

IFFA 2025: Österreichs Fleisch-Branche im Fokus auf der internationalen Leitmesse

IFFA 2025: Österreichs Branche im Fokus auf der internationalen Leitmesse. Die IFFA 2025 setzt neue Maßstäbe für die Fleisch- und Proteinwirtschaft. Warum österreichische Betriebe von einem Besuch der Frankfurter Leitmesse profitieren können.



© Messe Frankfurt GmbH

8]Y'Ni_i bZh'XYf': `Y]gW\VfUbW\Y.'=: 5'&\$&) `AXh'Y]b

Jca ""V]g", "A U]"&\$&) k]fX:: fUb_Zi fh'Ua A U]b'YfbYi h'ni a

NYbhfi a 'XYf'[`cVU`Yb': `Y]gW\!'i bX'DfchY]bk]fhgW\UZh"8]Y'\div : 5 ž

i bhYf'XYa 'A chhc' FYh\]b_]b['A YUh'UbX'DfchY]bg ž']gh'b]W\h'bi f

X]Y'k Y`hk Y]h'[fÒ» hY: UW\a YggY']\fYf'5fhž'gcbXYfb'Ui W\'Y]b

< chgdch'ZØf'\div bcj Uh]cbž'BYhk cf_]b['i bX': UW\k]ggYb"

2 ghYffY]W\]gW\Y': `Y]gW\Yfž'@UbXk]fhY'i bX': UW\di V`]_i a

dfcZ]h]YfYb'VYgcbXYfg'j cb'XYf'Y]bn][Ufh][Yb'Df\AgYbhUh]cb'XYg

[YqUa hYb'< YfghY``i b[qdfcnYggYq' 'j cb'XYf'DfcXi _h]cb'ØVYf

JYfUfVY]hi b['i bX'JYfdUW_i b['V]g'\]b'ni 'bYi Yb'DfcXi _h]XYYb" 6YgcbXYfg'fY`Yj Ubh'g]bX'X]Y'GW\k Yfdi b_hY'BUW\\U`h][_Y]hž a UI]a U`Y'DYfZcfa UbW'i bX'bYi Y'DfchY]bY"

$Ni_i bZhgh\YaYb.KUg^X]Y^=: 5^&$&) V]YhYh$

 $8]Y = : 5 _cbnYbhf]Yfh g]WX Ui Z (Hcd!HYa YbžX]Y ZØf \\ OghYffY]WX]gWXY 6Yhf]YVY j cb 6YXYi hi b[g]bX.$

A UI]a U`Y`DYfZcfa UbWY. 9ZZ]n]YbnghY][Yfi b['Xi fW\']bbcj Uh]j Y HYW\bc`c[]Yb'k]Y'? =i bX'FcVch]_"

8 UhY b b i hn i b [. 'C d h]a]Y f i b ['XY f 'D f c X i _h]c b g d `Ub i b ['X i f W i a Z UggY b X Y '8 UhY b U b U `mgY b "

BUWX\U`h][_Y]h. '9bYf[]YYZZ]n]YbhY 'DfcnYggYž'd`Ugh]_fYXi n]YfhY JYfdUW_i b[Yb'i bX'YfbYi YfVUfY'Fc\ghcZZY"

J]Y`ZU`h'c\bY'; fYbnYb.': ÒfXYfi b['bYi Yf'DfchY]bei Y``Yb'i bX a cXYfbghY'A UgWX]bYb'ZØf'X]Y'< YfghY``i b['j]Y`ZÀ`h][Yf'DfcXi_hY'' 8]YgY'GWXk Yfdi b_hY'V]YhYb'Cf]Ybh]Yfi b[']b'Y]bYf'6fUbWXYž'X]Yg]WX'ghÀbX]['k UbXY`h''

BYhk cf_]b[i bX K Y]hYfV]`Xi b[ZØf 2 ghYffY]WXg I bhYfbY\a Yb

 $8]Y' = : 5']gh'b]Wh'bi f'Y]bY' = bcj Uh]cbgd`UhhZcfa \check{z}gcbXYfb`Ui Whigh CfhrXYg'dYfgÒb`]Wh'bi fiy]bY' = bcj Uh]cbgd`UhhZcfa \check{z}gcbXYfb`Ui Whigh CfhrXYg'dYfgÒb`]Wh'bi fiyghUgWh'gW' = all fhrnu\`fY]Wh'y'; Y'Y[Yb\Y]hYb'ni f'K Y]hYfV]`Xi b[" 6YgcbXYfg']bhYfYggUbh'ZØf'ÒghYffY]Wh'bini f'K Y]hYfV]`Xi b[" 6YgcbXYfg']bhYfYggUbh'ZØf'ÒghYffY]Wh'gWh'Y' < UbXk Yf_gVYhf]YVY. 8Yf'8Yi hgWh'Y': `Y]gWhYf!JYfVUbX'nY][h'Ui Z'XYf'A YggYhfUX]h]cbY``Y' < UbXk Yf_g_i bgh'i bX'`ÀXh'ni f'HY]`bU\a Y'Ub' Ei U`]hAhgk YhhVYk YfVYb'Y]b''': Øf'6Yhf]YVY'Ui g''^2 ghYffY]Wh'ghY``h X]Y' = : 5'ni XYa 'Y]bY'k Yfhj c``Y'; Y'Y[Yb\Y]h'XUf\z'g]Wh'a]h]bhYfbUh]cbU`Yb'DUfhbYfb'ni 'j YfbYhnYb'i bX'bYi Y' = a di `gY'ZØf'X]Y \Y]a]gWhY'6fUbWhY'a]hni bY\a Yb''$

K Ufi a 2 ghYffY]W\ g': `Y]gW\ k]fhgW\ UZh i b V Y X]b[h'X]Y' = : 5 '&\\$\&\) 'V Y gi W\ Y b 'gc ``hY

; YfUXY'j cf'XYa '<]bhYf[fi bX'ghY][YbXYf'Fc\ghcZZdfY]gYž
: UWX_fÀZhYa Ub[Y`'i bX'XYg'8fi W_g'ni f'BUWX\U`h][_Y]h'V]YhYh'X]Y
A YggY'dfU_h]gWXY'@Ògi b[gUbgÀhnY"'2 ghYffY]WX]gWXY'I bhYfbY\a Yb
_`ObbYb'\]Yf'b]WXh'bi f'j cb'XYb'9fZU\fi b[Yb'XYf']bhYfbUh]cbU`Yb
6fUbWXYbZØ\fYf'`YfbYbž'gcbXYfb'Ui WX']\fY'Y][YbY'9I dYfh]gY
Y]bVf]b[Yb"

$DfU_h]gWXY=bZcginif=:5.8$%)$

 $8]Y' = : 5 VY Y [h'X]Y' < U Yb', ž'-ž'%' ibX'' & ibX'V]YhYh'a]h'XYf bYiYb'; YXYfib[Y]b'_ca dU_hYg'9f YVb]g''5 Y' = bZcfa Uh]cbYb gck]Y'XUg'Dfc[fUa a 'g]bX'ibhYf'kkk' 'JZZU'' Wca 'UVfiZVUf''8]Y = : 5 & &) ']b': fUb_Zi fh']gh'DZ']Whfc[fUa a 'ZØf'2 ghYffY]Wkg : Y]gWk!'ibX'DfchY]bk]fhgWkUZh''BihnYb'G]Y'X]Y'7 \UbWYž'HY]YX]YgYg']bhYfbUh]cbUYb'6fUbWkYbhfYZZg'nigY]b'ibX'X]Y'Ni_ibZh''X1f': Y]gWkk]fhgWkUZh''U_h]j'a]hni[YghU`hYb''$

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