

## 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` ; fci d

8 ]Y`J ]cb` : ccX` ; fci d` ]gh`Y]b` ]bhYfbUh]cbU`Yg  
 @VYbga ]hhY`i bhYfbY\`a Yb`a ]h`DfcXi \_]cbggghUbXcfhYb` ]b`XYb  
 B ]YXYf`UbXYbž`8Yi hgW\`UbX`i bX`6Y`[ ]Yb`gck ]Y  
 J Yfhf]YVgi bhYfghØhni b[ g!`i bX`FYdfÄgYbhUbn!6Øfcg`]b`%\*  
 @ÄbXYfbž`XUfi bhYf`Ui W\` ]b`² ghYffY]W\` "&\$&&`\Uh`J ]cb`a ]h`ØVYf  
 %%"\$ \$ \$`A ]hUfVY]hYfb`Y]bYb`I a gUhn`j cb`) ž`A ]` ]UfXYb`9i fc  
 Yfn]Y`h`HÄ[ `]W\`[ Yb]Y»Yb`ØVYf`%\$ \$ `A ]` ]cbYb`?cbgi a YbhYb`XUg  
 : `Y]gW\`j cb`J ]cb`"

J ]Yf'6i g]bYgg'i b]hg' '6YYZ' Dcf\_ž: ccX'GYfj ]W' i bX'FYhU]' '']YZfb  
Zf]gWXY': `Y]gWdfcXi \_hYž'dZUbñ']WXY'5`hYfbUh]j Yb'i bX  
BYVYbdfcXi \_hY'ZØf'XYb'f9]bnY'!ł< UbXY`ž; Ughfcbca ]Y' i bX'ZØf  
X]Y'ZY]gW]j YfUfVY]hYbXY'`bXi ghf]Y"' : ccX'h\ Uh'A UhhYfg  
f@YVYbga ]hhY`ž'Ui Z'X]Y`Yg'Ub\_ca a hŁ`Ui hYh'X]Y'D\]'cgcd\]Y'j cb  
J]cb.'8 Ug'g]bX' [ Ygi bXY' i bX'`YW\_YfY'@YVYbga ]hhY`ž'X]Y'a ]h  
FYgdY\_h' [ Y [ YbØVYf'A YbgWž'H]Yf' i bX' l a k Y'h'YbhghY\Yb' i bX  
Y]bY'k ]W]h] [ Y'9]k Y]» ei Y`Y'ZØf'a YbgW` ]WXY'9fbÅ\fi b [ 'g]bX'"5`g  
J cffY]hYf'hfY]Vh'XUg'l bhYfbY\ a Yb'J ]cb'X]Y  
6fUbWXYbhUbgZcfa Uh]cb'j cfUb' i bX'j YfV]bXYh'Ui ZbUW\U'h] [ Y  
K Y]gY'B UWZfU [ Y' i bX'5b [ YVch"

: `Y]gW`k ]fX'k ]YXYf'gU`cbZÀ\ ] [

8]Y'X]Yg'À\ f] [ Y'5i g [ UVY'XYg'J ]cb'7cbgi a Yf'A cb]hcf'g'nY] [ h'8 Ug  
`a U [ Y'j cb': `Y]gW`Yf\c'h'g]W`Ub [ gUa "'`b'XYf'fYdfÅgYbhUh]j Yb  
J YfVfUi WXYfi a ZfU [ Y'XYf'J ]cb': ccX'; fci dž'Xi fW [ YZØ\fh]j cb'  
**7cbgi a Yf'DUbY`GYfj ]Wg'; Z?**žgh]a a Yb'\*%DfcnYbh'XYf  
6YZfU [ hYb'XYf'5i ggU [ Y' : `Y]gW` ]gh'Y]bY' i bYbhVY\`f` ]WXY  
?ca dcbYbh'XYf'9fbÅ\fi b [ 'ni "'8 Ug'g]bX' ( 'DfcnYbh'Di b\_hY'a Y\ f  
U'g'VY]XYf'`bZUh]cbg!GcbXYfVYZfU [ i b [ 'ja ' < YfVgh'&\$&&' i bX'XYf  
HfYbX' [ Y\h]b'F ]W]hi b [ 'J cf!7cfcbU!B ]j YUi 'f&\$%-.'\*' 'DfcnYbhŁ"  
9]b'6`]W\_`Ui Z'X]Y'gcñ]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'hÅh] [ Yb'ja  
J Yf [ `Y]W`ni '&\$&&']bgVYgcbXYfY'† b [ Y': Ua ]']Yb#DUUfY'c\ bY  
? ]bXYf' i bX'† b [ Y': Ua ]']Yb'a ]h'?`Y]b\_]bXYfb"'8UfØVYf'\ ]bUi g  
Yf\_Ybbh'ZUgh'X]Y' < À`ZhY'XYf'Øb [ YfYb': **f]XUmg!Zcf!:** i hi fY  
! [ YdfÀ [ hYb'; YbYfUh]cb' ]b'XYa 'J YfnY\`f'XYg'dfchY]bFY]WXYb  
BUhi fdfcXi \_hg'Y]bYb'A Y\fk Yfh' ( \* 'DfcnYbh'XYf' i bhYf' ( !À\ f] [ Yb  
gh]a a Yb'XYf'5i ggU [ Y' : `Y]gW` ]gh' [ Ygi bX' ni "'`b'XYf'`YmhYb  
fY [ i `ÀfYb'9fZUggi b [ 'k UfYb'Yg'bcW`' , 'DfcnYbh'"`a  
; YgUa hXi fW]gW]b]hh' i bhYfghØhnYb') ' 'DfcnYbh'X]YgY'5i ggU [ Y  
f&\$&&.' ) %DfcnYbhŁ"'8Yf'F i Z'XYg'h]Yf]gWYb'@YVYbga ]hhY`g  
j Yf'Àggh'gW`Y]WXYbX'X]Y' HU`ZU\fh"

F Y [ ]cbU`]hÅh' i bX' HfUbgdUfYbn' [ YfbYž'G]Y [ Y`  
bUW [ Y`U [ Yfh

8]Y`A Y[ UhFYbXg`F Y[ ]cbU`]hÅh`i bX`HfUbgdUfYb`n`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`\_Ai ZYf`:`Y]gW`\_Ui g`XYf`i a [ YVi b[ `f&\$&&.`+ ,  
DfcnYbh`i bX`a ]h`hfUbgdUfYbhYf`<Yf`\_i bZh`\* \$`DfcnYbh`f&\$&&.`\*)  
DfcnYbh`"5i W`H]Yfk c`\\`f\* ( `DfcnYbh`ž`&\$&&.`\* - `DfcnYbh`i bX`  
B UW`\\U`h][ \_Y]h`f\*) `DfcnYbh`ž`&\$&&.`+%DfcnYbh`gY\\Yb`bcW`  
a Y\\f`U`g`X]Y`<`ÅZhY`XYf`VYZfU[ hYb`:`Y]gW`\_Ai ZYf`U`g`k ]W`h][ Y  
?Ui Z\_f]hYf]Yb`"Hfch`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\\f`bi f`bcW`) ( `DfcnYbh`XYf  
5i ggU[ Y`ni ž`XUgg`]\\bYb`VY]a `:`Y]gW`\_Ui Z`G]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]c`E`"÷`J cf`U\\f`k UfYb`Yg`bcW`) - `DfcnYbh`5a  
a Y]ghYb`cf]Ybh]YfYb`g]W`\_bcW`↑b[ Y`:`Ua `]]Yb`#DUUfY`c`\\bY`?`bXYf  
f\* &`DfcnYbh`i bX`Øb[ YfY`:`Ua `]]Yb`a ]h`?`Y]b\_]bXYfb`f\*) `DfcnYbh`  
Ub`gc`W`Yb`DfcXi \_hUi gnY]W`bi b[ Yb`"

B UW`\\U`h][ \_Y]h`Už`9]bnY`UgdY`\_hY`YXcW`  
bcW`\_b]W`h`]a `:`c`\_i g

B UW`\\U`h][ \_Y]h`gh`i 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`i bhYfgW`]YXY`]b`XYf`K ]W`h][ \_Y]h  
nk ]gW`Yb`XYb`Y]bnY`bYb`5gdY`\_hYb`XYf`B UW`\\U`h][ \_Y]h`CVk c`\\`  
a Y\\f`U`g`\*) `DfcnYbh`Ub[ YVYbž`VY]`K U`\_a Ø[ `]W`\_Y]h`:`Y]gW`\_Ui g  
bUW`\\U`h][ Yf`DfcXi \_h]cb`\_Ui ZYbž`VYbØh][ Yb`Yhk U`\* \$`DfcnYbh`ni a  
Ym][ Yb`NY]hdi b`\_h`\_Y]bY`k Y]hYfZØ`fYbXYb`÷Zcfa Uh]cbYb`ni a `  
7C&!:`i »UVXfi W`\_"6Y]a `J YfUbhk cfhi b[ gVYfY]W`\_XYg`i 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][ `8 Ug]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`]hUh]j  
\\cW`k Yfh][ Yg`:`Y]gW`\_ni a `ZU]fYb`DfY]g

6Y]a `:`Y]gW`\_Ui Z`a ØggYb`E i U`]hÅh`i bX`:`f]gW`Y`dUggYb`"8 Ug

YfUW\hYb`X]Y`J YfVfUi W\Yf`U`g`X]Y`VY]XYb`k`JW\h][ ghYb  
?Ui Z\_f]hYf]Yb""; YZc`[ h] cb`Y]bYa`[ i hYb`DfY]g!@Y]ghi b[ g!  
J Yf\`A`hb]g""9]b`[ i hYg`GhØW`XUfZ`Ui W\`hYi fYf`gY]bž`k`JY`+\$`DfcnYbh  
XYf`6YfU[ hYb`VYgh`A`h][ Yb`"b`NY]hYb`j`cb`bZUh]cb`i`bX  
DfY]gghY][ Yfi b[ Yb`ja`"@9<`gW\`A`hYb`k`Yb][ Yf`J YfVfUi W\Yf`: `Y]gW\  
ja`**Gi dYfa Uf\_h`f&-`DfcnYbh`i`bX`ja`**8]gW`i`bhYf`fl``,`DfcnYbh`  
ZØf`ni`[ Øbgh][`Y]b`"BcW\`VY]`XYf`GcbXYfVYfU[ i b[`ni`a`H\Ya`U`  
**bZ`Uh]cb`ja`j`Yf[ Ub[ YbYb`<YfVghZUbX`X]Y`5i`ggU[ Yž`: `Y]gW\`gY]  
ni`[ Øbgh][`ž`VY]`" %DfcnYbh`fGi dYfa Uf\_h`i`bX`(%DfcnYbh  
fB]gW`i`bhYf`X`XYf`6YfU[ hYb`X]Y`Ni`gh]a`a`i`b[ "******

; fc» Y`GW\`UW\hVYhf]YVY`a`ØggYb`U``YfX]b[ g  
=a U[ Y`bcW\`j`YfVYggYfb

ŲXcW\`XYb\_Yb`bi`f`,`DfcnYbh`XYf`6YfU[ hYbž`XUgg`X]Y  
E i U`]h`A`hgghUbXUfXg`]b`[ fc» Yb`GW\`UW\hVYhf]YVYb`"\Ø\Yf`g]bX`U`g`]b  
\_`Y]bYb`GW\`UW\hYfY]Yb"" 8]YgY`9]bgW\`A`hni`b[`ØVYffUgW\`h`i`bg  
gY\`f""Jcf`U``Ya`[ fc» Y`GW\`UW\hVYhf]YVY`i`bhYf`]Y[ Yb`ghfYb[ ghYb  
?cbhf`c``Yb`gck`JY`i`bUV\`A`b[ ][ Yb`NYfh]Z]n]Yfi b[ Yb`i`bX`gYhYb  
E i U`]h`A`hgghUbXUfXg`ZØf`X]Y`[ YgUa`hY`: **`Y]gW\ VfUbW\Y`"<]Yf`gY\Yb  
k`f`Y]bYb`[ fc» Yb`5i`Z\_`A`fi`b[ gVYXUfZ`ž`gc`K`J``\Y`a``<UVfYgž  
8]fYW`hcf`GU`Yg`HfUXY`/`A`Uf\_Yh]b[`6YYZ]`cb`J]cbž`XYf`XYb  
7cbgi`a`Yf`A`cb]hcf`fU`7A`Ł`XYg`i`bhYfbY\`a`Ybg`gY]hj`JY`Yb`Ų\`fYb  
j`YfUb`hk`cfhYh**

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