

Fleischereibetriebe: Fachkräfte finden und motivieren

Fleischereibetriebe: Fachkräfte finden und motivieren. So können Sie neue Mitarbeiter erreichen und sie gezielt an Ihren Betrieb binden.



In einem modernen Betrieb arbeiten auch junge Fachkräfte gerne. © Mathias Kutt / Messe Frankfurt

K]Y XYa : UWX _fÀZhY!A Ub[Y`Ybh[Y[Ybk]f_Yb3

8]Y 'DYfgcbU`XYW_Y ']b 'XYb 'a Y]ghYb': `Y]gWXYfY]VYhf]YVYb'k]fX

Y]XYf']a a Yf'XØbbYf" C Zh'Zc`[h'Ui Z'Y]bY'? ØbX][i b['X]Y 'bÀWXghY
i bX'XYf'A Ub[Y``Ub'ei U`]Z]n]YfhYb'6Yk YfVYfb'_ca a h'bcWX'\]bni "
Gc[Uf'X]Y '5bnU\`'XYf'6Yk YfVi b[Yb'i b[Y`YfbhYf'?fÀZhY'i bX'XYf
E i YfY]bghY][Yf'\Uh']b'XYf': `Y]gWX!6fUbWXY'`Y]XYf'YVYbZU``g
a Yf_`]WX'UV[Ybca a Yb"'8Yf'ni [Y[YVYbYfa U» Yb'b]WXh'[Ubn

Y]WX hY'6Yfi Z'XYg': `Y]gWXYfgž'gWXY]bh']a '\Yi h][Yb'NY]h[Y]gh'Ub

5 hhfu_h]j]hÀhrj Yf`cfYb`ni `\UVYb`i bX`gc`k c``Yb`]\b`bi f`bcW\
K Yb][Y`Ui gØVYb"'8]YgYf`5fVY]hg_fÀZhYa Ub[Y``ZØ\fh`YXcW\`b]W\h
bi f`ni `E i U`]hÀhgdfcV`Ya Yb`i bX`@]YZYfYb[dÀggYbž`gcbXYfb`Ui W\
VYfY]hg`ni `Z]bUbn]Y``Yb`9]bVi » Yb"'8i fW\`XUg`: Y\`Yb`[i hYf
: UW_fÀZhY`VfYW\Yb`a Y]gh`Ui W\`X]Y`I a gÀhnY`Y]bž`i bX`gdÀhYghYbg
XUbb`]gh`XYf`6Yhf]YV`ghUf_`ni _i bZhg[YZÀ\fXYh"'8cW\`k Ug`_ÒbbYb
X]Y`: `Y]gW\Yf`Y][Ybh`]W\`U_h]j `i bhYfbY\a Ybž`i a `X]YgYb`HfYbX`ni
ghcddYb`i bX`]\fY`A]hUfVY]hYf`ni `\U`hYb3

K YfhgW Àhni b[ZØ\fh ni 9b[U[Ya Ybh

$FY]WXkY]hY`XYf`5bnY][Yb`Yf\Ò\Yb$

I a 9 fZc $^{^1}$ ini 1 UVYb a i gg 1 X $]Y ^1$ FY $]WX k Y<math>]hY ^1 = ^1$ fYf GhY 1 YbUbnY][Yb]Yf\O\h'k YfXYb"'GW\U`hYh'a Ub'X]Y'Gi W\UbnY][Yb'bi f'Ui Z'XYb ØV`]WXYb'xEVdcfhU`Ybž'gc'gY\Yb'X]YgY'a Y]gh'bi f'Ui Z'?UbX]XUhYb $X[Y^*U_h]_{i}$ 'Ui $Z^*5fVY[hggi W_iY^*g]_{b}X^**5VYf^* \rightarrow f^*5b[YVch^*gc^*hY^*Ui W_i$ $5 \text{ fVY } \ln_f \hat{A} \text{ ZhY 'Y } \text{ ffY } \text{ JW Y b 'X } \text{ Y 'X i } \text{ fW '} \Rightarrow \text{ f 'gdYn } \text{ Y `Y g '5 b } \text{ Y V c h'n i }$ $Y]bYa Yj Ybhi Y``Yb'K YWXgY``a ch]j]Yfh'k YfXYb"'9g``c\h'g]WX'\]Yf$ Y]bY'dfcZYgq]cbY``Y'FYWfi h]b[!:]fa U'ni 'VYUi ZhfU[Yb"'8]YgY'k]fX \Rightarrow fY '5bnY][Yb!FY]W\k Y]hY 'XUXi fW\ 'Yf\O\Ybž']bXYa 'g]Y 'XUg GhY``Yb]bgYfUh'ni bÀW\gh'gc'cdh]a]Yfhž'XUgg'Yg'ØVYf Gi Wa UgW\]bYb'k]Y'; cc[`Y'Ui ZZ]bXVUf']gh"'@c[]gW\.'\X'\O\Yf'X]Y $Dcg[h]cb^{\circ}]a^{\circ}; cc[^{Y}]FUb_{b}[^{Z}]a^{\circ}; a^{\circ}[fO) Yf^{\circ}X]Y$ $K \cup fgW(Y)b^*W_Y = fW^*X \cup fgW(Y)b^*W_Y = fW(Y)b \cup fgW(Y)b^*W_Y = fW(Y)b^*W_Y = fW(Y$?UbX]XUh'Ui ZZÀ``h"'8Yg'K Y]hYfYb'k]fX'X]Y'FYWfi h]b[!:]fa U'Ui W. $A i \ hdcghb[ggWW \ hYb \ XUg^ghX]YAY \ fZUW gWW \ uhib[gcb]$ GhY``YbUbnY][Yb'VY]'Uig[Yk À\`hYb' ≈VdcfhU`Yb"'8]Y'jcb' → bYb VYUi ZhfU[hYb DfcZ]g'k YfXYb' \Rightarrow fY'5bnY][Y'Ui W\']b'gdYn]U`]g]YfhY A YhU!Gi W\a UgW\]bYb'Y]b[YVYb'i bX'X]Y'GcW]U`!A YX]U!?UbÀ`Y'k]Y' : UWW V c c _ ž'Hk]hhYf'i b X' ± ghU[fUa 'YVYb ZU``g'ZØf'X]Y'Gi W Y bi hnYb"'9]bY'k Y]hYfY'A Ò[`]W _Y]hž'X]Y'FY]W k Y]hY'XYf'5bnY][Y'ni Yf\Ò\Ybž']gh'X]Y'GW U`hi b['j cb'6UbbYfb'Ui Z'X]j YfgYbž'j cb'XYf N]Y`[fi ddY'VYj cfni [hYbž' ± hYfbYhgY]hYb"'9]b'?``]W_'Ui Z'XUg'6UbbYf ZØ\fh'XYb' ≈ Vgi W YbXYb'XUbb'X]fY_h'ni f'[YgW U`hYhYb GhY``YbUbnY][Y"

BYiY'A]hUfVY]hYf'a ch]j]YfYb'i bX'V]bXYb

 $\label{local_continuous_continu$

5 hY Ghfi _hi fYb ØVYfdfØZYb i bX j YfY]bZUWXYb

C Zh []Vh Yg]b XYb : Y]gWX YfY]Yb 'U 'h Y]b [YgWX `]ZZYb Y 'UVYf a]hh Yfk Y] Y]b Y ZZ]n]Yb h Y '5 f V Y]hggWX f]hh Y ž _ca d `]n]Yfh Y J cf [Ub [gk Y]gYb 'i b X 'i b b Oh] [Y K Y [Y " Gc `WX Y 'i b b Oh] [Y b Hf U X]h]cb Y b 'Zfi ghf]Yf Yb 'X]Y 'A]h Uf V Y]h Yf `\ Ài Z] ['i b X '` UggYb 'g]Y X]Y '@ gh 'Ub 'X Yf '5 f V Y]h j Yf `]Yf Y b " '5 `gc '`c \ b h Y g 'g]WX 'Ui Z 'Y X Y b : U `` ž]a '6 Yhf]Y V 'ZØf '_ `Uf Y 'Gh fi _hi f Y b 'ni 'gc f [Y b 'i b X 'D f c n Y g g Y ni c dh]a]Yf Y b " '8 Y b b '`Y X] [`]WX 'g Y \ f [i h 'Xi f WX X U WX h Y '5 f V Y]h gd f c n Y g g Y Y fa O[`]WX Y b 'Y]b 'g mgh Y a Uh]gWX Y g 'i b X 'V Y Zf]Y X] [Y b X Y g '5 f V Y]h Y b "

8][]hU`]g]Yfib[]ghbchkYbX][

6Yhf]YVUiZYih][Y < m[]YbYghUbXUfXgUbdUggYb

8 Uggʻ]bʻY]bYfʻ: `Y]gW\YfY]ʻX]Yʻ< m[]YbYʻX]YʻUVgc`i hYʻ; fi bX`U[Y VYXYi hYhžʻj YfghY\hʻg]W\j cbʻgY`VYf" 8 Ugʻ[]`h'U``YfX]b[g _Y]bYgk Y[gʻbi fʻZØfʻX]Yʻ< m[]YbYʻXYfʻK UfYbʻgcbXYfbʻUi W\ʻZØf dYfgÒb`]W\Yʻ< m[]YbYʻXYfʻ5fVY]hg_fÀZhY"'< Yi h][Yʻ5fVY]hg_fÀZhY Yfk UfhYbʻa cXYfbYʻgUb]hÀfYʻ9]bf]W\hi b[Yb"8Ya ʻgc``hYʻ]bʻXYb 6Yhf]YVYbʻi bVYX]b[h'FYW\bi b['[YhfU[Yb`k YfXYb"

6YbYZ]hg'_fYUh]j 'YfghY``Yb'i bX'_`Uf _ca a i b]n]YfYb

K]Y ZfØ\Yf a]h XYb 6Y[f]ZZYb K YfhgW Àhni b[ZØfg HYUa i b X Y]bYa Ub[YbY\a Yb c XYf ZUa]] AfYb 5fVY]hgi a ZY X ini k YfVYb fY]W h ZØf X]Y \ Yi h][Yb : UW _f AZhY b]W h a Y\f Ui g" 8]YgY 6Y[f]ZZY XØf ZYb _Y]bY ``YYfYb K cfh\Ø`gYb V`Y]VYb gcb XYfb a ØggYb Xi fW \ Ub XZYghY 6Yb Z]hg i gdf]W J cfhY] Y ii bhYfa Ui Yfh k Yf XYb " B UhØf`]W g]b X 6YbYZ]hg a cb AhYfYf B Uhi f k]Y Df Aa]Yb ii b X ; fUh]Z]_Uh]cbYb VY] XYb A]hUfVY]hYfb [YfbY [YgY\Yb " 5 VYf Ui W J cfnØ[Y k]Y K Y]hYfV] Xi b[ga Ò[`]W _Y]hYb ii b X 5 i Zgh]Y[gW Ub W b ž ZYI]V Y 5 fVY]hgnY]hYb ž A Ò[`]W _Y]hYb ini a 5 i g[`Y]W ggd cfh fi]hb Ygg! 7 i V!? UfhY 3½ Ni gW ØggY ini f 5 b! ii b X 5 V ZU\fh c XYf hYUa V] XYb XY Gd U Yj Yb hg a UW Yb Y]bYb 6 Yhf]Y V ZØf 6 Yk Yf VYf UhhfU_h]j "

9\f`]WXYg'@cVibXA]hUfVY]hYfZYYXVUW_

Ni '[i hYf'@Yhnh'gc``hY 'a Ub'U`g'a cXYfbYf'7\YZ'gY]bYf

K YfhgWX Ahni b['ZØf'X]Y'A]hUfVY]hYf'Ui WX 'hUhgAWX`]WXYb'5i gXfi W_
j Yf'Y]\Yb"'CV'a Ub'XUg']a 'FU\a Yb'Y]bYg'Y]b!'cXYf'nk Y]k OWX][Yb
A YYh]b[g'[YghU`hYh'cXYf'UbXYfg'hYfa]b]Yfh'V`Y]Vh'XYf'Yk Y]`][Yb
6Yhf]YVgghfi _hi f'@VYf'UggYb"'9]bY'_i fnY'Ni gUa a Yb'ZUggi b['XYf
:]fa Yb'U[Y'i bX'XYf']b'bU\Yf'Ni _i bZh'ni 'OgYbXYb'5i Z[UVYb'
i bX'j cf'U``Ya 'X]Y'; Y`Y[Yb\Y]h'XYf'A]hUfVY]hYf'g]WX'XUni '_fYUh]j
Ai » Yfb'ni 'X@fZYb' 'ghÀf_h'XYfYb'GY'Vghj YfhfUi Yb'i bX'VYfY]WXYfh
X]Y'@Ogi b[ga O[`]WX_Y]hYb"I bX'Yg']gh'Ui WX'k]WXh]['g]WX
fY[Y`a À»]['X]Y'A Y]bi b[Yb'XYf'A]hUfVY]hYf'Y]bni \c`Yb"'A]h'Y]bYa
Ubcbma]g]YfhYbz'X][]hU`Yb': cfa i `Uf']gh'XUg'fYWXh'Y]bZUWX''
9bhgWXY]XYbX']ghz'XUgg'X]Y'A]hUfVY]hYf'g]WX'[Y\Ofh'ZØ\`Ybz'XYbb
bi f'gc'YbhghY\h'Y]bY'6Yn]Y\i b['Ui Z'5i [Yb\O\Y'"

6 Ygi WX Yb 'G]Y 'i bg 'Ui Z. 'Z Y]gWX i b X Wc "Uh