

Fleischer-Verbund MyMetzger: "Es ist die Evolution der Metzgerbranche!"

Florian Hippesroither, der Geschäftsführer von Gourmetfein und Zellinger, will das Fleischerhandwerk für die Zukunft nachhaltig rüsten. Im großen Interview erzählt er, wie das zu schaffen ist.



Gourmetfein

K À\fYbX'g]W\ '?cbgi a YbhYb'k]YXYf'ghÀf_Yf'bUW\ 'fY[]cbU`Yb : `Y]gW\j Yfgcf[Yfb'gY\bYbž'XYbYb'g]Y'j YfhfUi Yb'_ObbYbž'a i gg bUW\ 'k]Y'j cf'bU\Yni 'k OW\Ybh`]W\ 'Y]b'A Yhn[YfVYhf]YV']b 2 ghYffY]W\ 'ni gdYffYb"

 $8 \ Yf'6 \ YX \ UfZ']gh'U`gc'j \ cf\ Ub \ XYb \ \check{z}'Ui \ WA'X]Y'B \ UWA \ ZfU[Y'ghY][h\check{z}'UVYf \ j]Y`Y' < Ub \ Xk \ Yf_Yf'ghYa \ a \ Yb'X]Y' < YfUi \ gZcfXYfi \ b[Yb'XYg'X][]hU`Yb$

NY]hU`hYfg`cXYf`X]Y`\c\Yb`BYVYb_cghYb`b]W\h"`I a `XUg

A Yhn[Yf\UbXk Yf_`]b`² ghYffY]W\`ni `VYk U\fYbž`\Uh': `cf]Ub

<]ddYgfc]h\Yf`j cb`[ci fa YhZY]b`bi b`a mA Yhn[Yf`]bg`@YVYb

[Yfi ZYb"`8Yf`bYi Y`ghUf_Y`JYfVi bX`gc```XYb`: `Y]gW\Yfb`k]YXYf`X]Y

?fUZh`i bX`GhUV]`]hÀh`[YVYbž`X]Y`g]Y`VfUi W\Ybž`i a `YfZc`[fY]W\`Ua

A Uf_h`ni `VYghY\Yb": `Y]gW\'/ `7c`\Uh'a]h`]\a `[YqdfcW\Yb"

: `Y]gWX / '7c. 'A Ub'_Ybbh'G]Y']b'XYf'6fUbWXY U`g'; YgWX À ZhgZØ\fYf'XYg'YfZc`[fY]WX Yb : `Y]gWX dfcXi nYbhYb'[ci fa YhZY]bž'k Ug'\Uh G]Y'Ui Z'X]Y'=XYY'j cb'a mA Yhn[Yf'[YVfUWX h3

: `cf]Ub` <]ddYgfc]h\Yf.` I bgYfY`Ni gUa a YbUfVY]ha]h; YfU`X NY``]b[Yf'j cb:: Y]b_cgh'NY``]b[Yf'\Uhi bg'VYfY]hg'j cf'Y]b][Yb \\J\fYb'j cf'5i [Yb'[YZØ\fhž'k]Y`k]W\h]['ZØf'XYb'`Ub[Zf]gh][Yb'9f\U`h X]YgYg'HfUX]h]cbg\UbXk Yf_g'X]Y'i bhYfbY\a Yf]gW\Y I bhYfghØhni b[']gh''C\bY'n]Y`[Yf]W\hYhYg'A Uf_Yh]b[ž'X][]hU`Y?ca a i b]_Uh]cb'i bX'XUg'[Yk]ggY'5``Y]bghY``i b[ga Yf_a U`'[Y\h'Yg]a '\J\f'&\\$\b'b]W\ha Y\f''K]f'k c``Yb'XU\Yf'ZØf'_`Y]bY A Yhn[YfY]Yb'Y]bY'GYfj]WYd`UhhZcfa 'UbV]YhYb''8Ua]h'g]Y'b]W\h'bi f k Y]hYfa UW\Ybž'gcbXYfb'g]W\'Ui W\'Ui Z'XUg'_cbnYbhf]YfYb'_\ObbYbž k Ug'g]Y'Ua 'VYghYb'i bX``]YVghYb'a UW\Yb''

: `Y]gWX / '7c. '5VYf'[]Vh'Yg'XUZØf ØVYf\Ui dh'Y]bYb'A Uf_h3 : `cf]Ub` <]ddYgfc]h\Yf. BU'i bX'cVž'[YfUXY'Yhnh*'8]Y'_`Y]bYb
A Yhn[YfY]Yb'\UVYb'Y]b'[fc» Yg'DchYbn]U`'Ua 'A Uf_hž'k Y]`'X]Y
A YbgW\Yb'g]W\ž'j Yfgh\Af_h'Xi fW\'X]Y'7cfcbU!?f]gYž'k]YXYf
VYk i ggh'[Yk cfXYb'g]bXž'k]Y'k]W\h]['XYf'BU\j Yfgcf[Yf']gh"'5VYf
[`Y]W\nY]h]['\UVYb'X]Y'?cbgi a YbhYb'Y]b'[i hYg'; YgdØf'XUZØfž
k Ybb'g]Y'VY`c[Yb'k YfXYb"

G]Y'gi WXYb'bUWX'XYa 'žY\f`]WXYb 'A Yhn[Yfž'bUWX'XYa ': UWXa Ubbž XYf']\bYb'[i hii bX'[YfbY'Yf_`ÀfYb'_Ubbž'k c\Yf'XUg'H]Yf'ghUa a hž k]Y'Yg'[Y`YVh'\Uhž'k Ufi a 'i bX'k Y`WXYb'I bhYfgWX]YX'Yg'ni f Ubcbma Yb'=a dcfhk UfY'[]Vh"

: `Y]gW\ / `7c. [cifa YhZY]b`\Uh`g]W\ ghUf_ ZØf X]Y`< Yf_i bZhg_YbbnY]W\ bi b['Y]b[YgYhnhž'X]Y ghY\h`bi b`hUhgÀW\`]W\ j cf`XYf`HØf" 9fØVf][h g]W\ XUg`XUa]h`b]W\ h3

: `cf]Ub '<]ddYgfc]h\Yf. `; Ubn']a '; Y[YbhY]`žX]Y
<Yf_i bZhg_YbbnY]W\bi b[YfÒZZbYhZØfX]Y': Y]gW\Yf'j cf'Cfh'Y]bY
f]Yg][Y'7\UbW\ž'Yhhr[Y\hYg'Ui W\XUfi a žXYb'D]cb]Yf!7\UfU_hYf
ni 'YbhZU'hYb"'9g'[Y\hXUVY]'i a '[UfUbh]YfhY'FY[]cbU`]hÀhž'UVYf
Ui W\i a 'VYgcbXYfY'E i U`]hÀh"'I bgYfY'J]g]cb']gh'Ygž'XUgg'X]Y
A Yhn[Yf'XYg'&\"'J\f\i bXYfhg'X]Y'BU\j Yfgcf[Yf'j cb
Ò_c`c[]gW\Ya ž'fY[]cbU`Ya ': Y]gW\\OW\ghYf'; ØhY'g]bX"'8 Ug']gh
Ui W\XXYf'5bgdfi W\i bgYfYg'bYi Yb'a mA Yhn[Yf!J YfVi bXYg"
A]hi bgYfYf': Y]gW\a Uf_Y' CVYf]c'<cZ[YbUi 'V]YhYb'k]f'U``XUgž
k Ug'X]Y'A YbgW\Yb'g]W\ni 'FYW\h'k ØbgW\Yb.'_Y]bY'@Ub[ghfYW_Yb!
H]YfhfUbgdcfhY'i bX'j c``gh\DX][Y'HfUbgdUfYbn"'I bX'nk Uf'b]W\h'bi f
ni 'nY\b'cXYf'&\$'DfcnYbhz'gcbXYfb'ni '%\$\$'DfcnYbh"'9g']gh'X]Y
9j c`i h]cb'XYf'A Yhn[YfVfUbW\Y"



: `Y]gWX / '7c. 'K]Y'_Ubb'a Ub'g]WX 'a mA Yhn[Yfbib'[YbUi'jcfghY``Yb3

: `cf]Ub '<]ddYgfc]h\Yf. '9]bYg'j cfk Y[.'%XYf'A Yhn[Yf'VY\À`h XUVY]'gY]bY'Y][YbY'%XYbh]hÀhi bX'gY]b'Y][YbYg'; Yg]W\hž'gY]bY VYgcbXYfY'%X]j]Xi U`]hÀhž'ZØf'X]Y'Yf''U'Ui W\'j cb'XYb'?i bXYb [YgW\Àhnh'k]fX"'9g'[Y\h'\]Yf'b]W\hi a ': fUbW\]gYž'Yg'[Y\hi a Y]bYb'JYfVi bX'Ui Z'5i [Yb\O\Y"

K]f'ghY``Yb']a '<]bhYf[fi bX'i bhYf'XYf'8UW\a Uf_Y'a mA Yhn[Yfž Ui ZVUi YbX'Ui Z'Y]b'6Ug]gdU_Yhž'j YfgW\]YXYbY'A Uf_Yh]b[a cXi `Y ni f'J YfZØ[i b["'I bX''YXYf'DUfhbYf'_Ubb'g]W\'Ui ggi W\Ybž'k Y`W\Y @Y]ghi b[Yb'Yf']b'5bgdfi W\'bY\a Yb'a ÒW\hY"'9f'gdUfh'g]W\XUXi fW\'Ui Zk YbX][Y'i bX'hYi fY'5b`Ui Z_cghYb"'Gc'_Ubb'XYf A Yhn[Yf'k]YXYf'gY]bYf'DUgg]cb'i bX'DfcZYgg]cb'bUW\[Y\Yb"

: Y]gWX / 7c. 9]bY 5fh j cbA $Uf_Yh]b[U[Ybhi f3]$: `cf]Ub '<]ddYgfc]h\Yf. '9g']gh'k c\``Y\Yf'XUg'6YghY'j cb'Y]bYf Ui g[Y`U[YfhYb'A Uf_Yh]b[UVhY]`i b[\check{z} 'X]Y'ØVYf''U\fY`Ub[Y 9fZU\fi b[']b'XYf'6fUbW\Y'j YfZØ[h''K]f'\UVYb'XUg'A cXY`` Ui gdfcV]Yfh \check{z} \UVYb'i bgYfY'@Y\fYb'XUfUi g'[Ync[Yb \check{z} 'k Y]hYf j YfZY]bYfh'i bX'_ObbYb''Yhnh'Y]b'DU_Yh'UbV]YhYb \check{z} 'j cb'XYa''k]f k]ggYb \check{z} 'XUgg'Yg' \check{z} ' b_h]cb]Yfh'' I bX'k Y`W\Yg'k]f'Ui W\'`Ui ZYbX'k Y]hYfYbhk]W_Y`b'k YfXYb \check{z} 'k Y]`''U Ui W\'XYf'A Uf_h'\cW\XmbUa]gW\']gh'''K]f'a UW\Yb'_Y]bY'`YYfYb J YfgdfYW\i b[Yb \check{z} 'gcbXYfb'_ObbYb'bUW\k Y]gYb \check{z} 'XUgg'i bgYf'K Y[YfZc`[fY]W\']gh \check{z} 'b JW\h'bi f'VY]: Y]b_cgh'NY``]b[Yf''

: `Y]gWX / '7c.';]Vh'Yg'k Y]hYfY DUfhbYf3

: `cf]Ub' <]ddYgfc]h\Yf. `K]f'\UVYb'gW\cb'k Y]hYfY
I bhYfbY\a Ybž'X]Y'Yb['a]h'i bg'ni gUa a YbUfVY]hYb'i bX'X]Y
k c``Yb'k]f'Ui W\'bUW\'i bX'bUW\'j cfghY``Yb"'9g'\UbXY'h'g]W\'XUVY]
i a '6Yhf]YVYž'X]Y'gY]h'VU`X'%)\$'\\J\fYb']b': Ua]`]Yb\UbX'g]bX'i bX
X]Y'[fc*Yb'K Yfh'XUfUi Z'`Y[Ybž'XUgg'g]Y'g]W\']\fY'HfUX]h]cb
Yf\U`hYb'_ObbYb' ž'UVYf'hfchnXYa 'j cb'i bgYfYa 'BYhnk Yf_'i bX
?bck!\ck 'dfcZ]h]YfYb"
8]Y'DfcXi _hei U`]hÀh']gh'ZØf'i bg'žbi f 'X]Y'6Ug]g"'9g'VfUi W\h\\Yi hni hU[Y'a Y\fž'i a 'X]Y'?i bXYb'ni 'VY[Y]ghYfb"'\\W\fYXY'j cb
dfcZYgg]cbY``Ya 'A Uf_Yh]b[*'8Ug'fY]W\h'j cb'dYfZY_hYb

DfcXi _hZchcgž'UbgdfYW\YbX'[YghU`hYhYb': `i [!'V`ÀhhYfbž'a cXYfbYb < ca YdU[Ygž'GcW]U`'A YX]Už'8][]hU`'G][bU[Y'i bX'gc'k Y]hYf"'I bX']W\kY]» 'Y]bYg. '8 Ug'_cghYh'U``Yg'YI hfYa 'j]Y`'; Y`X"

: `Y]gWX / '7c.': Øf'j]Y`Y'_`Y]bY A Yhn[YfY]Yb']gh'XUg'i ba Ò[`]WX'ni ghYa a Yb3

: `Y]gW\ / `7c.`I bX`G]Y`[`Ui VYbž`XUgg`G]Y`XUg XUa]h`Ui Z\ U`hYb`_ÒbbYb3

: `cf]Ub` <]ddYgfc]h\Yf. K]f'a ØggYb'Yg'ni a]bXYgh'j Yfgi W\Ybž cXYf3'8Ug'g]bX'k]f'XYf'[fc» Yb'HfUX]h]cb'gW\i `X]["'=\W\a O\W\hYž XUgg'Ui W\a Y]bY'9b_Y`_]bXYf'bcW\Y]bYb'YW\hYb': `Y]gW\Yf _YbbYb'i bX']b'XYb'; Ybi gg'gY]bYf'@Y]ghi b[Yb'_ca a Yb'_ObbYb" I bgYf'?cbnYdh']gh'X]Y'5`hYfbUh]j Y'ni f'žCbY'A Ub'G\ck ž'X]Y bUW\kY]g`]W\j]Y`ni 'cZh'b]W\h'Z b_h]cb]Yfh"'9g'a i gg'b]W\h'YXYf U``Yg'U``Y]bY'a UW\Yb"'8Ug']gh'Ui W_Y]b'GW\Y]hYfbž'gcbXYfb Y]bZUW\'XUg'5bdUggYb'Ub'X]Y'\Yi h][Y'NY]h"'8Yf'A Yhn[Yfž'XYf'Ua `]YVghYb']b'XYf'DfcXi _h]cb']ghž'@VYf'bYi Y'GdYn]U`]hÀhYb'h@ZhY`h cXYf'XYb'?cbhU_h'a]h'XYb'A YbgW\Yb'`]YVhž'XYb'_ObbYb'k]f']XYU` a]h'A Uf_Yh]b['Yf[AbnYb'i bX'ghAf_Yb"

: `Y]gWX / '7c.'Gd]Y`h'\]Yf'Ui WX X]Y

; YbYfUh]cbYbZfU[Y'fY]b3

: `cf]Ub` <]ddYgfc]h\Yf. `BUhØf`]W\'hi b`g]W\'žX]Y` \Rightarrow b[Yb ``Y]W\hYf a]h`GcW]U``AYX]U'/ '7cž'UVYf``Yhnh`]W\'[Y\hYg`b]W\h'bi f`i a `XUg JYfghÀbXb]g`XYf`HYW\bc`c[]Ybž'gcbXYfb`i a `XYb`: U_hcf`NY]h'' K cZØf`\Uh`i bX`k cZØf`b]a a h`a Ub`g]W\`NY]h3` \Rightarrow j Ygh]Yfh`a Ub`]b`XYb?i bXYb_cbhU_hž']b`X]Y`6Yn]Y\i b[`ni `XYb`AYbgW\Yb'j cf`Cfh3`8Ug_\ObbYb`i bX`k c``Yb`k]f`b]W\h'UVbY\aYbž'XUg`]gh`X]Y`6YgcbXYf\Y]h XYg`AYhn[Yf\UbXkYf_g`i bX`X]Y`k]fX`]a aYf'j cb`XYf`DYfgcbUV\\Ab[Yb"

5VYf`XUg`6Ygd]Y`Yb`j cb`D`UhhZcfa Ybž`XYf`8fi W_`j cb`: `mYfb`i bX XUg`[UbnY`8fi a \Yfi a ž`XUg`_ÒbbYb`k]f`Yf`YX][Yb"`I bX`XUa]h Ui W\`XYb`¾ b[Ybž`X]Y`\Yi hY`ØVYf`Y[Ybž`cV`g]Y`g]W\`XUg`ØVYf\Ui dh Ubhi b`gc``Ybž`Ui W\`nY][Ybž`XUgg`XUg`Y]bY`5i Z[UVY`]ghž`X]Y`YI hfYa YfZØ``YbX`gY]b`_Ubb"

: `Y]gW\ / `7c. `K]Y `gY\ Yb `X]Y `N]Y `Y `ZØf `X]Y b À W\ ghY b `>U\ fY `Ui g3

: `cf]Ub` <]ddYgfc]h\Yf.` I bg'[Y\hYg'YhnhY]ba U`b]W\h'i a
gW\bY`Yg'K UW\ghi a žgcbXYfb'i a 'YW\hY'DUfhbYfgW\UZhYb"

8]YYb][Ybž'X]Y'Ui Z'XYf'Gi W\Y'bUW\'Y]bYf'?ccdYfUh]cb']a 'VYghYb
G]bbY'XYg'K cfhYg'g]bXž'ZØf'X]Y'g]bX'k]f'cZZYb"'I bX'XYbYb'k c``Yb
k]f'Y]bY'YW\hY'i bX``Ub[Zf]gh][Y'Ni gUa a YbUfVY]h'UbV]YhYbž'Ui Z
X]Y'a Ub'g]W\'j Yf`UggYb'_Ubbž'X]Y'GhUV]`]h\h'a]hVf]b[h"

a 'a mA Yhn[Yf!JYfVi bXž'XUg']gh'a Y]bY'h]YZY', VYfnYi [i b[ž
_\ObbYb'k]f'X]Y'A Yhn[YfY]Yb'k]YXYf'\cW\`YVYb'`UggYb'i bX'ni
U`hYf'Gh\h'f_Y'ni f\Ow_Z\O\fYb"'K]f'a O[Yb'XUa]h'j]Y``Y]W\h']b'XYb
5i [Yb'XYf'UbXYfYb'bcW\'Y]b'ž[U``]gW\Yg'8cfZ'gY]b"'8Ug']gh'Ui W\
UVgc`i h']b'CfXbi b['Z\Ofi bg\z']f[YbXkYf'a i gg']a a Yf'XYb'5bZUb[
a UW\Yb"

5VYf`k]f`ZfYiYb`ibg`ØVYf`YXYbž`XYf`VY]`X]YgYa`KY[`a]hUfVY]hYba`ÒW\hY`ibX`]W\`dYfgÒb`]W\`ghY\Y`YXYa`ZØf`Y]b`; YgdfÀW\`nifJYfZØ[ib["

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 $6\,Y\,gi\,\,W\!\!X\,Y\,b\,\,{}^.G\,]\,Y\,{}^.i\,\,b\,g\,{}^.U\,i\,\,Z.\,\,{}^.Z\,\,{}^.Y\,]\,g\,W\!\!X\,i\,\,b\,X\,W\!\!c\,{}^.U\,h$