

Tierwohl auf dem Teller: Junge Österreicher fordern mehr Transparenz

Immer mehr Verbraucher fordern in Restaurants Informationen zur Tierhaltung. Eine Umfrage zeigt steigendes Interesse, besonders bei jungen Menschen.



Der Ruf nach mehr Tierwohl: Transparenz in Gastronomie und Handel gefordert. © biofleisch.at

8]Y 'GYbg]V]`]hÀh'XYf?cbgi a YbhYb 'ZØf'X]Y '< Yf_i bZh'j cb': `Y]gWX
i bX 'XYb 'I a [Ub['a]h'H]YfYb 'b]a a h'ghYh]['ni "'8]Y 'Øb[ghY
I a ZfU[Y 'Ui g'8 Yi hgWX 'UbX 'nY][h'z'XUgg' - 'DfcnYbh'XYf'6YzFU[hYb
Ui Z'GdY]gY_UfhYb 'a Y\ f' bZcfa Uh]cbYb 'ni f'H]Yf\ U'hi b['k ØbgWX Yb"
8]YgY '9bhk]W_`i b['gh'b]WXh'bi f'Ui Z'XYb 'XYi hgWX Yb 'A Uf_h
VYgWX fÀb_h'gcbXYfb 'Ui WX 'ZØf'^2 ghYffY]WX 'j cb'[fc» Yf'F Y`Yj Ubn"

9f[YVb]ggY 'Y]b Yf 'fYdfÀgYb hUh]j Yb 'I a ZfU[Y

8]Y 'I a ZfU[Y 'XYg 'A Uf_hZcfgWX i b[g]bgh]hi hg'Mci : cj ž'X]Y 'a
5i ZhfU['XYf '8 Yi hgWX Yb 'DfYggY!5 [Ybhi f'Xi fwX [YZØ\ fh'k i fXYž

Vf]b[h`VY a Yf_Ybgk YfhY'9]bV`]W_Y`ni hU[Y`'`b gVYgcbXYfY`X]Y
Øb[YfY`; YbYfUh]cbžj cf_U`Ya nk]gWYb`%`i bX`)`U\ fYbž`Y[h
[fc» Yb`K Yfh`Ui Z HfUb gd UfYbn`]b`XYf`H]Yf\ U`hi b["F i bX`X]Y
<À`ZhY`X]YgYf`5`hYfg[fi ddY`a ØW hY`]bZcfa]Yfh`k YfXYbž`k]Y`H]YfY
[Y\ U`hYb`k i fXYb`" a` ; Y[YbgUhn`XUni `nY][h`g]W`XUg`bhYfYggY
i b hYf`À`hYfYb`6YZFU[hYb`UV`)`U\ fYb`Y\ Yf`j Yf\ U`hYbž`XU`\]Yf`bi f
Yhk Ug`a Y\ f`U`g` \$`DfcnYbh`Y]bY`gc`W`Y`?YbbnY]W`bi b[
i b hYfghØhnYb"

=`^2 ghYffY]W`UVYb`À`b`]W`Y`HfYbXg`i bX`8]g`_i gg]cbYb`9]bni [
[Y\ U`hYb`" K`À`fYbX`<À`bX`Yf`k`]Y`X]Y`5A`5`fP`ghYffY]W`gW`Y
5`fUfa`Uf_h`5i`ghf]U`VVYfY]hg`k`]W`h`[Y`?YbbnY]W`bi b[Yb`Zøf
: `Y]gW`dfcXi`_hY`Y]b[YZø`fh`\UVYbž`V`Y]Vh`X]Y`; Ughfc`bca`]Y`cZh
\b hYf`XYb`9fk`Ufhi`b[Yb`XYf`?cbgi`a`YbhYb`ni`fØW`<]Yf`VYghY`h
\À`i`Z`[`Y]bY`@ØW`Y`]b`XYf`HfUb gd UfYbnž`X]Y`GW`UZZ`b[`Y]bYg
6Yk`i`gghgY]bg`Zøf`H]Yfk`c\`i`bX`Ufh`[YfYW`hY`<U`hi`b[`_Øbb`hY
Xf]b[YbX`bch`YbX]`gY]b"

→ b[Y`; YbYfUh]cb`j`Yf`Ub`[h`a`Y\ f
=bZcfa`Uh]cb`Yb

8]Y`I`a`ZFU[YYf[YVb]ggY`gd]Y[Y`b`Y]bYb`_`UfYb`HfYbX`K`]XYf.
Øb[YfY`?cbgi`a`YbhYb`ZcfXYfb`j`Yfgh`Af`h`bZcfa`Uh]cbYb`ØVYf`X]Y
<Yf`_i`bZh`i`bX`X]Y`<U`hi`b[gVYX]b[i`b[Yb`XYf`H]YfYž`XYfYb
: `Y]gW`g]Y`_cbgi`a`]YfYb`" `b`XYf`; Ughfc`bca`]Y`]gh`XYf`K`i`bgW`
VYgcbXYfg`ghUf`_Ui`g[Ydf`A`[hž`5b[UVYb`ni`f`<U`hi`b[gZcfa`X]fY_h`]b
X]Y`GdY]gY`UfhYb`Ui`Zni`bY\ a`Yb`"8]YgY`; cfXYfi`b[`nY][hž`XUgg`XUg
6Yk`i`gghgY]b`Zøf`X]Y`E`i`U`]h`h`i`bX`X]Y`Yh\]gW`Yb`5gdY`hY`j`cb
@VYVbga`]hhY`b`k`À`W`gh"

8]Y`[fi`bX`Y[YbXY`fU[Yž`k`]Y`k`Y]h`X]Y`Dc`]h`_`i`bX`X]Y
; Ughfc`bca`]Y`VYfY]h`g]bXž`Ui`Z`X]YgY`; cfXYfi`b[Yb`Y]bni`[Y\ Ybž
V`Y]Vh`YXcW`" `=`^2`ghYffY]W`[`]Vh`Yg`nk`Uf`Yfgh`Y`GW`f]hhY`]b`X]Y
f]W`h`[Y`F]W`hi`b[ž`k`]Y`X]Y`j`Yfgh`Af`hY`9]bV]bXi`b[`XYg`5A`5!
; ØhYg]Y`[Y`gž`j`YfdZ]W`hYbX`g]bX`gc`W`Y`A`U`bU\ a`Yb`U`YfX]b[g
bcW`b]W`h`"; Ughk`]fhY`i`bX`@UbXk`]fhY`Uf`[i`a`Ybh`YfYb`cZh`XUgg
Y]bY`j`YfdZ]W`hYbXY`?YbbnY]W`bi`b[`a`]h`ni`gÀhn`]W`Yb`?cghYb`i`bX
cf`[Ub]gUhcf]gW`Ya`5i`Zk`UbX`j`YfVi`bXYb`gY]"

8]Y'I a ZFU[Y'nY][hni XYa žXUgg'XYf'K i bgW bUW :`Y]gWUi g
\\O\YfYb < U'hi b[ghi ZYb i bhYf'XYb J YfVfUi W Yfb 'ghUf_ j YfUb_Yfh
]gh''Nk Y]8f]hhY'XYf'6YZFU[hYb 'k ÀfYb 'VYfY]hž'ZØf: `Y]gW dfcXi _hY
Ui g'Ufh[YfYW hYf < U'hi b['Y]bYb \\O\YfYb 'DfY]g'ni 'nU\`Yb"8]Yg
j YfXYi h]W hž'XUgg'XUg[H]Yfk c\ ``b]W hbi f'Y]bY 'Yh\]gW Y
, VYf'Y[i b[']ghž'gcbXYfb 'Ui W Y]bYb 'ZjbUb n]Y``Yb 'K Yfh'ZØf'X]Y
?cbgi a YbhYb 'XUfghY``h"

I a gc 'k]W h][Yf'']gh'X]Y'9]bZØ\fi b['j cb'j YfV]bX`]W Yb'
?YbbnY]W bi b[gdZ]W hYb 'jb 'XYf'; Ughfc bca]Y"9]b'gc'W Yf
GW f]hh'_ObbhY ']b '2 ghYffY]W b]W hbi f'a Y\ f'HfUbgdUfYbn
gW UZZbž'gcbXYfb 'Ui W XUg'H]Yfk c\ ``]b 'XYb 'J cfXYf[fi bX 'fØW_Yb"
8]YgY'9bhk]W_ i b[Yb 'YfZcfXYfb 'YXcW 'bj Ygh]h]cbYb 'i bX 'Y]bY
_cbh]bi]Yf'']W Y'I bYfghØhni b['XYf'@UbXk]fhYži a 'Y]bY
bUW \U'h][Y'i bX 'j YfUbhk cfhi b[gj c``Y 'H]Yf\ U'hi b['ni
[Yk À\ f'Y]ghYb"

6Ygi W Yb 'G]Y'i bg'Ui Z 'ZY]gW i bXW "Uh