Buure Metzg
GSTAAD SCHÖNRIED
METZGEREI-BOUCHERIE

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Buure Metzg AG: Appeal Delays Replacement Production Site

Buure Metzg AG urgently requires a replacement site for its meat production operations. To secure the company's future, plans have been developed to expand the Bödemli slaughterhouse on Turbachstrasse. Although the Canton of Bern has approved the necessary zoning amendment, the project is currently being delayed by a legal appeal.

Current Site Reaching Its Limits

"The current main production site in Gstaad is leased," explains Rolf von Siebenthal, Operations Manager of Buure Metzg AG. The long-term lease agreement expired in 2023 and was extended by the landlord until 2026.

"The landlord continues to make the premises available to Buure Metzg AG until the new project can be implemented. He recognises the project's importance for the region."

However, the existing site has reached both its structural and operational limits. According to von Siebenthal, Buure Metzg AG cannot continue its activities in Gstaad over the long term without a new production facility. In addition, the Canton currently tolerates the existing building situation only in view of the planned relocation and redevelopment.

Approved Planning – Appeal Pending

To enable the expansion of the Bödemli site, additional land must be incorporated into the commercial zone. The landowners concerned supported the zoning amendment in 2020.

On 4 February 2026, the Office for Municipalities and Spatial Planning of the Canton of Bern approved both Amendment No. 4 to the zoning plan and the amendment to the building regulations relating to the "Bödemli Slaughterhouse Expansion" project. All remaining objections were dismissed.

An appeal against this approval was subsequently filed within the statutory deadline. The case is now being reviewed by the Legal Office of the Directorate of the Interior and Justice.

The Directorate has confirmed that the appeal was received in early March 2026. As the proceedings are ongoing, no further information will be provided until a decision has been reached.

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A Successful Regional Business at Risk

"Buure Metzg AG is an example of how a successful business model risks failing not because of economic realities, but because of lengthy procedures and complex administrative processes," says von Siebenthal.

For more than 30 years, Buure Metzg AG has worked closely with local farmers, employees and customers throughout the region.

"We work hand in hand, and that partnership is truly exceptional. If no solution can be found, the business will ultimately be forced to close."

Impact on Employees and Agriculture

More than 40 employees, including apprentices and young professionals, currently work in slaughtering, processing, production and sales. They are employed at the main site in Gstaad and at the branches in Schönried and Rougemont.

"Without a central production facility, these branches would also have to close," says von Siebenthal.

Around 170 regional farms supply livestock to Buure Metzg AG every year. The company also supplies numerous restaurants and hospitality businesses throughout the Saanenland region, as well as village shops, events and private customers.

Years of Planning and Broad Local Support

The first discussions regarding the project began in 2018 as part of the "Regional Veal Saanenland" initiative. At the same time, efforts were launched to identify a suitable replacement location for Buure Metzg AG.

In July 2020, the Municipal Council of Saanen decided to proceed with the application to expand the Bödemli commercial zone and initiated the required planning procedures.

Public participation took place between April and May 2022. Following a review by the cantonal authorities, the zoning amendment was submitted for public consultation in late 2023, during which two objections were filed. Despite discussions, no agreement could be reached.

At the subsequent municipal assembly, the zoning amendment was approved by a vote of 378 in favour and 3 against.

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No Viable Alternative Site

According to the Municipality of Saanen, no suitable alternative location exists.

Several options both within and outside the municipality were examined. The Tomi site in Gstaad was ruled out due to existing easements. Other locations would either result in significantly longer transport routes or lack sufficient suitable land.

The municipality therefore concluded that the expansion of the Bödemli commercial zone is both justified and necessary.

What Happens Next?

If the appeal is upheld, the planning process would need to be revised or reassessed. If the appeal is rejected, the appellants may continue legal proceedings through higher courts, potentially as far as the Swiss Federal Supreme Court.

While detailed planning and preparation of the building application may continue, a building permit cannot be granted until the amendment to the building regulations has become legally binding.

Rolf von Siebenthal emphasises that the project planning is already well advanced and hopes for a timely resolution of the appeal process.

“The future of our businesses and the safeguarding of regional food supply are matters that are very close to my heart.”

Source reference: *This document is based on the article by Jonathan Schopfer, published in the Anzeiger von Saanen on 29 May 2026. For publication on the website, the content has been structurally adapted for readability and translated into other languages.*

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