

Deutsche Studie bestätigt: Fleisch bekommt wieder ein besseres Image

Deutsche Studie bestätigt: Fleisch bekommt wieder ein besseres Image. Wie der Vion-Consumer-Monitor 2023 beweist, ist der Verzehr von Fleisch bei jungen Leuten wieder äußerst beliebt.



Vion Consumer Monitor 2023: 61 % der Befragten halten Fleisch für eine unentbehrliche Komponente der Ernährung. © Vion

, VYf`X]Y`J]cb`ccX`fcid

8]Y`J]cb`ccX`fcid`gh`Y]b`]bhYfbUh]cbU`Yg
 @YYVYbga]hhY`i bhYfbY\ a Yb`a]h`DfcXi _h]cbggUhXcfhYb`]b`XYb
 B]YXYf`UbXYbž8Yi hgW\`UbX`i bX`6Y`[]Yb`gck`]
 JYfhf]YVgi bYfghØhni b[g!`i bX`FYdfAgYbhUbñ!6Øfcg`]b`%*
 @AbXYfbžXUfi bhYf`Ui W\`]b`^2 ghYffY]W\`&\$&&`Uh`J]cb`a]h`ØVYf
 %%"\$\$`A]hUfVY]hYfb`Y]bYb`l a gUhñ`j cb`) ž `A]`]UfXYb`9i fc
 Yfn]Y`h`HÀ[`W\`[Yb]Y» Yb`ØVYf`%\$\$`A]`]cbYb`?cbgi a YbhYb`XUg
 : `Y]gW\`j cb`J]cb"

J]Yf'6i g]bYgg'l b]hg' '6YYZž'Dcf_ž: ccX'GYfj]WY'i bX'FYhU]` ``]YZYfb
Zf]gWY': `Y]gWXdfcXi _hYž'dZUbñ]WY'5'hYfbUh]j Yb'i bX
B YVYbdfcXi _hY'ZØf'XYb'f9]bnY'!ž<UbXY'ž: Ughfcbc a]Y'i bX'ZØf
X]Y'ZY]gWYj YfUfVY]hYbXY'žXi ghf]Y'': ccX'h\Uh'A UhhYfg
fl@YVYbga]hhY'žUi ZX]Y'Yg'Ub_ca a hž'Ui hYhX]Y'D\]cgcd\]Y'j cb
J]cb.'8Ug'g]bX'[Ygi bXY'i bX'Y_W_YfY'@YVYbga]hhY'žX]Y'a]h
FYgdY_h[Y[YbØVYf'A YbgWžH]Yf'i bX'l a k YhYb hghY\Yb'i bX
Y]bY'k]WYh][Y'9]k Y» ei Y'Y'ZØf'a YbgWž]WY'9fbA\fi b['g]bX''5'g
J cffY]hYf'hfY]Vh'XUg'l bhYfbY\ a Yb'J]cb'X]Y
6fUbWYb hfUb gZcfa Uh]cb'j cfUb'i bX'j YfV]bXYhUi ZbUW\U'h][Y
K Y]gY'B UW\ZfU[Y'i bX'5b[YVch"

: `Y]gWY'k]fX'k]YXYf'gU'c bZÀ\][

8]Y'X]YgA\ f][Y'5i g[UVY'XYg'J]cb'7cbgi a Yf'A cb]hcfg'nY][h'8Ug
= a U[Y'j cb': `Y]gWY'Yf\c'hg]WY'Ub[gUa "ž'XYf'fYdfAgYbhUh]j Yb
J YfVfUi WYfi a ZfU[Y'XYf'J]cb': ccX'; fci džXi fWY[YZØ\fh'j cb'
**7cbgi a Yf'DUbY'GYfj]WYg': Z? žgh]a a Yb'*%DfcnYbh'XYf
6YZfU[hYb'XYf'5i ggU[Y' : `Y]gWY'ghY]bY'i bYbhVY\f]WY
?ca dcbYbhY'XYf'9fbA\fi b['ni "8Ug'g]bX'('DfcnYbhDi b_hY'a Y\ f
U'g'VY]'XYf'ž'ZUh]cbg!GcbXYfVYfZfU[i b['a' <YfVgh'&\$&&'i bX'XYf
HfYbX'[Y\h]b'F]WYhi b['Jcf!7cfcbU!B]j YUi'f&\$%- .'*' 'DfcnYbhE
9]b'6']W'_Ui ZX]Y'gcn]cXYa c[fUZ]gWYb'8UhYb'XYW_h'Ui Z'X]Y
k]YXYf'ghY][YbXY'Ni gh]a a i b['X]YgYf'5i ggU[Y'hA\h][Yb']a
J Yf['Y]WY'ni '&\$&&']bgVYgcbXYfY'ž' b[Y': Ua]]Yb#DUUfY'c\bY
?]bXYf'i bX'ž' b[Y': Ua]]Yb'a]h'?Y]b_]bXYfb'8UfØVYf'\]bUi g
Yf_Ybbh'ZUgh'X]Y'<ž'ZhY'XYf'ž'øb[YfYb': f]XUmglZcf!: i hi fY
![YdfA[hYb'; YbYfUh]cb']b'XYa' J YfnY\f'XYg'dfc'hY]bfY]WYb
B Uh' fdfcXi _hg'Y]bYb'A Y\fk Yfh' (* 'DfcnYbh'XYf'i bhYf' (!A\ f][Yb
gh]a a Yb'XYf'5i ggU[Y' : `Y]gWY'gh[Ygi bX'ni "ž'XYf'ž'YhnhYb
fY[i 'A\Yb'9fZUggi b['k UfYb'Yg'bcbW' , 'DfcnYbh'ž'a
; YgUa hXi fWYgWb]hh'i b hYfghØhnYb') ' 'DfcnYbh'X]YgY'5i ggU[Y
f&\$&&.') %'DfcnYbhE'8Yf'F i Z'XYg'h]Yf]gWYb'@YVYbga]hhY'g
j Yf'Aggh'gWY'Y]WYbX'X]Y'HU'ZU\fh"**

F Y[]cbU']hA\h'i bX'HfUb gdUfYb n'[YfbYž'G]Y[Y'
bUW[Y'U[Yfh

8]Y'A Y[UhfYbXg'F Y[]cbU'jhÀh'i bX'HfUb gd UfYbn'g]bX'bUW\k]Y
j cf'[YZfU[h'K Ybb'g]Y'X]Y'K U\``UVYbž'VYj cfni [Yb'XfY]J]YfhY'
XYf'VYzfU[hYb':`Y]gW\Ài ZYf':`Y]gW\Ui g'XYf'l a [YVi b['f&\$&&.'+,
DfcnYbhE'i bX'a]h'hfUb gd UfYbhYf' <Yf_i bZh'*\$'DfcnYbh f&\$&&.'*)
DfcnYbhE'5i W\H]Yfk c\`'f* ('DfcnYbhE'&\$&&.'* - 'DfcnYbhE'i bX'
B UW\U'h][_Y]h'f*) 'DfcnYbhE'&\$&&.'+%'DfcnYbhE'gY\Yb'bcW\
a Y\f'U'g'X]Y' <À`ZhY'XYf'VYzfU[hYb':`Y]gW\Ài ZYf'U'g'k]W\h][Y
?Ui Z_f]hYf]Yb''Hfch'n'X]YgYf'5bgdfØW\Y'g]b_h'X]Y'6YXYi hi b['j cb
G]Y[Y'b''Gc'gh]a a hYb'X]YgYg'J\U'f'bi f'bcW\) ('DfcnYbh'XYf
5i ggU[Y'ni ž'XUgg']\bYb'VY]a':`Y]gW\Ui ZG]Y[Y'k]W\h]['gY]Ybž
X]Y']\bYb'Y]bYb'A Y\fk Yfh'V]YhYb'fh"6"'fY[]cbU'ž'c\bY
; YbhYW\b]_ž'6]cE'"a 'Jcf'U\f'k UfYb'Yg'bcW\) - 'DfcnYbh'5a
a Y]ghYb'cf]Ybh]YfYb'g]W\bcW\ 't b[Y': Ua]]Yb#DUUfY'c\bY'?]bXYf
f* & 'DfcnYbhE'i bX'\Øb[YfY': Ua]]Yb'a]h?'Y]b_]bXYfb'f*) 'DfcnYbhE
Ub'gc'W\Yb'DfcXi _hUi gnY]W\bi b[Yb"

B UW\U'h][_Y]h'Už'9]b nY'UgdY_hY'Ý XcW\
bcW\ b]W\h'][a ': c_i g

B UW\U'h][_Y]h'ghi bX'V'Y]Vh'Ui W\ 'VY]a':`Y]gW\Ui Z'Y]b'[fc»Yg
H\Ya U''5``YfX]b[g'[]Vh'Yg'l bhYfgW\]YXY']b'XYf'K]W\h][_Y]h
nk]gW\Yb'XYb'Y]b nY'bYb'5gdY_hYb'XYf'B UW\U'h][_Y]h'CVk c\`
a Y\f'U'g'*') 'DfcnYbh'Ub[YVYbž'VY]K U\`a Ò[`]W\Y]h: `Y]gW\Ui g
bUW\U'h][Yf'DfcXi _h]cb'_Ui ZYbž'VYbÒh][Yb'Yhk U'*\$'DfcnYbh'ni a
Ýhn][Yb'NY]hd i b_h'_Y]bY'k Y]hYfZØ\ fYbXYb'òZcfa Uh]cbYb'ni a
7C &!: i » UVXfi W_"6Y]a 'JYfUbhk cfhi b[gVYfY]W\XYg'l a VUi g
XYf'XYi hgW\Yb':`Y]gW\VfUbW\Y'k]Y'n"6" A U» bU\ a Yb'ZØf'a Y\f
H]Yfk c\`ž'5bnU\`XYf'H]YfY'dfc'6Yhf]YVY'YhWž'g]bX'g]W\X]Y
6YZfU[hYb'a]h'_bUdd'*\$'DfcnYbh'Ni gh]a a i b['UVYf'Y]b][. '8Ug']gh
5i Z[UVY'XYf'Dc']h]_''(' 'DfcnYbh[YVYb'gc[Uf'Ubž'_cb_fYhY
dc']h]gW\ D'ÀbYž'k]Y'X]Y'ni f'H]Yf'U'hi b[g_YbbnY]W\bi b['ni
_YbbYb"

; Ygi W\h.'': f]gW\Yg'i bX'e i U']hUhjj
\cW\k Yfh][Yg':`Y]gW\ ni a 'ZU]fYb'DfY]g

6Y]a':`Y]gW\Ui Z'a ØggYb'E i U']hÀh'i bX': f]gW\Y'dUggYb"8Ug

YfUWX hYb 'X]Y 'J YfVfUi WX Yf 'U'g 'X]Y 'VY]XYb 'k]WX h][ghYb
?Ui Z_f]hYf]Yb"; YZc`[h]j cb 'Y]bYa '[i hYb 'DfY]g!@Y]gh! b[g!
J Yf\À`hb]g" '9]b '[i hYg 'GhØW_ XUfZUi WX 'hYi fYf'gY]bž'k]Y '+\$ 'DfcnYbh
XYf '6YZfU[hYb 'VYghÀh][Yb " ≠ NY]hYb 'j cb ' ≠ bZUh]cb 'i bX
DfY]gghY][Yfi b[Yb 'a '@9< 'gWX ÀhnYb 'k Yb][Yf 'J YfVfUi WX Yf: 'Y]gWX
]a 'Gi dYfa Uf_h'f&- 'DfcnYbh!i bX]a '8]gWXi b hYf'f , 'DfcnYbh!i
ZØf ni '[Øbgh]['Y]b " 'BcWX 'VY] XYf 'GcbXYfVYfZfU[i b['ni a 'H\Ya U'
≠ bZUh]cb 'ja 'j Yf[Ub[YbYb < YfVgh ZUbX 'X]Y '5i ggU[Yž: 'Y]gWX 'gY]
ni '[Øbgh][ž'VY] " %'DfcnYbh!fGi dYfa Uf_h!i bX '(%'DfcnYbh
fb]gWXi b hYf'f XYf '6YZfU[hYb 'X]Y 'Ni gh]a a i b["

; fc» Y 'GWX `UWX hVYhf]YVY 'a ØggYb 'U``YfX]b [g
=a U[Y 'b cWX 'j YfVYggYfb

≈XcWX 'XYb _Yb 'bi f , 'DfcnYbh XYf '6YZfU[hYbž'XUgg 'X]Y
E i U`]hÀhgghUbXUfXg]b '[fc» Yb 'GWX `UWX hVYhf]YVYb ' \ Ø\Yf 'g]bX 'U'g ']
_ 'Y]bYb 'GWX `UWX hYfY]Yb " 8]YgY '9]b gWX Àhni b['ØVYffUgWX h'i bg
gY\ f 'J cf 'U``Y a ' [fc» Y 'GWX `UWX hVYhf]YVY 'i b hYf 'Y] [Yb 'ghfYb [ghYb
?cbhfc ``Yb 'gck]Y 'i bUV\Àb [][Yb 'NYfh]Z]n]Yfi b[Yb 'i bX 'gYhnYb
E i U`]hÀhgghUbXUfXg 'ZØf 'X]Y '[YgUa hY : 'Y]gWX VfUbWX Y " <]Yf 'gY\ Yb
k]f 'Y]bYb '[fc» Yb '5i Z_ `Àfi b[gVYXUfZ ž'gc 'K]``\Y'a ' < UVfYgž
8]fYWhcf 'GU'Yg 'HfUXY / 'A Uf _Yh]b['6YYZj cb 'J]cbž'XYf 'XYb
7cbgi a Yf 'A cb]hcf 'fJ 7A £'XYg 'I b hYfbY\ a Ybg 'gY]h]j]Y 'Yb ' \ fYb
j YfUbhk cfhYh

6Ygi WX Yb 'G]Y 'i bg 'Ui Z 'Z Y]gWX i bXWX "Uh