

Ein Blick in die Zukunft der Bio-Lebensmittel mit Max Thinius

Gemeinsam mit Futurologe Max Thinius blickt das Messeduo aus BIOFACH, Weltleitmesse für Bio-Lebensmittel, und VIVANESS, internationale Fachmesse für Naturkosmetik, in die Zukunft der Ernährungs- und Gesundheitsbranche.



Futurologe Max Thinius: Zukünftig werden Verbraucherinnen und Verbraucher mehr Hoheit über die eigenen Daten haben und den eigenen Algorithmus steuern können. (© Max Thinius)

5b`Ägg`jWx`XYf`U_hi Y`Yb`9bhk jW`i b[Yb`\]bgjWx h`jWx
9jb_Ui Zgj Yf\U`hyb`i bX`A Uf_Yb`cmU`j hÄhž`k YfXYb`XjY`7\UbWxb
VY`Yi Wxhyhž`XjY`a jhXYf`Zcfhk Ä\fybXYb`8j[jhU`g]Yfi b[
Yjb\Yf[Y\Yb`"K jY`dcg]h]cb]Yfyb`g]Wx`6]c!A Uf_Yb`i bX` jYfVÄbXY
ni _i bZhgZÄ\][3

8jY`U_hi Y`Y`@U[Y`XYf`6]c!@YVYbga jhhY`

9]bYf'_c bghUb hYbž'[fi bXgÀhñ]W\`d cg]h]j Yb`9]bghY`i b[`Y[YbØVYf
6]c!@YVYbga`j]hY`b`ghY\h`XYfnY]h`Y]b`Yfgha`U`][Yf`ghUf_
j Yfa Yf_VUfYf`F ØW_[Ub[`VY]a`?Ui Zj`cb`6]c!A Uf_Ybk UfYb
[Y[YbØVYf`8]Y`5_nYdhUbn`ZØf`\Ø\YfY`? cghYb`bUW\`U`h][Yf
DfcXi`_hY`\Uh`g]W\`]bbYf\U`V`Y]bYg`>\fYg`\U`V]Yfh`f&\$&%
5_nYdhUbn`VY]*+`DfcnYbh`XYf`6YfU[hYbž`&\$&&`VY]*`\$`DfcnYbh`

5b[Yg]W\hg`XYf`ghY][YbXYb`9bYf[]Y!`i bX`@YVYbg\U`hi b[g_cghYb
j Yfk`i bXYfh`Yg`b]W\hž`XUgg`A YbgW\Yb`VY]a`9]b_Ui`Z`gdUfYb
a`ØW`hYb`"8cW\`Yg`ghY\h`X]Y`:`fU[Y`]a`FUi`a`.`K`]Y`\cW\`]gh`X]Y
@cmU`]hÀh`[Y[YbØVYf`6]c!A Uf_Yb`i bX`k`]Y`Ybhk`jW_Y`h`g]W\
ni`_ØbZh][`XUg`9]b_Ui`Zgj Yf\U`hYb3

Nk Y]`k`YgYb`h`]W\Y`:`U_hc`fYb`ZØf`6]c!
A Uf_YbV]bXi`b[

5i Z`XYf`Y]bYb`GY]hY`YbghY\h`A Uf_YbV]bXi`b[`Xi`fW\`:`Yk`c\`b\`Y]h
i bX`Y]b`A`U»`Ub`G]W\Yf\Y]hgVYXØfZb]g`"8Ybb`Y]b`d cg]h]j Yg
A Uf_YbYf`YVb]g`gW\UZh`j YfhfUi Yb`"6Y]a`YfbYi`hYb`?Ui`Zk`j`fX`Y]b
[Yf]b[YfYg`F]g]_c`Y]b[Y[Ub[Yb`U`g`VY]a`:`f]Z`ni`Y]bYa
i bVY_Ubb`hYb`DfcXi`_h`

8Ug`Àggh`A YbgW\Yb`]a`a`Yf`k`]YXYf`ni`6]c`[fY]ZYbž`k`Y]»`?Uh\`f]b
>ÀW_Y`ž`:`YgW\ÀZh`gZØ\`fi b[`6i bXYgj YfVUbX`B`Uhi`f_cgh`B`Uhi`fk`UfYb
f`b`B`B`Ł`Y`"J`".`I`bgYfY`A Uf_Y`[fØbXYh`j`]Y`Y]W\h`Y\`Yf`k`Yb][Yf`Ui`Z
Y]bYa`@UVY`ž`Y]bYf`:`UfVY`cXYf`Y]bYa`gW\`a`]gg][Yb`7`U]a`
gcbXYfb`Ui`ZY]bYa`:`fi bXj YfghÀbXb]g`j`cb`E`i`U`]hÀhYb`"8Ug`]gh
XUgž`k`Ug`A YbgW\Yb`Ui`W\`a`Y]bYf`dYfgØb`]W\Yb`9fZU\`fi b[`bUW\`Ub
6]c`V]bXYh`

5i Z`XYf`UbXYfYb`GY]hY`gd]Y`h`X]Y`Ya`ch]cbU`Y`Dcg]h]cb]Yfi b[`XYf
A Uf_Y`Y]bY`[fc»Y`F`c`Y`"K`Yf`g]W\`a`]h`Y]bYa`_`UfYb`A`Y]bi b[gV]`X
Y]bYf`A Uf_Y`]XYbh]Z]n]YfYb`_Ubbž`U_nYdh]Yfh`k`Yb][Yf`5`hYfbUh]j Yb
]bbYf\U`V`Y]bYf`?UhY[`cf]Y`

9a`ch]cbYb`i`bX`X][`]hU`Y`?`ca`a`i`b]_Uh]cb

<]Yf'_ca a Yb'X]Y'i bhYfgW]YX'W]Yb'?ca a i b]_Uh]cbggfUhY[]Yb
j cb'A Uf_Yb'ni a 'HfU[Yb"'a 'NY]hU'hYf'XYf'8][]hU`]hÅh'_Ubb'Y]bY
Ya ch]cbU'Y'6Yn]Y\i b['nk]gW]Yb'A Uf_Y'i bX'?cbgi a Ybh'ØVYf
X]j YfgY'?UbÅ`Y'Ui Z[YVUi h'i bX']bhYbg]j]Yfh'k YfXYb"

9g']gh'a UI]a U'_ca d`YI Yf'[Yk cfXYbžj]Y`ZÅ`h][Yf ž'VYhcbh
?Uh\fb'ÅW_Y"'': i hi fc`c[Y'A UI 'H\]b]i g'dfc[bcgh]n]Yfh' Ni _ØbZh][
k YfXYb'J YfVfUi W]Yf'YXcW'k]YXYf'a Y\f'9]bZi gg'XUfUi Z\UVYbž
k Ug']\bYb'VY]gd]Y`k Y]gY']a 'BYk gZYX'j cf[YgW'U[Yb'k]fX"'XXY
DYfgcb'k]fX'a Y\f'<c\Y]h'ØVYf'X]Y'Y][YbYb'8UhYb'\UVYb'i bX'XYb
Y][YbYb'5`[cf]h\ a i g'ghYi Yfb'_ØbbYb"

; YfUXY'i a 'X]Y'† b[Y`N]Y`[fi ddY'ni 'YffY]W]Ybž'gc`hYb'XYa bUW
X]Y'X][]hU'Yb'A Ø['W]_Y]hYb'XYf'A Uf_YbV]bXi b['Yfi]Yfh'i bX
[Ybi hnh'k YfXYb"' 8][]hU`]hÅh'VYXYi hYh'b]W]hž'XUgg'ni _ØbZh]['XYf
?Ø\`gW]fUb'_ZYghghY`hž'k Ug'Y]b[Y_Ui Zh'k YfXYb'gc`hY"'8]Y
9bhgW]Y]Xi b[g\c\Y]h'k]fX'VY]'i bg'gY'Vgh'V'Y]VYb"'8cW'X]Y
9bhgW]Y]Xi b[gZ]bXi b['_Ubb'a]hY`g'8UhYb'i bhYfghØhnh'k YfXYb ž
Yf'Åi hYfh'A UI 'H\]b]i g"

7\UbW]b'XYf'8][]hU`]g]Yfi b[

5i W'X]Y'5bV]YhYfgY]hY'_Ubb'X]Y'7\UbW]b'XYf'8][]hU`]g]Yfi b[
k U\fbY\ a Yb'i bX'a Y\f'8UhYb'Yf\YVYb'i bX'UbU`mg]YfYb"'Gc
ØbbhYb'X]ZYfYbn]YfhY'5i ggU[Yb'ØVYf'X]Y'XYfnY]h][Yb'F ØW[Åb[Y
]a '6]c!6YfY]W' [YhfcZYb'k YfXYb"'8 Ug'ZcfXYfhY'Ui W'ÅØf['FYi hYfž
<YUX'cZ: ccX'7Ua di g'6Yf']b'#; YgW]ÅZhgzØ\fi b['5fhdfc'Y_h
BUhi fY' / 'Bi hf]h]cb'; a V<'ni 'Yhnh' 8]Y'6fUbW]Y'\Uh'b]Y
UbU`mg]Yfhž'k Ufi a 'XYf'A Uf_h]g]W'gc'j Yf\Å'h'i bX'dfcU_h]j
GW'ØggY'XUfUi g'[Ync[Yb"'I a gc'V]hYfYf']gh'XUg'U_hi Y`Y
9fk UW]Yb']a 'Xf]hYb'Å\f'a i 'h]d`Yf'?f]gYb"

A]h'XYf'8][]hU`]g]Yfi b['YbhghY\Yb'nk Y]'[fc»Y'DchYb]U'Y'ZØf'X]Y
6]c!6fUbW]Y. 'Y]b'\Ø\YfYgž'XUhYbVUg]YfhYg'J YfghÅbXb]g'ZØf
J YfVfUi W]Yf'Yf'Ub[Yb'gck]Y'XUfUi g'Z bX]YfhY'9bhk]W`i b[Yb
UV`Y]hYb'ni '_ØbbYb'i bX'[Y[Yb'ØVYf'ni _ØbZh][Yf
<YfUi gZcfXYfi b[Yb'dfÅj Ybh]j 'Ui Z[YghY`h'ni 'gY]b"

6=C: 57< '&\$&'

8Yf'6]c\UbXY`hf]Zh'g]W\`ni f'6]c!A YggY`j ca`'%(""`'%+""': YVfi Uf
&\$&'`ja`A YggYnYbhfi a`BØfbVYf["

8]Y`dYfZY_hY`; Y`Y[Yb\Y]h`ZØf': UWVYgi W\Yf`XYb'6]c!DfcXi nYbhYb
ni`VY[Y[bYb`i bX'g]W\`j cb`XYb`bYi YghYb`]bhYfbUh]cbU`Yb
6fUbW\YbhfYbXg`]bgd]f]YfYb`ni``UggYb""HfYhYb`Ui W\`G]Y`Y]b`]b`Y]bY
K Y`hXYf'6]c!DfcXi _hY`i bX`XYg`; YgW\ a UW_g``]bh`c'cf[Ub]W

.

6Ygi W\Yb`G]Y`i bg`Ui Z.`Z`Y]gW\i bXW`"Uh