



Der große Bio-Schmäh: Wie uns die Lebensmittelkonzerne an der Nase herumführen (German Edition)

Clemens G. Arvay

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Biologische Lebensmittel liegen im Trend, die Umsätze steigen jährlich. Den größten Teil des Kuchens sichern sich in Österreich mittlerweile die Handelsmarken der großen Supermarktkonzerne wie REWE (Billa & Co.), SPAR und HOFER. Was steckt aber wirklich hinter deren Bio-Handelsmarken?

Ausgehend von den vollmundigen Versprechen der Werbung macht sich der Agrarbiologe Clemens G. Arvay in Wallraff-Manier auf die Suche nach der Realität. Anstatt auf idyllische Bio-Bauernhöfe und glückliche Schweinchen stößt er auf Tierfabriken, endlose Monokulturen und industrialisierte Landwirtschaft.

Begleiten Sie den Autor auf seiner Reise durch den biologischen Massenmarkt und erleben Sie hautnah, was Sie nie hätten erfahren sollen, wenn es nach den Lebensmittelkonzernen ginge. Clemens G. Arvay zeigt aber auch echte Bio-Alternativen auf.

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