

## Den Wert der Regionalität in Tirol bewahren

Regionale Lebensmittel stehen hoch im Kurs. Die nachhaltigen Wirtschaftskreisläufe von regionalen Produkten haben sich gerade in Zeiten der Pandemie und der Inflation bewährt. Um diese weiter zu stärken, haben das Landesgremium des Tiroler Lebensmittelhandels in der Wirtschaftskammer Tirol und die Agrarmarketing Tirol unter anderem den ersten Tiroler Lebensmittelkongress ins Leben gerufen, der am 13. April in Igls stattfinden wird.



Freuen sich auf die Premiere des "Tiroler Lebensmittelkongress" am 13. April (v.l.): Stefan Mair (Gremialobmann des Tiroler Lebensmittelhandels), Matthias Pöschl (Geschäftsführer Agrarmarketing Tirol), Theresa Mitterer-Leitner (Senior Lecturer am MCI Innsbruck für Tourismus- & Erizeitwirtschaft) und Simon Franzoi (Geschäftsführer Landesgremium Lebensmittelhandel).(© WKT/Die Fotografen)

8 Yf'K Yfh'j cb'FY[]cbU`]hÀh'\Uh'g]W\'[YfUXY'VY]'@YVYbga ]hhY`b']a j Yf[Ub[YbYb'\\fz'XUg'j cb'XYb'5i gk]f\_i b[Yb'XYg'?f]Y[g']b'XYf I \_fU]bY'a ]h'U``[Ya Y]bYf'HYi Yfi b['i bX'[fc\(\times\)Yf'I bg]W\Yf\Y]h [Ydf\(\times\)[YnY][h''FY[]cbU`Y'DfcXi \_hY'g]bX'VY]'XYb H]fc`Yf'?cbgi a Ybh]bbYb'gY\f'VY`]YVhz'g]Y'k UfYb'hfchn

U``[Ya Y]bYf'@]YZYf\_YhhYbYb[dÀggY'ghYhg'j YfZØ[VUf'i bX'k Yb][YfghUf\_'jcb'XYb'HYi Yfi b[Yb'VYhfcZZYb"

8 U\]bhYf`ghY\Yb`ghUf\_Y`fY[]cbU`Y`K]fhgW\UZhg\_fY]g`Ài ZY
nk]gW\Yb`@UbXk]fhgW\UZhž`DfcXi\_h]cb`i bX`<UbXY`ž`X]Y`[YfUXY`]b
H]fc``VYgcbXYfg`[ih`Zib\_h]cb]YfYb ž`VYhcbh`A U["`GhYZUb`A U]fž
CVa Ubb`XYg`@UbXYg[fYa]i a g`XYg`H]fc`Yf`@YVYbga]hhY`\UbXY`g
]b`XYf`K]fhgW\UZhg\_Ua a Yf`H]fc`"

## FY[]cbU`]hÀh'ZØf'X]Y'Ni\_i bZh'g]WXYfb

9bh`Ub[ 'XYf'[ YgUa hYb'K YfhgW\ÒdZi b[ g\_YhhY'ghY\Yb'UVYf'U``Y 6YhY]`][ hYb'j cf'< YfUi gZcfXYfi b[ Ybž'Ui Z'X]Y'Yg'\_`UfY'5bhk cfhYb VfUi W\hž'i a 'XYf'FY[]cbU`]hÀh'Y]bY'Ni \_i bZh'ni 'g]W\Yfb"

G]WW. 'ÀbXYfbXY'?i bXYbVYXØfZb]ggYž?`]a Uk UbXY`ž
Fc\ghcZZ\_bUdd\Y]hii bX'5V\Àb[][\_Y]hYb'j cb'@]YZYf\_YhhYb'g]bX
bYVYb'XYb'DfY]gghY][Yfi b[Yb'bi f'Y]b][Y'XYf'H\Ya Ybž'Ui Z'X]Y'k]f
\Yi hY'5bhk cfhYb'VfUi WWYb"'8Yg\U'V'j YfghÀf\_Yb'k]f'i bgYfY
DUfhbYfgWWUZhYb'i bX'[Ya Y]bgUa Yb'6Ya Ø\i b[Ybž'XUa]h
ei U`]hÀhgj c``Yž'fY[]cbU`Y'@YVYbga]hhY``Ui WW'i bhYf'g]WW'ÀbXYfbXYb
FU\a YbVYX]b[i b[Yb'Y]bY'[i hY'Ni\_i bZh'\UVYb"

#### H]fc`Yf'@YVYbga ]hhY`\_cb[fYgg'Ua '%' "'5df]`

Gc k i fXY i bhYf UbXYfYa ']b Ni gUa a YbUfVY]h'j ca @UbXYg[fYa]i a 'XYg 'H]fc `Yf @YVYbga]hhY `\ UbXY `g ']b 'XYf K ]fhgW\\ UZhg\_Ua a Yf 'H]fc `'i bX 'XYf '5[fUfa Uf\_Yh]b['H]fc `'XYf H]fc `Yf '@YVYbga]hhY `\_cb[fYgg ']bg '@YVYb '[Yfi ZYbž 'XYf 'Ua '%' "'5df]` &\$&' 'Yfgha U`g 'ghUhhZ]bXYh i bX '\_ØbZh]['A\f`]W\ 'Ui g[Yf]W\ hYh k ]fX" Fi bX '%, \$'H]fc `Yf '6fUbW\ Ybj YfhfYhYf.]bbYb 'Ui g 'U``Yb '6YfY]W\ Yb Ybh`Ub['XYf '@YVYbga]hhY`!K YfhgW\ Òd Zi b[g\_YhhY'\UVYb'g]W\ 'ni a YfghYb'@YVYbga]hhY`\_cb[fYgg'Ub[YaY`XYh"

BYVYb'XYa '5i ghUi gW\'i bhYfY]bUbXYf'gc``'Y]bYfgY]hg' Ub[YfY]W\Yfh'a ]h'9l dYfh]bbYb! \di h' 'XYf'GhUhi g'Eic'XYf 6fUbW\Y'VYhfUW\hYh'k YfXYb"'5bXYfYfgY]hg'k YfXYb'UVYf'Ui W\ Ni\_i bZhqcdh]cbYb'ZØf'\Y]a ]qW\Y'@YVYbqa ]hhY`'Ui ZnY][h"'BUW\ Jcfhfà[Yb'jcb'H\YfYgU'A]hhYfYf!@Y]hbYfž'A5ž'GYb]cf'@YWhifYf'UaA7=\dbgVfiW\_'Z\Off'Hcif]gaig!/':fY]nY]hk]fhgW\UZh'gck]Y'8f"
7\f]gh]Ub'8\OffbVYf[Yf'jca'AYggYf`]:cfgW\ib[g]bgh]hih'Ub'XYf
jYhYf]b\AfaYX]n]b]gW\Yb'Ib]jYfg]h\Ah'K]Yb'k]fX'Y]bY'\cW\\_Uf\Ah][
VYgYhnhY'8]g\_igg]cbgfibXY'VYghY\YbX'Uig'JYfhfYhYf.]bbYb'XYg
9]bnY`!'ibX';fc>\UbXY`g'gck]Y'XYf'`UbXk]fhgW\UZh`]W\Yb
DfcXi\_h]cb'g]W\'a]h'XYa'6Y[f]ZZ'FY[]cbU`]h\Ah'ibX'XYggYb
6YXYihib['UigY]bUbXYfgYhnYb"

## < Y]a ]gWX Y @UbXk ]fhgWX UZh ghÀf\_Yb

5`g`?cbgi a Ybh]bbYb`hfYZZYb`k]f`a]h`YXYa `?UiZ`Y]bY
9bhgW\Y]Xi b["'K]f`VYY]bZi ggYbž`k]Y`@YVYbga]hhY``dfcXi n]Yfh
k YfXYb"'; fY]ZYb`k]f`ni `fY[]cbU`Yb`DfcXi\_hYbž'VYk]f\_Yb`k]f`j]Y`
; i hYg. `K]f`k À\`Yb`XUXi fW\`\cW\kYfh][Y`@YVYbga]hhY`ž'\_i fnY
HfUbgdcfhk Y[Yž'[Yf]b[YfY`7C&!5i gghÒ» Y`i bX`ZU]fY`DfY]gY"`8 Ua]h
k]fX`XYf`9f\U`h`XYf`?i`hi f`UbXgW\UZh`i bX`X]Y`; fi bXj Yfgcf[i b[g]W\Yf[YghY``h"

5i » YfXYa 'i bhYfghØhnYb'k ]f'X]Y'[ YgUa hY'K YfhgWkÒdZ b[ g\_YhhYž j cb'XYf'DfcXi \_h]cb'V]g'\ ]b'ni a '?cbgi a YbhYb''5i Wk'X]YgYf 5gdY\_h'k ]fX']a 'FU\a Yb'XYg'H]fc`Yf'@YVYbga ]hhY`\_cb[ fYggYg'ni f GdfUWkY'\_ca a Yb ž'Yf\_`Àfh'A U[ "'A Uhh\ ]Ug'DÒgWk`ž ; YgWkÀZhgZØ\fYf'XYf'5[ fUfa Uf\_Yh]b[ 'H]fc`ž'X]Y'  $\Rightarrow$ hYbh]cb''

# 5 i g<sup>-2</sup> ghYffY]WX a i gg<sup>-</sup>Yg<sup>-</sup>gY]b

FY[]cbU`]hÀh ']gh'ZØf'j ]Y`Y'@YVYbga ]hhY`!?cbgi a Ybh]bbYb'Y]b
VYgcbXYfg'ghUf\_Yg'?Ui Za ch]j "'¾XcW\'[]Vh'Yg'gY\f
i bhYfgW\]YX`]W\Y'5i ZZUggi b[Ybž'ØVYf'XUg'JYfghÀbXb]g'j cb
FY[]cbU`]hÀh"'+&'DfcnYbh'j YfghY\Yb'XUfi bhYf'`Ui h'Y]bYf'5A 5!
A Uf\_Yh]b[!Ghi X]Y'XYb'i ba ]hhY`VUfYb'l a \_fY]g'XYg'K c\bcfhYg"'),
DfcnYbh'gY\Yb'XU\]bhYf'XUg'<Y]a UhVi bXYg`UbXž'' +'DfcnYbh
j YfghY\Yb'XUfi bhYf'DfcXi \_hY'Ui g'Y]bYf'FY[]cb']b' 2 ghYffY]W\"

8 Ugʻk ]Wkh][ghYʻH\Ya UʻVY]a ʻ9]b\_Ui Zʻj cbʻ@YVYbga ]hhY`bʻ]ghʻZØf X]Yʻa Y]ghYbʻ?cbgi a Ybh]bbYbžʻXUggʻXUgʻDfcXi \_h'ni a ]bXYghʻUi g ² ghYffY]WkʻghUa a h žʻVYhcbhʻH\YfYgUʻA]hhYfYf!@Y]hbYf"ʻFY[]cbU`Y DfcXi \_hY 'k YfXYb 'j cf'U``Ya 'k Y[Yb 'XYf'\_i fnYb 'HfUbgdcfhk Y[Y i bX 'XYf': f]gW\Y'[Y\_Ui Zh"'J]Y`Y'?cbgi a Ybh]bbYb 'k c``Yb 'UVYf Ui W\X]Y '\Y]a ]gW\Y'@UbXk]fhgW\UZh'i bhYfghØhnYb"'Ni XYa 'k]fX XYf'6Y[f]ZZ' FY[]cbU`]h\Ah 'c Zh'a]h' BUW\\U`h][\_Y]h '[`Y]W\[YgYhnh"

## JYfghàbXb]gjcbFY[]cbU`]hàh

5i gʻGʻJWk hʻXYfʻ@UbXk ]fh ]bbYbʻgYjʻXYfʻ6Y[f]ZZʻFY[]cbUʻ]hÀhʻj cf
UʻʻYaʻa ]hʻ6ʻ]W\_ʻUi ZʻJYfa Uf\_hi b[ʻ]bʻXYfʻ; Ughfcbca ]Yʻa ]hʻ Ui g

2 ghYffYjWk [ʻYjWk ni gYhnYbžʻVYhcbhʻH\YfYgUʻA ]hhYfYf!@Y]hbYfžʻX]Y

]bʻ]\fYb k ]ggYbgWk UZhʻJWk Ybʻ5fVY]hYbʻgWk cbʻYhʻ]Wk Yʻ6YZfU[i b[Yb
]bʻXYfʻ@UbXk ]fhgWk UZhʻXi fWk [YZØ\fhʻ\UhžʻXYbbʻX]YʻÒghYffY]Wk ]gWk Y

@UbXk ]fhgWk UZhʻdfcXi n]Yfhʻi bhYfʻ[ʻY]Wk Ybʻ5i ZʻU[Ybʻi bX

E i Uʻ]hÀhgghUbXUfXgʻʻ8Yfʻgcʻ[YbUbbhYʻGYʻVghj Yfgcf[i b[g[fUXž
UʻgcʻX]YʻDfcXi \_h]cbʻj cbʻ]aʻ@UbXʻbUWk [YZfU[hYbʻ@YVYbga]hhYʻbž

`]Y[hʻ]bʻ² ghYffY]Wk'hfUX]h]cbY``VY]ʻA ]ʻWk!i bX: `Y]gWkdfcXi \_hYb

XYi h']WkʻØVYfʻXYaʻ\Y]a ]gWkYbʻJYfVfUi Wkʻʻ

6Y]; YhfY]XYii bXi9]Yfbia ]hi- (igck]Yi-\$iDfcnYbhi\_bUddiXUfi bhYf" \( \psi \text{XYf}; \text{Ughfcbca} \) JYi]ghi \( \text{Y}[ \] cbU`]h\( \text{Ah} \) Y]biEi U`]h\( \text{Ahga} \) Yf\_a U`ii bX ni XYa iY]bik YgYbh`]WXYfi: U\_hcfi]biXYfi6Yn]Y\iib[ink]gWXYb Hcif]ga i gii bXi@UbXk]fhgWXUZh"i Gck c\`ik UgiX]YiFY`Yj UbniU`g Ui WXiXYbiK Yfhij cbiFY[ ]cbU`]h\( \text{AhiVYhf}]ZZh\( \text{z}[ ]VhiYgii bhYfgWX]YX`]WXY 5bg]WXhYb\( \text{z}iYVYbgci[ ]VhiYgi\_Y]biU``[ Ya Y]bi[ \( \text{Q}`h)][ YgiJ Yfgh\( \text{AbXb})g j cbi fY[ ]cbU` \( \text{z}iZUggh'A ]hhYfYf!@Y]hbYfini gUa a Yb"

5i gʻa Y]bYfʻG]Wkhʻ]ghʻYgʻXU\Yfʻk ]Wkh][ žʻXUggʻYgʻY]b; fi bXj YfghÀbXb]gʻXUZØfʻ[ ]VhžʻXUggʻFY[ ]cbUʻ]hÀhʻY]bYbʻ\c\YbʻK Yfh ZØfʻi bgʻUʻ`Yʻ\Uh žʻYf[ ÀbnhʻGhYZUbʻA U]f" 8 ]Ygʻ]ghʻUi gʻa Y]bYfʻG]Wkh X]Yʻ; fi bXj cfUi ggYhni b[ žʻi a ˈX]YgYbʻK YfhʻXYfʻFY[ ]cbUʻ]hÀhʻUi WklbʻNi \_i bZh'ni 'VYk U\fYb"

6Ygi WXYb G]Y i bg Ui Z Z Y]gWXi bXWc "Uh