

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 gdUfYbn`Ybh`Ub[`XYf`[YgUa hYb
K YfhgW\ Òd Zi b[g_YhhY

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

ÖghYffY]W]gWYb`5i » Yf!< Ui g!J YfdZ`Y[i b[``9fgha U`g`k]fX`X]Y
[YgUa hY`K YfhgW ÒdZ b[g_YhhY`Y]a]gWYf`@YVYbga]hhY`X][]hU`
YfZUggh`i bX`ZØf`; ÄghYž`5i ZhfU[[YVYf`i bX`A]hUfVY]hYbXY
hfUbgdUfYbhXUf[YghY`h` j ca `: Y`X`cXYf`GhU``V]g`ni f`? ØW`Y"

N]Y``]ghYgž`< Yf_i bZh`b]W`h`bi f`ni` j YfgdfYW`Ybž`gcbXYfb`VY`Y[VUf
ni`a UW`Yb``; YfUXY`]b`XYf`; Ya Y]bgW UZhj YfdZ`Y[i b[
[Yk]bbh`X]YgYf`5bgdfi W`ni bY`a YbX`Ub`6YXYi hi b["

F Y[]cbU`]hÄh`VfUi W`h`6Y`Y[Y

F Y[]cbU`]hÄh`VfUi W`h`a Y`f`U`g`[i hY`5Vg]W`hYbž`g]Y`VfUi W`h
BUW]j c``n]Y`VUf_Y]h ž`VYhcbh`>`Ub`bYg`GW`a i W_YbgW`U[Yfž
DfÄg]XYbh`XYf`@UbXk]fhgW UZh`_Ua`a Yf`B]YXYfÖghYffY]W``K Yf
F Y[]cbU`]hÄh`_ca`a i b]n]YfYž`a ØggY`X]YgY`Ui W`bUW`k Y]gYb
_ÖbbYb``8 Ug`bYi Y`HfUbgdUfYbnhcc``gW UZZY`XUZØf`X]Y`bchk YbX][Y
; fi bX`U[Y`i bX`ghÄf_Y[[`Y]W`nY]h][`XUg`J YfhfUi Yb`]b`fY[]cbU`Y
@YVYbga]hhY`gck]Y`X]Y`VÄi Yf`]W`Y`K YfhgW ÒdZ b[]b`2 ghYffY]W`"

9]bV`]W`_V]g`ni`a`Y]bnY`bYb`6Yhf]YV

, VYf`XUg`GmgHYa`Yf`U`hYb`; ÄghYž`DUh]Ybh.]bbYb`cXYf
A]hUfVY]hYf.]bbYb`XYhU]`YfhY`&Zcfa`Uh]cbYb`ni f`< Yf_i bZh`XYf
Y]b[YgYhnhYb`@YVYbga]hhY```V]g`_]b`ni`_cb`fYhYb
`UbXk]fhgW UZh]W`Yb`6Yhf]YVYbž`; Y`XYfb`cXYf`GhÄ`Yb``; Øf
; Ughfcbca]Yž`< chY`Yf]Y`i bX`; fc» _ØW`Yb`YfÖZbYh`g]W`XUa]h
Y]bY`bYi Y`; cfa`XYf`< Yf_i bZh`_ca`a i b]_Uh]cb`X]fY`_h]a
; ÄghYVYfY]W`"

<]bhYf`YXYa`@YVYbga]hhY`ghY`Yb`A YbgWYbž`< ÖZY`i bX`5fVY]h ž
gU[hiK U`XYa`Uf`DØW`UW_Yfž`; YgW`ÄZhgzØ`fYf`XYf`U`ni`bU\
; a V<``8 Ug`Hcc``a UW`Y`X]YgY`@Y]ghi b[Yb`g]W`hVUf`i bX`[YVY
DfcXi`nYbh.]bbYb`Y]b`; Yg]W`h`bUW]j c``n]Y`VUf`i bX`ØVYfd`fØZVUf"

6`cW`W`U]b`U`g`hYW`b]gW`Yg`F ØW`_ [fUh

HYW`b]gW`Y`6Ug]g`V]`XYh`Y]bY`6`cW`W`U]b!Ghfi`_hi`f``>XYf`GW`f]hh

Yb`Ub[`XYf`@]YZf_YhhY` `j cb`XYf`UbXk]fhgW\UZh`]W\Yb`9fnYi [i b[
ØVYf`J YfUfVY]hi b[`i bX`@c[]gh[_`V]g`ni f`?ØW\Y` `k]fX
ZÀ`gW\i b[gg]W\Yf`Xc`_i a Ybh]Yfh`i bX`XUi Yf\UZh`[YgdY]W\Yfh`8]YgY
i bj YfÀbXYfVUfY`8UhYb[fi bX`U[Y`Yf\Ò\h`b]W\h`bi f`X]Y
HfUbgdUfYbnž`gcbXYfb`Ui W\`X]Y`@YVYbga]hhY`g]W\Yf\Y]h`

æa `5b`UggZU`ž`Yhk U`VY]`E i U`hÀhgUVk 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
; ÀghY`[YbØ[h`Y]b`E F!7cXY`Ua`6i ZYhž`Ui Z`XYa`A YbØd`Ub`cXYf
]a`GdY]gYgUU`ž`i a`X]Y`<Yf`_i bZh`XYf`j Yfk YbXYhYb`@YVYbga]hhY`
Y]bni gY\Yb`"8]Y`æ\U`hY`UggYb`g]W\`ni XYa`ØVYf`6]`XgW\]fa Yž
Df]bhžcfa UhYž`A]hUfVY]hYf!5ddg`cXYf`K YVUbK YbXi b[Yb
Ui ggd]Y`Yb`

K YhhVYk YfVgj c f hY]`ZØf`6Yhf]YVY

8 Ug`HfUbgdUfYbnhc`c`j YfghY`h`g]W\`b]W\h`U`g`fY]bYg
?cbhfc`bghfi a Ybhž`gcbXYfb`U`g`ghfUhY[]gW\Yg`?ca a i b[_Uh]cbg!
i bX`8]ZZYfYbn]Yfi b[gk Yf_nYi ["`æ`Y]bYa`ghUf`_dfY]g[Yhf]YVYbYb
A Uf`h`Yfa Ò[`]W\h`ØVYfd`fØZVUfY`<Yf`_i bZh`Y]bY`_`UfY`5V[fYbni b[
j ca`A]hVYk YfV`i bX`ghÀf`_h`j YfhfUi Yb`gck]Y`?i bXYbV]bXi b["

9fghY`F ØW`a Y`Xi b[Yb`Ui g`Ui ZYbXYb`@] Y!HYghg`nY][Yb`Ui h
5bV]YhYf`Y]bY`i ba]hhY`VUfY`dcg]hj Y`K]f`_i b[` `gck c`\`VY]; ÀghYb
U`g`Ui W\`VY]`A]hUfVY]hYbXYb`i bX`ÒZZYbh`]W\Yb`5i ZhfU[[YVYfb`

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

8 Ug`GmghYa`k i fXY`[Yn]Y`h`ZØf`X]Y`5bZcfXYfi b[Yb`j cb
; Ya Y]bgW\UZhj YfdZY[i b[ž; Ughfc bca]Yž`<chY`Yf]Y`i bX
ÒZZYbh`]W\Y`9]bf]W\hi b[Yb`Ybhk]W`Y`h`8Ub`_`a cXi`UfYf`Ghfi`_hi f
`ÀgghYg`g]W\`b`VYghY`YbXY`5V`Ài ZY`]bhY[f]YfYb` `j ca`_`Y]bYb
; Ugh\Ui g`V]g`ni f`; fc»_ØW\Y`

; Yd`Ubh`g]bX`i bhYfgW\]YX`]W\Y`Bi hni b[ga cXY`Yž`XUfi bhYf`DUml
dYf!I gY!J Uf]UbhYbž`@nYbna cXY`Y`ZØf`XYb`8Ui YfVYhf]YV`gck]Y

K \]hY!@UVY!@Øgi b[Yb`ZØf`X]Y`Bi hmi b[`i bhYf`Y][YbYf`A Uf_Y"
8Ua]h`k]fX`<Yf_i bZhghfUbgdUfYbn`k]fhgWUZh`WU`g_U`YfVUf"

A Y\ f`J YfhfUi Yb`Xi fWU`g]WU hVUfY`<Yf_i bZh

A]h`XYa`X][]hU`Yb`HfUbgdUfYbnhcc``_ØbbYb`6Yhf]YVY`Yfgha U`g
X]fY_h`ja` ; ÅghYVYfY]WU`nY][Ybž`k cZØf`g]Y`ghY\Yb.`fY[]cbU`Y
6YgWUZZi b[ž`ZU]fY`DUfhbYfgWUZhYb`a]h`VÅi Yf`]WU`Yb`6Yhf]YVYb
i bX`bUWUj 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`GWUf]hh`\]b`ni`Y]bYf`@YVYbga]hhY`j Yfgcf[i b[ž
X]Y`b]WU`h`bi f`_cWU`hž`gcbXYfb`Ui WU`Yf`_Åfhž`k c\Yf`XUg`9ggYb
_ca a h"

K Y]hYfY`≠bZcfa Uh]cbYb`i bhYf`^Uni bU\ "Uh"

6Ygi WU`Yb`G]Y`i bg`Ui Z.`Z`Y]gWU`i bXWU`Uh