

Blockchain macht Herkunft in Großküchen transparent

Die ja zu nah GmbH digitalisiert in Österreich die gesamte Wertschöpfungskette regionaler Lebensmittel und schafft überprüfbare Transparenz für Gastronomie und Großküchen.



Küchenleiter des LK NÖ-Betriebsrestaurants „Zum Landwirt“ Thomas Rabl, LK NÖ-Präsident Johannes Schmuckenschlager und ja zu nah-Geschäftsführer Waldemar Pöchhacker
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HfUb gdUfYb n`Ybh`Ub ['XYf'[YgUa hYb
K YfhgW W Od Zi b [g_YhhY

A]h`XYf`9]bZØ\fi b['Y]bYg`V`cW_WU]bVUg]YfhYb
HfUb gdUfYbngmghYa g`gYhnh`X]Y`**U`ni`bU\`;** a V< 'Y]bYb `bYi Yb
A U» ghUV `ZØf`bUW W j c``n]Y\ VUfY `F Y[]cbU`]hÀh`]b 'XYf

ÒghYffY]WX]gWX Yb'5i » Yf! <Ui g!J YfdZY[i b["·9fgha U`g`k]fX·X]Y
[YgUa hY·K YfhgWX ÒdZi b[g_YhhY·\Y]a]gWX Yf·@VVYbga]hhY·X][]hU·
YfZUggh'i bX·ZØf'; ÀghYž5i ZhfU[[VVYf'i bX·A]hUfVY]hYbXY
hfUbgdUfYbh·XUf[YghY·h·j ca ·: Y·X·cXYf·GhU·V]g·ni f·?ØWX Y"

N]Y·]gh·Ygž<Yf_i bZh·b]WX h·bi f·ni ·j YfgdfYWX Ybž·gcbXYfb·VY·Y[VUF
ni ·a UWX Yb"; YfUXY·]b·XYf'; Ya Y]bgWX UZhgj YfdZY[i b[
[Yk]bbh·X]YgYf·5bgdfi WX·ni bY\ a YbX·Ub·6YXYi hi b["

F Y[]cbU·]hÀh·VfUi WX h·6Y·Y[Y

F Y[]cbU·]hÀh·VfUi WX h·a Y\ f·U·g[i hY·5Vg]WX hYbž·g]Y·VfUi WX h
B UWX j c·n]Y\ VUf_Y]h ž·VYhcbh·c\ UbbYg·GWX a i W_YbgWX·U[Yfž
DfÀg]XYbh·XYf·@UbXk]fhgWX UZhg_Ua a Yf·B]YXYf·ÒghYffY]WX "·K Yf
F Y[]cbU·]hÀh·_ca a i b]n]YfYž·a ØggY·X]YgY·Ui WX·bUWX k Y]gYb
_ØbbYb"·8Ug·bYi Y·HfUbgdUfYb·hcc·gWX UZZY·XUZØf·X]Y·bch·k YbX][Y
; fi bX·U[Y·i bX·ghÀf_Y·]·Y]WX nY]h][·XUg·J YfhfUi Yb·]b·fY[]cbU·Y
@VYbga]hhY·gck]Y·X]Y·VÀi Yf]WX Y·K YfhgWX ÒdZi b[·]b·2 ghYffY]WX "

9]bV·]W_·V]g·ni a ·Y]b nY·b Yb·6Yhf]YV

, VYf·XUg·GmghYa ·Yf\ U·hYb'; ÀghYž·DUh]Ybh]bbYb·cXYf
A]hUfVY]hYf.]bbYb·XYhU]·]YfhY·bZcfa Uh]cbYb·ni f·<Yf_i bZh·XYf
Y]b[YgYhnhYb·@VYbga]hhY·V]g·]b·ni ·_cb_fYhYb
·UbXk]fhgWX UZh·]WX Yb·6Yhf]YVYbž: Y·XYfb·cXYf·GhÀ·Yb": Øf
; Ughfcbca]Yž<chY·Yf]Y·i bX·; fc»_ØWX Yb·Yf·ØZZbYh·g]WX·XUa]h
Y]bY·bYi Y·; cfa ·XYf·<Yf_i bZh·ca a i b]_Uh]cb·X]fY_h]a
; ÀghYVYfY]WX "

<]b hYf·YXYa ·@VYbga]hhY·ghY\ Yb·A YbgWX Ybž<ØZY·i bX·5fVY]h ž
gU[h·K U·XYa Uf·DØWX \ UW_Yfž; YgWX·ZhgZØ\ fYf·XYf·U·ni ·bU\
; a V<"·8Ug·Hcc·a UWX Y·X]YgY·@Y]ghi b[Yb·g]WX hVUf·i bX·[VYV
DfcXi nYbh]bbYb·Y]b·; Yg]WX h·bUWX j c·n]Y\ VUf·i bX·ØVYfdfØZVUf"

6·cW_WX U]b·U·g·hYWX b]gWX Yg·F ØW_[fUh

HYWX b]gWX Y·6Ug]g·V]·XYh·Y]bY·6·cW_WX U]b!Ghfi _hi f"·XYf·GWX f]hh

YbhUb['XYf@]YZYf_YhhY' j cb XYf`UbXk]fhgWUZh]WYb'9fnYi [i b[ØVYf'JYfUfVY]hi b['i bX@c[]gh]_V]g'ni f?ØWY' k]fX
ZgW i b[gg]WYf'Xc_i a Ybh]Yfh'i bX'Xui Yf\UZh[YgdY]WYfh'8]YgY
i bj YfAbXYfVUfY'8UhYb[fi bX`U[Y'Yf\Ø\h'b]WWh'bi f'X]Y
HfUbgdUfYbnžgc bXYfb'Ui W X]Y@YVYbga]hhY'g]WYf\Y]h"

=a '5b`UggZU``žYhk U'VY]E i U`]hAhgUVk Y]W i b[Yb'cXYf'F ØW_fi ZYbž
_ØbbYb'7\Uf[Yb'[Yn]Y`hi bX'fUgW ni fØW_j YfZc`[h'k YfXYb": Øf
; ÁghY'[YbØ[h'Y]b'EF!7cXY'ua '6i ZZYhž'Ui ZXYa 'A YbØd`Ub'cXYf
]a 'GdY]gYgUUži a 'X]Y <Yf_i bZh'XYf'j Yfk YbXYhYb '@YVYbga]hhY'
Y]bni gY\Yb"8]Y'ø\U'hY``UggYb'g]W ni XYa 'ØVYf'6]XgW]fa Yž
Df]bhZcfa UhYž'A]hUfVY]hYf!5ddg'cXYf'K YVUbk YbXi b[Yb
Ui ggd]Y`Yb"

K YhhVYk YfVgj cfhY]'ZØf'6Yhf]YVY

8Ug'HfUbgdUfYbnhcc`j YfghY\h'g]W b]W h'U'g'fY]bYg
?cbhfc`bghfi a YbhžgcbXYfb'U'g'ghfUhY[]gW Yg'?ca a i b]_Uh]cbgl
i bX'8]ZZYfYbn]Yfi b[gk Yf_nYi ["ø\Y]bYa 'ghUf'_dfY]g[Yhf]YVYbYb
A Uf_h'Yfa Ø[]W h'ØVYfdfØZYUfY'<Yf_i bZh'Y]bY'`UfY'5V[fYbni b[
j ca 'A]hVYk YfV'i bX'ghAhf_h'J YfhfUi Yb'gck]Y'?i bXYbV]bXi b["

9fghY'F ØW_a Y`Xi b[Yb'Ui g'`Ui ZYbXYb '@j Y!HYghg'nY][Yb'`Ui h
5bV]YhYf'Y]bY'i ba]hhY'VUfY'dcg]hj]Y'K]f_i b['gck c\`VY]; ÁghYb
U'g'Ui W VY]A]hUfVY]hYbXYb'i bX'ØZYbh]W Yb'5i ZhfU[[YVYfb"

: `YI]V`Y'A cXY`Y'ZØf'; Ughfc bca]Y'i bX
; fc» _ØW Yb

8Ug'GmghYa 'k i fXY'[Yn]Y'h'ZØf'X]Y'5bZcfXYfi b[Yb'j cb
; Ya Y]bgWUZhj YfdZY[i b[ž; Ughfc bca]Yž<chY`Yf]Y'i bX
ØZYbh]W Y'9]b f]W hi b[Yb'Ybhk]W Y'h'8Ub_`a cXi 'UfYf'Ghfi _hi f
'Aggh'Yg'g]W]b'VYghY\YbXY'5V'Ái ZY']b hY[f]YfYb' 'j ca ' `Y]bYb
; Ugh\Ui g'V]g'ni f'; fc» _ØW Yb

; Yd'Ubh'g]bX'i b hYfgW]YX]W Y'B i hni b[ga cXY`Yž'XUfi b hYf'DUm
dYf!I gY!J Uf]Ubh'bz@hYbna cXY`Y'ZØf'XYb'8Ui YfVYhf]YV'gck]Y

K \]hY!@UVY`!@Ógi b[Yb `ZØf`X]Y `Bi hni b[`i b hYf`Y][YbYf`A Uf_Y"
8 Ua]h`k]fX `< Yf_i bZhghfUb gdUfYbn`k]fhgWX UZh`]WX `g_U`]YfVUF"

A Y\ f`J YfhfUi Yb `Xi fWX `g]WX hV UfY `< Yf_i bZh

A]h`XYa `X][]hU`Yb `HfUb gdUfYb nhcc ``_ÓbbYb `6Yhf]YVY `Yfgha U`g
X]fY_h]a `; ÀghYVYfY]WX `nY][Ybž`k cZØf`g]Y `ghY\Yb. `fY[]cbU`Y
6YgWX UZž b[ž`ZU]fY `DUfhbYfgWX UZhYb `a]h`VÀi Yf`]WX Yb `6Yhf]YVYb
i bX `bUWX j c``n]Y\ VUFY `< Yf_i bZh`ghUhh`V`c» Yf`A Uf_Yh]b[Ui ggU[Yb
9g`]gh`Y]b `k Y]hYfYf`GWX f]hh`]b `ni `Y]bYf`@YVYbga]hhY`j Yfgcf[i b[ž
X]Y `b]WX h`bi f`_cWX hž`gc bXYfb `Ui WX `Yf_`Àfhž`k c\Yf`XUg`9ggYb
_ca a h"

K Y]hYfY `=bZcfa Uh]cbYb `i b hYf` Uni bU\ "Uh"

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