Fleisch & Co

Regionale Lebensmittel: Zwischen Wunsch und Wirklichkeit im Supermarkt

Österreich importiert zunehmend Lebensmittel, trotz Verbraucherwünschen nach Regionalität. Politik-Appelle bleiben ungehört.

Von Regionalität keine Rede: in den Regalen unserer Supermärkte findet man, entgegen des meist anderslautenden Marketings, immer mehr ausländische Produkte.
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² ghYffY]W g¨?cbgi a YbhYb gW k Àfa Yb ZØf fY[ ]cbU`Y @YVYbga ]hhY`¨¨8cW]ghXUg k]f_]W a Y\f U g bi f Y]b @]ddYbVY_Ybbhb]g3¨8]Y Gi dYfa Àf_hY`Vi \ Yb`i a X]Y¨; i bgh XYf ?Ài ZYfž]bXYa g]Y a]h fY[ ]cbU`Yb DfcXi _hYb dfcbYb¨ Už XUg gW a Y]W Y h XYa a U[ Y¨8cW X]Y¨FYU`]hh g]Y\h UbXYfg Ui g" ?Ui a Ya UbX XYb_h XUfUbž gc XUgg X]Y FY[U`Y ni bY\a YbX a ]h [ Øbgh][ Yb a a dcfhk UfYb [ YZØ`h k YfXYbž X]Y XUg ² ghYffY]W gW Y b]W h`Yba U`]a BUa Yb hfU[Yb¨<]Yf_ca a a h XYf YbhgW Y]XYbXY Di b_h Hfcbn XYf[fc» Yb 6Y[Y]ghYfi b[ZØf XUg @c_U`Y gYhnYb

<ÀbX`Yf`i bX`; Ughfcbca Yb`]a a Yf`a Y\f`Ui Z`DfcXi _hY`Ui g`XYa
5i g`UbX" 8]Y`[`]hnYfbXYb`J YfgdfYW.Yb`jcb`fY[ ]cbU`Yb
?Ògh`]W._Y]hYb`g]bX`cZh`bi f`Y]b`G.UhhYbgd]Y`"`G.Ui f][Y`5ddY``Y
Ub`X]Y`@YVYbga]hhY`dUhf]ch]ga i g`g]bX`a ]hhYfk Y]`Y`]b`XYf
dc`]h]gW.Yb`K ØghY`j Yfghi a a h"

8]Y`@YVYbga ]hhY`]a dcfhY`Yf\Ò\hYb`g]W.]a `YfghYb`<U`V`U\f
&$&(`k Yfha À»][ `i a `_bUdd`%&`ı `Ui Z`(ž`A]``UfXYb`9i fc"≕fY
A Yb[Y`bU\a `ØVYfXi fW.gW.b]hh`]W.`ghUf_`i a `a Y\f`U`g`%$`ı `ni ž
n]Y\h`?Uh\Uf]bU`?c»XcfZZ`6]`Ubn"8]Y`; YgW.ÀZhgZØ\fYb`XYg
J YfVUbXg`XYf`@YVYbga]hhY`]bXi ghf]Y`a `UWh`a]`<UbXY`bYbYb
]b`XYb`j Yf[Ub[YbYb`A cbUhYb`XYi h`]W.`[Ygh]Y[YbYb`5_h]cbgUhY]`
jcb`V`g`ni `($`ı `Ui g"K c`V`Y]Vh`XYf`5bhf]YV`ZØf`Y`W.hY
J YfÀbXYfi b[Yb3

8]Y`?`i Zh`nk ]gW.Yb`K ØbgW.Yb`i bX
K]f_`]W._Y]h

8Yf`K i bgW.`bUW.`fY[ ]cbU`Yf`J YfdZY[ i b[ `V`Y]Vh`i bYfZØ``h`gc
VYf]W.hYh`bi b`Ui W.`8Yf`GhUbXUfX"K Ybb`Yg`XUfi a `[Y\ž]X]Y
9]b_Ui Zg_ÒfVY`ni `ZØ`Ybž`ghY\Yb`XYY`5b[YVchY`Ui g`XYa `5i g`UbX
[Ubn`cVYb`Ui Z`XYf`@]ghY`` g]Y`g]bX`[ØbghÌ[Yf`°Gc`_ca a h`Ygž`XUgg
]a a Yf`a Y\f`ÒghY ffY]W.]gW.Y`<ÀbX`Yf`Ui Z`X]Y`_cghYb[Øbgh][Yb
5`hYfbUh]j Yb`ni fØW_[fY]ZYbž`k À\fYbX`X]Y`Gh]a a Yb`XYf`?Ài ZYf
`Y]gY`]a `<]bhYf[ fi bX`j Yf_`]b[ Yb"8Yf`DUhf]ch]ga i g`]b`XYf
9fbÀ\fi b[žY]bghY]b`k ]WH][ Yg`H\Ya Už`gW.Y]bh`b]WH`a Y\f`U`g
Y]bY`: `cg_Y`"`8]Y`@cW_Ub[ YVchY`Ui g`XYa `5i g`UbX`ØVYfhÒbYb`X]Y
Fi ZY`bUW.`fY[ ]cbU`Yb`DfcXi _hYb`jc``ghÀbX]["K]Y`j ]Y`Y
?cbgi a YbhYb`g]bX`k]f_`]W.`VYfY]hž`a Y\f`ZØf``c_U`Y`@YZYfi b[Yb
ni `VYnU\`Ybž`k Ybb`X]Y`?cb_i ffYbn`gc`j Yf`c_Y bX`]gh3

HfUX]h]cbY``Y`dcfh]Yfh`² ghYffY]W.`a Y\fžU`g`Yg`]a dcfh]Yfh"Nk Y]
jcb`XfY]`]b`² ghYffY]W.`YfnYi [hYb`@YVYbga ]hhY`b`[ Y\Yb`]bg
5i g`UbX"<Yi Yf`\Ui g]W.`X]Y`dcg]h]j Y`5i »Yb\UbXY`gVI`UbnÁYXcW.
jcb`%ž&`A]``UfXYb`Ui Z`+%+`A ]``]cbYb`9i fc`j YfgW.`YWHYfh"8]Y
9I dcfhY`ghU[ b]YfYb"8Ugg`XYY±bXi ghf]Y`XUbbcW.`Y]b][Yfa U»Yb
[i h`XUj cb`_Ua ž`j YfXUb_h`g]Y`8Yi hgW.`UbX. C \bY`X]Y`VYghÀbX][Yb
@YZYfi b[Yb`]bg`BUW.VUf`UbX`k Àf`b`X]Y`5i gZ \fVb`i a `a Y\f`U`g`&

ı˙[Ygı b_Yb"

J YfÀbXYfi b [Yb˙Xf]b [YbX˙bchk YbX][

?c»XcfZZ˙cfhYh˙]b˙]\fYf˙6fUbVVˑY˙GUbX˙]a ˙; Yhf]YVY"˙ I bgYfY˙
@YVYbga]hhY`dfcXi nYbhYb</span> jYf˙]YfYb˙]bhYfbUh]cbU`˙dfY]g˙]VVˑ˙Ub
K YhhVYk YfVgZÀ\][_Y]h"˙ ˙GVVˑi ˙X˙XUfUb˙gY]Yb˙bYVYb˙hYi fYb
Fc\ghcZZYb˙jcf˙U``Ya ˙X]Y˙\c\Yb˙5fVY]hg!˙i bX˙9bYf[ ]Y_cghYb"

6Øfc_fUh]gVVˑY˙<ØfXYn˙YbhgVVˑÀfZYb

?c»XcfZZ˙ZcfXYfh˙Y]ba U`˙a Y\f˙@c\bbYVYb_cghYbgYb_i b[˙i bX
A U»bU\a Yb˙[Y[Yb˙X]Y˙ ¸ VYffY[i ˙]Yfi b[˙"@]ZYf_YhhYb[YgYhn
i bX˙9bhk U`Xi b[ gj YfcfXbi b[ ˙g]bX˙ZØf j ]Y`Y˙I bhYfbY\a Yf˙Y]b
fchYg˙Hi VVˑ˙YVYbgc˙k Y˙9I !HUI cbca]Y˙i bX˙Ui Zk YbX][Y
BUVVˑ\U`h][_Y]hgVYf]VVˑhYfghUhhi b["˙HfUX]h]cbY``˙bY[Uhj˙]gh˙X]Y
5[fUf!5i »Yb\UbXY`gV]`Ubn_XU˙g]VVˑ ² ghYffY]VVˑ˙a]hj]Y`Yb
Fc\ghcZZYb˙b]VVˑh˙[Ubn%À\f][˙gY˙Vgh˙j Yfgcf[Yb˙_Ubb"˙<]Yf˙ghY[
XUg˙8YZ]n]h˙]a ˙YfghYb˙<U˙V´U\f˙&$&(jcb˙&$$˙Ui Z˙- $$˙A]``]cbYb
9i fc˙˙8]Y˙9I˙dcfhY˙gUb_Yb˙]a ˙ºU\fYgUVghUbX˙k Yfha À»][˙i a ˙a Y\f
U`g˙nk Y]˙DfcnYbhž˙X]Y˙a dcfhY˙`Y`hYb˙ni [˙]YVVˑ˙i a ˙gYVVˑg˙DfcnYbh
ni "˙5b˙XYf˙A Yb[Y˙VYa YggYb˙k i VVˑgYb˙X]YgY˙[Ufi a ˙%˙ı˙"

DfcXi nYbhYb˙i bhYf˙8fi VW_

8Yf˙\Ò\YfY˙a dcfhUbhY]˙gYhnY˙ÒghYffY]VVˑ˙]gVVˑY˙DfcXi nYbhYb˙i bhYf
8fi VW_ž˙k Ufbh˙Ui VVˑ˙7\f]gh]bU˙A i hYbh\U˙Yf!G]dY_"˙K Ug˙9I dcfhY
VUhf]ZZhž˙\YVh˙Ui VVˑ˙X]Y˙; YgˑˑÀZngØ\fYf]b˙XYf˙5A 5˙A Uf_Yh]b[
XYb˙XYi hgVVˑYb˙A Uf_h˙\Yfjcfž˙Ui Z˙XYb˙bUVVˑ˙k]Y˙jcf˙JYf˙Ugg˙gY]"
: Yf]`]VVˑ˙j Yfgdf YVVˑYb˙Ui VVˑ˙XYi hgVVˑY˙<UbXY`g_cbnYfbY˙?i bXYb
a Y\f˙FY[ ]cbU`]hÀhž˙k Ug˙@YZYfUbhYb˙Ui g˙² ghYffY]VVˑ˙b]VVˑh˙[YfUXY
ni j Yfg]VVˑh]VVˑ˙gh]a a h"

5_hi Y``Yf˙9]b_Ui ZghYgh

A]gghfUi]gWX VYÀi [h`k YfXYb ⊨a dcfhY gck c\`]b 8Yi hgWX `UbX U`g
Ui WX `]b ² ghYffY]WX " 9]b 9]b_Ui ZghYgh jcb H]YfgWX i hn 5i ghf]U
bU\a `_Øfn`]WX j YfUfVY]hYhYg : `Y]gWX `k]Y K i fgh`i bX : UgWX]YfhYg
]bg J]g]Yf" 6Y]j]Yf jcb ZØbZ Ø bgh][Yb 9][Yba Uf_Yb]b
² ghYffY]WX g Gi dYfa Àf_hYb hfU[Y X]ggYg _Y]b i bUV\Àb[ ][
_cbhfc``]YfhYg ; ØhYg]Y[ Y ` " 8 YZ]n]hY VY] XYf ? cbhfc``Y g]bX gca]h
j cfdfc[fUa a]Yfhž GhUbXUfXg Zöf a Y\f H]YfgWX i hn V`Y]VVb Ui Z XYf
GhfYWX Y "

8]Y DfY]gY ZØf @YVVbga]hhY`nc[ Yb `]b XYb `Yhnhb ⊁U\fYb i a `V]g
ni `%+ DfcnYbh Ub" GY]h : YVfi Uf`]Y[h`\fY HYi Yfi b[ `k]YXYf`i bhYf
XYf U`[ Ya Y]bYb ⊨bZUh]cb"I bX XUgž]gh`a Ub g]WX `]b XYf 6fUbWX Y
Y]b][ž k]fX`]b UVgY\UfYf NY]h Ui WX gc V`Y]VYb"< cZZYbh`]WX `

9]b 6]`X XYg K]XYfgdfi WX g

Gc`k ]fX XUg 6]`X`a a Yf_UfYf" ² ghYffY]WX g Gi dYfa Àf_Y \UVYb
X]Y \c\Y ? i bgh XYg A Uf_Yh]b[g[Ya Y]ghYfhžk À\fYbX X]Y F YU`]hÀh
XYf 9]b_Ui Zg_i `hi f`Y]XYh" 9]b k Y]hj YfVfY]hYhYg A]ggj Yf\À`hb]g
nk]gWX Yb ⊁XYU`i bX 5``hU[`n]Y\h`g]WX Xi fWX X]Y
@YVVbga]hhY`VfUbWX Y"< À`h]X]Y Dc`]h]_ k Y]hYf\]b `gh]`žV`Y]Vh`X]Y
: fU[Y. K c`V`Y]Vh XYf Ni [Ub[ni i bgYfYb fY[ ]cbU`Yb
? Ògh`]WX _Y]hYb 3

6Ygi WX Yb G]Y i bg Ui Z Z YgWX i bXWc"Uh