

EU will "Veggie-Burger" umbenennen: Deutscher Protest – Österreich reagiert mit Skepsis

EU will Begriffe wie "Burger" oder "Schnitzel" für pflanzliche Produkte verbieten. Handel und NGOs wehren sich, Österreich kritisiert. Fleisch bleibt gefragt – Regionalität und Qualität gewinnen an Bedeutung.



EU im Fokus: Zwischen Tradition und Innovation – Fleischprodukte und pflanzliche Alternativen stehen im Zentrum der aktuellen Debatte um Bezeichnungen.

© Fleisch & Debatte um Bezeichnungen.

K]XYfghUbX"'8Yf'9I !5[fUfUi ggWi gg`\Uh`&- '6Y[f]ZZY'k]Y' GdYW_ ž F]ddW\Yb ž' 6fi gh 'cXYf' < À\bW\Yb ']bg'J]g]Yf'[Ybca a Yb" ?ØbZh]['gc``Yb'X]YgY'bi f'bcW\'ZØf'YggVUfY'HY]`Y'j cb'H]YfYb Yf`Ui Vh'gY]b"'5a '+"'C_hcVYf'&\$&) 'gh]a a h'XUg'9i fcdÀ]gW\Y DUf`Ua Ybh'XUfØVYf'UV"

6YgcbXYfg'VYhfcZZYb'k ÀfY'8Yi hgW\`UbXž'k c'dZUbn`]W\Y
5`hYfbUh]j Yb'`Àb[gh']a 'Gi dYfa Uf_hfY[U``ghY\Yb"'5`X]'GØXž'@]X`ž
6i f[Yf'?]b['8Yi hgW\`UbXž'FØ[Ybk U`XYf'A Ø\`Y'i bX'X]Y
9fbÀ\fi b[gcf[Ub]gUh]cb'DfcJY['k UfbYb']b'Y]bYa ''cZZYbYb'6f]YZ
j cf'K YhhVYk YfVgbUW\hY]`Yb"'8Yi hgW\`UbX'[]`h'U`g'[fÒ» hYf'A Uf_h
ZØf': `Y]gW\U`hYfbUh]j Yb']b'9i fcdU''Y]b'JYfVch'YhUV`]YfhYf'6Y[f]ZZY
_ÒbbhY'9I dcfhY'i bX'\bj Ygh]h]cbYb'VfYa gYb"

K]XYfghUbX]b 9i fcdU

8]Y'6fUbWXY'k Ufbh'j cf'Y]bYf'hYi fYb'i bX']ffYZØ\fYbXYb
I a VYbYbbi b[": UbhUg]YVY[f]ZZY'k]Y' 6fUhfc``Y 'cXYf
; f]``ei UXfUh 'k ØfXYb'?cbgi a YbhYb']ff]h]YfYb'i bX'<YfghY``Yf'ni
_cghgd]Y`][Ya 'FYVfUbX]b['nk]b[Yb"'6YZØfk cfhYf'XYf'FY[Y`i b[
k]YXYfi a 'Uf[i a Ybh]YfYbž'XUgg'_`UfY'GdfUWXfY[Y`i b[Yb'XYb
GWXi hn'hfUX]h]cbY``Yf'DfcXi _hY'g]WXYfb"

² ghYffY]WX. '? f]h]_ 'Ua 'J YfVchž': c_i g'Ui Z HfUbgdUfYbn

5 i W.]b 2 ghYffY]W. gcf[h X]Y 8]g_i gg]cb ZØf GW. `U[nY] `Yb " 6] ``U

k Ufbh'j cf' a Ul]a U`Yf'J Yfk]ffi b['Ua 'Gi dYfa Uf_hfY[U` i bX'j Yfk Y]gh'Ui Z'ghY][YbXY'BUW\ZfU[Y'bUW\'dZ'Ubn`]W\Yb DfcXi _hYb"'8Yf' < UbXY`gj YfVUbXž'; fØbYž'GD² 'i bX B 9C G'gdfYW\Yb'g]W\'[Y[Yb'Y]b'J YfVch'Ui g"

8 Yf'J YfY]b 'ZØf'DfchY]bj]Y`ZU`hž']b 'XYa '< UbXY`gf]YgYb'k]Y'GdUfž'F Yk Yž'< c ZYf'i b X '@]X``YVYbgc'j YfhfYhYb'g]b X'k]Y : `Y]gWXdfcXi nYbh'6Yf[Yf'GWX]b_Ybž'g]Y\h'YVYbZU``g'Y]bYb F ØW_gWXf]hh'''?cbgi a YbhYb'k ØfXYb'gWX`YWXhYf'ghUhh'VYggYf]bZcfa]Yfhž'YhUV`]YfhY'l bhYfbY\a Yb'k]Y'GhUfh!i dg']b']\fYf 9bhk]W_`i b['[YVfYa gh''

8 c W X]Y NU\ Yb fY Uh]j]YfYb XYb 9]bXfi W_Y]bYg
A UggYbd\Abca Ybg. @Ui h'5A 5!A Uf_Yh]b['`]Y[h'XYf'A Uf_hUbhY]`
dZUbn`]WXYf': YY]gWX U`hYfbUh]j Yb]b '2 ghYffY]WX 'k Y]hYf\]b 'VY]'Yhk U'
Y]bYa 'DfcnYbh" Nk Uf'k i WXg'XUg'5b[YVch'nk]gWXYb '&\$%, 'i bX
&\$&' i a '(+ 'DfcnYbhž'XcWX 'XYf'ØVYfk]Y[YbXY'HY]`'XYf
6Yj Ò`_Yfi b['V`Y]Vh': YY]gWX 'hfYi "'@Ui h'Fc``5A 5!A ch]j UbU`mgY
&\$&('YfbA\fYb'g]WX 'bi f'&ž+ 'DfcnYbh'j Y[Ub'i bX'* ž- 'DfcnYbh
j Y[YhUf]gWX ž'k A\fYbX'fi bX'+\$'DfcnYbh'k Y]hYf\]b 'A]gWX_cgh
VYj cfni [Yb"

: `Y]gW\ 'V`Y]Vh'[YZfU[h' 'a]h'ghY][YbXYb 5bgdfØW\ Yb

Hfchn'k UWXgYbXYf'G]WXhVUf_Y]h'dZ'Ubn`]WXYf'5`hYfbUh]j Yb']gh: `Y]gWX']b'2 ghYffY]WX'bUWX'k]Y'j cf'ZYgh'j YfUb_Yfh''8Yf'Dfc!?cdZ!?cbgi a 'gUb_'nk Uf'j cb'* + '?]`c[fUa a 'f&\$\$+\text{LUi Z'}, '?]`c[fUa a f&\$\$\text{LZ'V'Y}]Vh'XUa]h'UVYf'Ui Z'\c\Ya 'B]j YUi "'; YZfU[h'g]bX ni bY\a YbX'E i U`]hAhž'FY[]cbU`]hAhi bX'H]Yfk c\`"

: Øf: `Y]gW\YfY]VYhf]YVY'i bX'fY[]cbU`Y'DfcXi nYbhYb'V]YhYh'XUg
7\UbWb. K Yf'Ui Z'\UbXk Yf_`]W\Y'J YfUfVY]hi b[ž
< Yf_i bZhgg]W\Yf\Y]h'i bX'hfUbgdUfYbhY'@]YZYf_YhhYb'gYhnhž'hf]ZZh
Ui Z'k UW\gYbXY'NU\`i b[gVYfY]hgW\UZh' ']bgVYgcbXYfY']b'i fVUbYb
FY[]cbYb"'5i W\'6]cZY]gW\'[Yk]bbh'Ub'6YXYi hi b[ž'k Ybb[`Y]W\
XYf'A Uf_hUbhY]``a]h'fi bX'g]YVYb'DfcnYbh'bcW\'Ui gVUi ZÀ\][']gh"

: `Y]gWXk]fhgWXUZh. 'GWXi hn'_`UfYf'6Y[f]ZZYg]bbjc``

 $8]Y : Y]gWX k]fhgWX UZh'VYhcbhž'XUgg'6Y[f]ZZY'k]Y'K]YbYf GWXb]hnY`cXYf'? AgY_fU]bYf 'HY]`XYf'_i`]bUf]gWXYb'=XYbh]hAh g]bX"'G]Y'ghY\Yb'ZØf'HfUX]h]cbž'; YgWXa UW_i bX'Y]bY 'U\fnY\bhY`Ub[Y'?i`hif"'5ig'G]WXh'XYf'6fUbWXY'g]WXYfb'_`UfY 6Y[f]ZZY'X]Y'5i h\Ybh]n]hAh'j cb': Y]gWX!'ibX'K i fghk UfYb'' ibX' yf\]bXYfb'Y]bY'JYfk AggYfib['XifWX'dZ'Ubn`]WXY'=a]hUhY"$

 $\label{eq:normalize} Ni \ [\ \Upsilon]WX\ k\ YfZYb\ ?f]h]_Yf\ XYb\ < UbXY\ g_YhhYb\ j\ cf\ ZXUgg\\ HfUbgdUfYbn\ b]WX\ h\]a\ a\ Yf\ [\ Yk\ A\ f\ Y]ghYh\ gY]''\ 9]bY\ fchlk\ Y] \\ :\ U\ bY\ Ui\ ZXYf\ J\ YfdUW_i\ b[\ '[\ UfUbh]YfY\ b]WX\ h\ Ui\ hca\ Uh]gWX\\ OghYffY]WX\]gWX\ Y\ < Yf_i\ b\ Zh\ YVYbgc\ k\ Yb][\ 'k\]Y\ 'U\ `Y\\ B\ UWX\ U\ h][\ _Y\]hgg]Y[\ Y\ `hUhgAW\ `]WX\ bUWX\ U\ h][\ Y\ DfcXi\ _h]cb\\ g]WX\ YfghY\ ``Yb''\ 8\]Y\ :\ fU[\ Y\ Z'cV\ Yg\]a\ ?\ Yfb\ i\ a\ J\ YfVfUi\ WX\ YfgWX\ i\ hn\\ cXYf\ i\ a\ 'A\ Uf_Yh]b[\ '[\ Y\ h\ Z'V\ Y]Vh\ c\ ZZYb''$

8]Y'8YVUhhY'i a 'JY[[]Y!6i f[Yf'i bX'j Y[UbY'K ØfghY`']gh'a Y\f U`g'Y]bY': fU[Y'XYf'f]W\h][Yb'9h]_YhhY"'G]Y'VYfØ\fh'nYbhfU`Y': fU[Yb j cb'HfUbgdUfYbnž'JYfVfUi W\YfgW\i hn'i bX'A Uf_hcfXbi b[" K À\fYbX'<UbXY`'i bX'B; Cg'j cf'Y]bYa '\bcj Uh]cbg\Ya a b]g k UfbYbž'j Yfk Y]gh'X]Y': `Y]gW\VfUbW\Y'Ui Z'X]Y'9]bn][Ufh][_Y]h']\fYf DfcXi _hY'i bX'X]Y'k UW\gYbXY'6YXYi hi b['j cb'Ei U']hÀh'i bX <Yf_i bZh"

CV'Yg'Ua '9bXY'i a 'K cfh_`Ui VYfY]'cXYf'XYb'GW\i hn'hfUX]h]cbY``Yf @YVYbga]hhY`'[Y\h' 'Ua '+"'C_hcVYf'Z\``h'Y]bY'9bhgW\Y]Xi b[ž'X]Y ZØf'VY]XY'GY]hYb'XYq'A Uf_hYq'df\(\hat{A}\)[YbX'qY]b'XØfZhY"

6Ygi WXYb G]Y i bg Ui Z Z Y]gWXi bXWc "Uh