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Ardo is ready for summer!

The winter of 2010-11, like the one before, was cold and hard but fortunately it is now well behind us. Hibernation was out of the question for Ardo agronomists though. They have taken all necessary measures to ensure we are able to **harvest the vegetables required to replenish stocks again**. Hence winter spinach has already been brought in. In this issue of Actual we have the pleasure of giving you a summary of the sowing and harvesting situation for our various vegetables.

Meanwhile, the sun has put in an appearance at last. Accordingly, we can enjoy **summer buffets, refreshing salad bars and long barbecue evenings** with friends and family once again. Products from Ardo can be enjoyed on all these occasions - from a subtle starter, through the main dish and up to the most delicious desert. In addition to our wonderful fresh-frozen salads, precooked vegetables, pastas and rice there is also our colourful 'Les Fruits' range. On the pages that follow we will tell you how you can give this coming summer more flavour with these products.

In addition you can read how Ardo remains committed (at all its facilities and in all its operations) to **treating with respect what nature gives us**. We continue to not only invest in sustainable production methods, but also to make our employees aware of how they can manage the available energy sources with prudence.

Meanwhile Ardo wishes you an appetising and enjoyable summer!



Fairs

PLMA AMSTERDAM - NL
24-25/5/2011
Amsterdam Rai
Europacomplex - Food Section

PIR MOSCOW - RU
26-29/9/2011

ANUGA COLOGNE - D
8-12/10/2011
Hall 4.2 - Stand 011

The right cut for every dish

Ardo developments always have the customer in mind. Our culinary advisers and R&D staff are always looking not only for new products and preparations, but also for new cuts that will enable you to serve your preparations even more attractively, tasting better and with greater uniqueness.



Our people find out how every cut will behave in terms of bite, but also of readiness to eat, taste and appearance, both before and after preparation. For example, it is important that a vegetable for oven preparation is cut much thicker than one that will be incorporated into a sauce. Thanks to testing, evaluating and constant fine-tuning, over the years Ardo has extended the range of fresh-frozen vegetables with countless new cuts. We are listing the most significant for you.

The classics

Cubes or dice

in different sizes: from 4x4x4 (**the brunoise cut**), through 6x6x6 and 10x10x10, up to 30x30x30. Ardo has expanded the brunoise range with a **brunoise of leeks**. This new offshoot in the range is a valuable addition to the other brunoise cuts such as celeriac, orange carrot, yellow carrot and onion. You can find the brunoise in the standard Ardo mixes, namely Ardo Brunoise (MMB310/MMB610) or Ardo Mediterranean Brunoise (MBZ610).



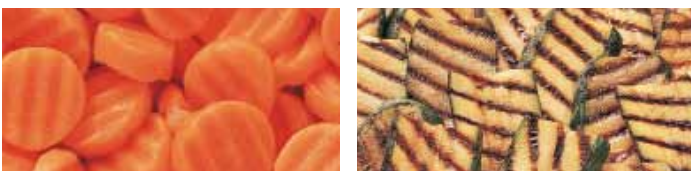
Strips or sticks

in different thicknesses: from 4x4 (**the julienne cut**) to 20x20. The strips are left at natural length or cut to specification. This cut is available pure or in the various Ardo mixes, as in these product codes: kohlrabi strips (KRR610), celeriac strips (SKR610), carrot strips (WR3610/WR6610), julienne mix (MMJ310), romanesco mix (MBR310/MBR610), Mediterranean julienne (MMJ310), etc.



Slices

in various thicknesses, sizes and shapes. These include **parrilla cut**, a long and wide vegetable slice of courgettes or aubergines for example. These slices are available in a flat or wavy cut.



More special cuts

Rustica or artisan cut

a cut in which the vegetable gives the appearance of having been hand-prepared.



Coarse cut

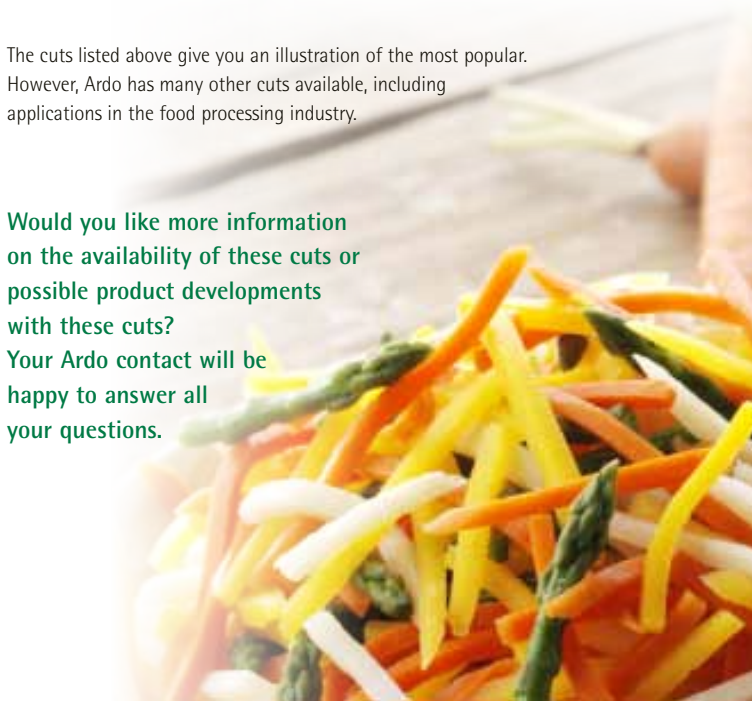
lends itself perfectly to baked dishes or stews.



The cuts listed above give you an illustration of the most popular. However, Ardo has many other cuts available, including applications in the food processing industry.

Would you like more information on the availability of these cuts or possible product developments with these cuts?

Your Ardo contact will be happy to answer all your questions.



New

Delicious salad buffet



Fruit brunoise now available in 750g too

Fruit brunoise, our healthy mix of cubes (10x10mm) of strawberry, peach, mango and pineapple, is **now also available in a 750g pack**. Major Fruit brunoise benefits:

- ✓ ideal as a dressing for tarts, ice cream, smoothies or as an ingredient in a breakfast or dessert buffet
- ✓ 100% natural product with a pure, natural taste
- ✓ quickly frozen and without syrup



New packaging Onion Rings

In order to create greater recognition in the freezer cabinet, our delicious Onion Rings will now be given **the same packaging as the other 'Las Tapas' products** (vegetable burgers, vegetable sticks, broccoli nuggets and vegetables coated with breadcrumbs).

The warm glow on the packaging reflects the crispiness of the onion rings.



Ardo salads and fruit: the sun on your plate

People often long for a more original summer dish than the traditional lettuce and tomatoes with a dressing. Fortunately we have Ardo. With our ready-to-eat salads you will be able to serve the most delicious summer dishes in no time at all. Just defrost, serve up and enjoy.

Insalata Verdura

This **colourful ready-to-eat salad** of green beans, butter beans, tomato and sweetcorn, in a light mustard and herb dressing is food for gourmets. It is a sunny hit to enjoy at once - a delicious base to make your own salad with olives, chicken or ham.

Thanks to our **updated recipe** the vegetables stay fresh for longer and the colours keep better. The updated recipe for the dressing coats the vegetables even better and they guarantee **an even more intense taste experience**.



Insalata Mediterranea

An absolute must for anyone who likes pasta. This **cold pasta salad** with grilled courgettes, grilled red and yellow peppers, oven-dried tomatoes, onions and **Mediterranean dressing** will make everyone's mouth water. You can also easily give this salad a personal touch by adding some tuna, ham or mozzarella.



Tabouleh

Would you like to enjoy something tasty, original and exotic? You can do it with this **vegetable mix** with couscous and dressing. It's ideal for gourmets with a love of world cuisine.



The Express range

Would you like to conjure up a summer salad on the table yourself? You will find everything you need in the Express range. **Precooked vegetables and vegetable mixes**, as well as precooked pasta, rice and tasty grilled vegetables. Ideal for summer, but available throughout the year.



Les Fruits

Do you feel like a delicious fruit salad? Ardo will serve you up a number of **ready-to-eat salads** with delicious fresh-frozen fruit from the 'Les Fruits' range. **Simply defrost and it is ready to use immediately**, with the taste of fresh sun-ripened fruit.



Sustainability



Market and harvest reports



Ardo remains committed to sustainability

'We preserve nature's precious gifts' is a slogan to which Ardo remains unconditionally wedded, both at group level and at the individual sites. Accordingly countless initiatives are being adopted at our facilities in order to further extend and support our sustainability policy.

Therefore, a local 'Corporate Responsibility Report' has been drawn up for the fourth successive year at Ardo UK, a report that contains interesting figures and experiences. The move from three locations to a single facility for instance, resulted in a reduction of as much as 35% in the carbon footprint.

Our employees in Ardooie (B) also merit a pat on the back. As a result of multiple joint efforts they succeeded in extending the 'West Flanders Sustainable Business Environmental Charter' certificate. This means that Ardo scores exceptionally well in various sustainable topics.

The Ardo Group will be publishing its second 'Corporate Responsibility Report' shortly. You will be able to read the entire report as from July at www.ardo.com, but meanwhile we are lifting just a tip of the veil. A great deal of investment ensured once again that consumption of a number of energy sources was reduced substantially.

An achievement that counts!



Profel meets challenges for the future



Profel, the European fruit and vegetable processing industry organisation, is also placing additional focus on sustainability. On 29 April it held a conference under the heading of 'Sustainable production of healthy food, available to all and affordable by all'. The organisation took a close look at the various challenges to the sector into the future. A comprehensive report on the conference is available at www.profel-europe.eu.

Harvest reports

Last winter vegetables finally harvested



Due to the wet autumn and winter months it was impossible to harvest black salsify to schedule. It was only during March that the long-awaited first black salsify could be frozen.



Leek production is just over, as large quantities had yet to be brought in at the beginning of April. Meanwhile leeks have become a much sought-after vegetable in retail, food service and industry on account of their great ease of use.

First spring harvests starting



The harvest of the first early spinach fields started at the beginning of May. As a consequence of the low yields from last year's harvest, stocks of 2010 production had been previously exhausted for weeks – and in some cases even months. Here too the abundant rain in large swathes of Europe has had a significantly adverse impact.

For 2011 Ardo has worked on an even wider spread of growing areas – specifically for spinach. In addition to optimising our production facilities, involving efforts to maximise local spinach production, Ardo has planned an expansion of its growing area in Austria and very recently in Spain for 2011 production.

Having a climatological and geographic spread, with the potential positive impact of diverse harvest periods, Ardo will guarantee better quality and quantity.

Growing programme for 2011 harvest laid down

Reserving the requisite acreage is causing more problems than in previous years. Many growers can get higher prices for cereals than for vegetables. As a result a sharp increase in the price of raw materials (fresh vegetables) is noticeable. This rise will need to be passed on to the end-customer in forthcoming contract prices.

Market reports

Consumption of frozen vegetables was exceptionally high in all segments during the first months of 2011. Prices for fresh vegetables remained relatively high, as a result of which consumption of frozen vegetables rose thanks to the stable pricing. On the other hand, available stocks of virtually all frozen vegetables in Europe remained exceptionally low. Out-of-stock situations were found to be unavoidable as a result.

New production is being eagerly anticipated. As a result of low stocks, rising demand and the challenge of being able to secure adequate growing areas, sales contracts are being tied up much earlier this year. The trend in contract prices is on an upward trend and the demand for delivery guarantees is at the top of our partner-customers' wish list.

First come, first served...

Ardo news



Vegetable processing sector has something to say ...

A balanced diet and a healthy lifestyle are of vital importance. It is therefore essential to eat plenty of vegetables.

In order to place greater emphasis on this and to stress that **processed vegetables are a satisfactory alternative to fresh vegetables**, the vegetable processing sector (in collaboration with the European

Union and national/regional governments) set up a **comprehensive PR campaign in Belgium, France and the Netherlands**. This campaign is aimed at health specialists as well as directly at consumers.

The message being imparted is clear: **vegetables from a coldstore, tins or jars are easy to prepare and can help you eat your daily requirement of vegetables. Processed vegetables are definitely delicious and healthy.** This is because they are processed within a very short timeframe after being harvested, as a result their flavour, quality and nutritional value are maintained at the optimum level.

Various communication tools:

- the **websites** have been made even more informative and interactive. Just navigate to www.easyvegetables.eu where you can select your country. Among other things, there are a great many delicious dishes plus their nutritional value to be discovered.
- in **Belgium and France a TV, internet and print media campaign** ran in February and March. You can view the clips for canned and fresh-frozen vegetables in the context of sport and action again at www.vlamdownloads.be/akkerbouw/tv-spot/ or www.legumes-infos.com/. Advertisements for the print media were placed in a number of ladies' and health magazines.
- in **the Netherlands a multimedia campaign** was launched in April including a radio infomercial, advertisements in supermarket magazines, press releases, in-store floor stickers, etc.
- **brochures, newsletters and posters for waiting rooms** will be created in the three countries for **health specialists**, in which all positive aspects regarding processed vegetables will be stressed and misunderstandings rectified.



Spinach popular during last winter offensive

British sales figures indicate that **sales of fresh-frozen spinach during the last week in January were up by as much as 18%** compared with the same period the year before. The reason for this sudden increase? A much talked-about piece of research by a Swedish university (the Karolinska Institute) that generated a great deal of media attention*.

According to this study, the nitrates in spinach improve development of human muscle mass. One more reason to look upon spinach as a 'super-vegetable' since independently from this recent discovery, spinach boasts numerous other **nutritional qualities**. Spinach is a major source of vitamins A and C and folic acid, and is quick and easy to prepare. No wonder Popeye was so keen to eat so much spinach!

*Source: Nutrition Horizon – February 2011

New colleagues

The Ardo Group has strengthened its sales team in order further to enhance the service we are able to offer you.

Peter De Wandel has taken over Jo Blockeel's duties as **culinary adviser Belux**. Ardo would like to thank Jo for his commitment over the years and wishes him every success in his retail catering business.

Marc D'Agostino, as the **culinary advisor for Germany**, advises and assists the professional end users in the North Rhine-Westphalia region and in parts of the Rhineland-Palatinate, Saarland and Hessen regions.

Amanda Waugh strengthened the UK sales department in January 2011 in her capacity as **Business Sector Manager – Foodservice**. Amanda has twenty years' previous experience in the fresh-frozen products sector.

Paul Rogers is the new **Business Sector Manager – Retail** for the UK from April. He also has extensive experience within the frozen and chilled food sector.

New

Subscribe to 'Actual' and 'Digital', our digital newsletters

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How?

- Click 'Ardo Newsletters' in the left-hand navigation column on the Ardo homepage www.ardo.com.
- Complete the registration form. A number of fields are mandatory. In this way we will only send you information that is actually of interest to you.
- Click 'Send' once you have filled in your details.

From now on you will automatically receive a digital version of the publication(s) you have requested. **Have an enjoyable read!**

Culinary Ardo



Broccoli salad with crispy turkey bacon

Ingredients for 4 people:

- 600g Ardo broccoli florets
- 250g Ardo pasta penne
- 150g turkey bacon
- 150g cherry tomatoes
- 1 teaspoon Ardo chopped parsley
- 2 tablespoons pine nuts
- salt and pepper
- For the vinaigrette: 2 tablespoons white wine vinegar, 1 pinch Ardo chopped garlic, 1 teaspoon of mustard, 3 tablespoons olive oil

Make a vinaigrette with the white wine vinegar, chopped garlic, mustard and olive oil and allow to stand for around 30 minutes. Defrost the pasta penne following the instructions on the packaging. Blanch the broccoli florets briefly and leave to drain. Brown the pine nuts until golden brown in a dry pan. Cut the turkey bacon into strips and fry them with a little olive oil in a pan until crispy. Mix the pasta, broccoli, pine nuts, turkey bacon, cherry tomatoes (cut into quarters) and the chopped parsley. Serve with the vinaigrette.

Raspberry muffins with chocolate and almonds

Ingredients for 12 muffins:

- 200g frozen Ardo raspberries
- 400g wheat flour
- 200g soft butter
- 200g sugar
- 3 large eggs
- 2 teaspoons baking powder
- 100g roughly chopped chocolate (fondant, milk chocolate or white chocolate)
- 50g almond flakes

Gently mix the butter and sugar together. Add eggs one at a time and stir to obtain an even mixture. Mix wheat flour and baking powder into the dough. Carefully add frozen raspberries, chocolate and almond flakes. Divide the dough into 12 muffin moulds or into paper bun cases. Bake the muffins in the oven at 175°C for 25 minutes. Leave the muffins to cool on a wire rack.

1 portion for 1 person contains:



1 muffin contains:



Delicious!

Discover many other surprising recipes on www.ardo.com!



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