |hhY`b`|b`XYb`A |hhY`dib_h`fiW_Yb`ibX`XUa |h`UiZ`X|Y k Yfh[YVYbXYb'9][YbgW\UZhYb'Zc_i gg]YfYb"?cbgi a Ybh]bbYb nY][Yb']Yfa Y\fh'\=bhYfYggY'Ub'XYf'DfcXi _h]cbgk Y]gYž'Ub'XYf $H]Yf\setminus U$ hi b['i bX'Ub'5gdY_hYb'XYg'?`]a UgW\i hnYg"'8Yg\U`V'k]fX [Ya Y]bgUa 'a]h'XYb' j YfgW]YXYbYb '6fUbW Yb' j YfghUf_h'Ub'XYf 8 | ZZY fY b n | Y fi b ['XY f' E i U`] hUhqd fc [fUa a Y ' [Y U f V Y] hY h'' '8 U g '5 A 5! ; i hYg]Y[Y`k]fX`XUg`EiU`]hUhg!'i bX'<Yf_i bZhgdfc[fUa a 'Zif`X]Y 6fY]hY·V`Y]VYbžg]WX·UVYf]a ·?cbhYl h·ni ·H]Yfk c\`i bX·?`]a UgWXi hn $XUg^{6}YhfY]VYb^{7}bYg^{7}bh]cb]YfYbXYb^{9}cbhfc^{qmqhYa}g^{8}Ug^{4}UVYb$ k]f``Ub[ghžk YfXYb`Yg`YXcW\`bcW\`k]f_qUa Yf`[YghU`hYb`i bX ni gUhn`]WX 'Ui Z'DfUj Ybh]cb'gYhnYb ž'_i bX][h'Ai hYbh\U`Yf!G]dY_'Ub" Ni f'HU_h[YVYffc``Y'[Y\cfh'Ui W\ž'bYi Y'K Y[Y']b'XYf ?ca a i b]_Uh]cb Y]bni gWX `U[Yb" 8]Y 5A 5!A Uf_Yh]b['k]```g]WX $_{i}$ $_{b}$ $_{b}$ ZU_hYbVUg]YfhY =bZcfa Uh]cbYb X]Y G]WXhVUf_Y]h XYf @Y]ghi b[Yb XYf @ $YVYbga]hhY`k YfhgWkcdZ b[g_YhhY`Yf\c\Yb`i bX`X]Y`6Y_Ubbh\Y]h$ gck]Y'; `Ui Vk i fX][_Y]h'XYf'5A 5!E i U`]hUhqdfc[fUa a Y'ghY][Yfb" A]h'XYf'D`UhhZcfa 'k k k "\U`hi b ["Uh'k i fXY'XYf'YfghY'GW\f]hh [YgYhnh"

A Y\f: U]fbYgg'i bX'dUfhbYfgW\UZh`]W\Yg A]hY]bUbXYf

K]f'U``Y'VfUi WXYb'k]YXYf'a Y\f': U]fbYgg' 'ni a 'K c\``XYf

@UbXk]fh]bbYb ii bX ii bhYfbY\a Yf.]bbYb ii bX ii YygcbXYfg ini a ii K c\`iXYf i H]YfY ii K]f U``Y ivfUi W\Yb iy]b id UfhbYfgW\Zh`]W\Yg i A]hY]bUbXYf ii a ii X]Y E i U`]hUhgdfcXi _h]cb i]b iu iii]\fyb is i gdfU[ii b[Yb ini ig]W\Yfb ii bX k Y]hYfni Ybhk]W_Y`b ii ii bX ii hYbh\U`Yf!G]dY_iXUni ii Ui ZiX]Y Ni _i bZhXYf @UbX! ii bX i@YVYbga]hhY`k]fhgW\UZhi[Ya Y]bgUa ini [YghU`hYb"

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