



# Greenpeace versus Müllermilch - Alles Gen-Milch,... oder was? (German Edition)

*Thomas Dreher*

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**Greenpeace versus Müllermilch - Alles Gen-Milch,... oder was? (German Edition)** Thomas Dreher  
Studienarbeit aus dem Jahr 2004 im Fachbereich Medien / Kommunikation - Journalismus, Publizistik, Note: 2,0, Universität Leipzig (Institut für Kommunikations- und Medienwissenschaft), Veranstaltung: Information und Desinformation, 19 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Im April 2004 hat die Umweltschutzorganisation Greenpeace eine mehrere Monate dauernde Kampagne gegen den Lebensmittelproduzenten Theo Müller GmbH & Co. KG (Müllermilch) gestartet. Hintergrund war die mutmaßliche Kontamination von Müllermilch-Produkten mit genmanipulierten Rohstoffen bei der Verarbeitung. Damit hat Greenpeace ein in der Bevölkerung tief sitzendes Mißtrauen gegen gentechnisch veränderte Lebensmittel genutzt als Plattform für die Proteste gegen den milchverarbeitenden Konzern. Die Kampagne wurde etwa zwei Monate später durch eine vom Landgericht Köln stattgegebene Unterlassungsklage des Müllermilch-Konzerns weitestgehend gestoppt.

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