



Actual



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Ardo is prepared for the coming years

You will have already heard in the media that raw materials for food production are becoming increasingly scarce. This is partly due to European subsidy regulations, the rising demand for cereals in world food production, extreme weather conditions and, the increasing use of land for bio-fuel production.

The decrease in area of land under cultivation poses a real challenge

The shortage of grain on the world market has led to farmers receiving higher prices for the cereals and sweetcorn they produce. Consequently, larger areas are allocated to the cultivation of these crops, at the expense of industrial vegetable cultivation. **Vegetables intended for processing are, partly because of these factors, not exempt from the upward trend in prices.** Ardo does not underestimate the effects of this situation. We are doing all we can to ensure a sufficient supply of raw materials to meet the rising demand for freshly frozen vegetables.

Ardo's good relationship with farmers is a card up our sleeve

Ardo has a number of important advantages that will help it to meet the challenges it is now facing. We have a **stable relationship with farmers and co-operatives.** Over the years we have built up strong direct links with them.

We also attach a great deal of importance to **trust and respect.** We have respect for the farmers who, sometimes under difficult conditions, harvest in the fields all the vegetables we require. We guarantee a **minimum volume of purchase** from them each year, enabling them to further develop their businesses and invest in more efficient, up-to-date machinery to raise the quality of their vegetables even further. We also believe in **paying the fair price.** We pay our suppliers on the basis of fair market prices, with a bonus for higher quality.

International coverage: a strategic advantage

Ardo also reduces risks by **spreading its areas under cultivation internationally.** We are increasingly sharing the cultivation of vegetables among various countries. We are convinced that this policy is certain to deliver results in the long run, not just for us, but also for you.

Fairs

PLMA AMSTERDAM - NL

27-28/05/2008

Amsterdam RAI

Europacomplex - Foodsection

Stand 5873

www.plmainternational.com



Salads are a big hit



Consumers are increasingly looking for convenient, healthy lunches and dinners that provide variety, flavour and colour. It is important to people to inject variety into their meals and salads are no exception, particularly for health reasons.

Ardo offers you a wide range of salad ingredients to make any salad bar the centre piece of your operation and satisfy people's need for healthy, tasty quick meals. Let's take a closer look at three of our tasty trendsetters:

Insalata Mediterranea

This thaw and serve pasta salad with Mediterranean vegetables and a vinaigrette dressing delivers on taste, convenience and health. All you have to do is defrost it. Available in 450g and 2.5kg packages.



Taboulé

This delectable mixture of vegetables includes couscous, olives, peppers, tomato, diced onion and courgettes, as well as raisins. Superb as a side salad, main meal or a light alternative to a sandwich. Available in 750g packages.



Country Grill

A delicious blend of grilled vegetables including broccoli, peppers and onions. Alone or combined with olive oil, mozzarella and mixed herbs, you can use this Country Grill to create a delicious salad. You only need to defrost the grilled vegetables and serve or prepare them. It's very convenient! Available in 450g and 1kg packages.



Pasta and rice

Ardo also offers a wide range of tasty pasta and rice dishes to go with these products and create delicious salads after they have been defrosted.



Always staying ahead in quality !



Ardo news



At Ardo we have been busy again, doing our utmost to ensure that we deliver the best frozen products available on the market

Last summer's weather provided us with a great challenge but at the same time a fantastic opportunity to demonstrate that, despite the worst weather in Northern Europe since records began, the Ardo group prevailed **providing its customers, in the majority of cases, with their required volumes and the expected Ardo quality.**

In a wet harvest everything becomes a challenge. Starting in the fields the crops don't achieve their budgeted yields and plant diseases become more prevalent.

Ardo is lucky to have a **team of highly skilled agronomists** that we trust to take the right decisions to minimise the impacts of the weather and we were thankful last year that we had appointed an agricultural coordinator to maintain a "helicopter view" of weekly events in our 11 crop growing areas across Europe.

We responded by purchasing a dozen state-of-the-art **electronic sorting machines**, at enormous expense, to ensure that any seasonal effect on our products would be negligible. Now that we have these sorting machines in a more "normal" growing year they will further **enhance the quality level of Ardo products.** We will continue to purchase more in 2008.



In an additional effort to reduce foreign material entering the products Ardo have invested in large **metal boxes** for harvesting fresh produce into. The metal boxes will replace wood or plastic boxes.

Ardo really does reach for the sky

Our Russian colleague, **Pavel Sokolov**, took part in the **BP Gas Alpine Balloon Trophy 2008 in Kaprun, Austria**, with the Ardo hot air balloon. This gave our Austrian colleague **Josef Halbmayr** a unique opportunity to join him for a special maiden flight. Together with a few other intrepid balloonists, they enjoyed a magnificent view of the beautiful winter landscape.

Surf at ease through our revamped website

Have you already got to grips with the online Ardo game, a fun way of testing your knowledge of vegetables and dexterity? If not, give it a try! Who knows, you might even become the top scorer in our hall of fame.

It will also give you an opportunity to discover our revamped site with:

- a new fresh look,
- a highly accessible lay-out,
- a wealth of information and
- a breakdown by sector.

Intrigued?

If so, don't delay, visit www.ardo.com.



Effective information exchange and the ability to react quickly and draw on knowledge that exists in the group may start in the field but it runs like a thread throughout our organisation and is considered to be one of the key strengths of Ardo.

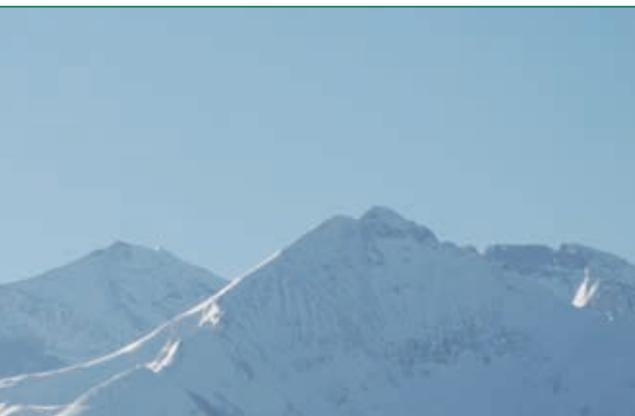
Last year when we saw the wet season unrolling we anticipated increased problems at harvest and the likelihood of more blemish to many of the products and higher levels of foreign material being carried on the crops into our factories.



These are only a few examples from a wide range of initiatives. **Ardo is convinced that these measures will enable us to guarantee you even higher and consistent quality.** To be continued in our next Actual.



Market and harvest reports



Ardo Bio a prizewinner in Slovakia

The Danubius Gastro 2008 fair was recently held in **Bratislava**. This international fair focused on the hotel and restaurant business and attracted as many as 900 exhibitors.



Seven of them won a prize, including Ardo. The Slovak Minister for Agriculture, Zdenka Kramplová, awarded Ardo a **prize for its range of organic vegetables**.

New recruits

To provide you with an even better service in the future, Ardo has expanded its team. We would like to take this opportunity to briefly introduce the newcomers to you:

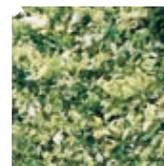
- **Joris De Meulemeester** will in future lead the **Central and Eastern Europe** (Poland, Romania, Slovakia, Czech Republic, Bulgaria, Bosnia-Herzegovina, Croatia, Slovenia, Russia, the Baltic states and Hungary) sales team as **Regional Sales Manager**. He will co-ordinate the selling activities of the various sales units in this region. Eveline Vercruyse and Els Hoste will support him internally as Sales Assistants.

- **Sam Mesuere** is a recent addition to the **Industry Sales** team led by Koen Vanhoutte. As **Junior Account Manager**, Sam will keep track of industrial customers in Belgium and Luxembourg and will assist Koen with international industrial customers. Carmen Doise is the internal Sales Assistant of this team.

2008 started very well for Ardo: demand was very high in all market sectors. The increase in demand is making the availability of the recent autumn and winter harvests a particular challenge.

Most recent autumn and winter harvests

We have normal volumes of most kinds of **cabbage**, although the yield of the **savoy cabbage** fell by 30%, which we were unable to mitigate. We are considering an early crop in 2008 to be able to meet requirements.



Black salsify yield was also about 10% below normal. **Leek** and **winter cauliflower** yields were normal. The **romanesco** harvest in Spain had a slightly lower yield because of cold weather in January. The winter output of **peppers** in Almeria (Spain) was also very small and most of the produce went to the fresh market. The onus is now placed on Murcia (Spain) as the area of cultivation, where the first crops of peppers are currently being planted. The first harvest is expected in the summer. It looks as though we won't be able to meet the demand for freshly frozen peppers until then.

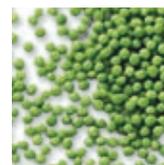
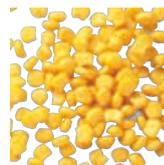


Expectations

We have been unable to secure the full acreage we wanted in southern Europe.

The current water shortage in southern Europe is placing **sweetcorn** cultivation under pressure.

The sowing of **peas** has already been completed in certain regions. We expect to be able to harvest them around May and June.



In central and northern Europe, demand for alternative crops is increasing very rapidly. This is placing pressure on the area available to cultivate vegetables and causing prices to rise.

In other words, Ardo's agricultural experts are facing a great many challenges.

Ardo in a package



Ardo does not just pay attention to the contents, the form in which we offer you our products is also crucially important. In this issue therefore, we are pleased to also be able to tell you about a few innovations in the area of packaging.

Risottos and Roast Supreme in larger pack sizes

Our tasty Risotto Spinaci, Funghi and Pomodori in an attractive stand-up bag and our Roast Supreme were already available in 450g volumes to retail, but now we are also offering them in **1.5kg packages***.

Risotto Spinaci: pre-cooked risotto with spinach, cheddar cheese, onion, cream, herbs and olive oil.

Risotto Funghi: pre-cooked risotto with Champignons de Paris, oyster mushrooms, cheddar cheese, onion, cream and herbs.

Risotto Pomodori: pre-cooked risotto with tomato, grilled yellow pepper, green asparagus, cheddar cheese, red pepper puree, olive oil and herbs.

Roast Supreme: a medley of partly grilled vegetables with an herb butter sauce based on balsamic vinegar and soy sauce that is ideal for hearty meat dishes.



Extension of the range into central and eastern Europe

Sales of Ardo's freshly frozen vegetables are increasing in Central and Eastern Europe (CEE). We are also extending our range there with ten packages bearing CEE languages. The range is very varied:

- Mushroom Cocktail 600g (CMC01S)
- Woodland mushroom mix 600g (CMW01S)
- Country Grill 450g (CGR45S)
- Italian Grill 450g (MTE45S)
- Breaded onion rings 450g (AJP45S)
- Battered Onion rings 1kg (AJF21S)
- Leaf spinach 1kg (S2B31S)
- Baby Carrots 1kg (WG131S)
- Whole green beans fine 1kg (BH331S)
- Green asparagus spears 1kg (AGR31S)



In the picture

Because it is important for a product to have a good image, we have revamped a number of Ardo 2.5kg packages for the food service. These packages now bear an attractive photograph of the product.

The following products are among those that will look even more appetising in future:

- Diced Courgettes 2.5kg (COB610)
- Vitality Mix 2.5kg (MDI610)
- Leaf spinach in portions 2.5kg (S5B610)
- Parisian carrots very small 2.5kg (WP1610)
- Ratatouille Vegetable Mix 2.5kg (MRA610)
- Diced Tomatoes 2.5kg (TOB610)



* The Risotto Spinaci and Funghi and the Roast Supreme are all for sale in 1.5kg packages. The Risotto Pomodori 1.5kg will be available from May.

Culinary Ardo



The creative salad bar

Ardo offers you a number of ready-to-eat freshly frozen vegetables, pasta, rice, and fruit and vegetable products for your salad bar that you can use creatively. We are now going to tell you about the inspiring creations of Jo Blockeel, our culinary adviser for Belgium & Luxembourg. They will add a great deal of variation to the taste and colour of your salad bar.

Being creative with Ardo salads

- **Insalata Mediterranea** is ideal to serve as a pasta salad or for use as a base. Adding olives, feta, cubes of ham, shrimps, tuna, mozzarella or freshly frozen green herbs will enable you to produce a different salad every time.
- **Taboulé**: simply defrost and add a little anchovy.
- **Mekong Rice Mix** (previously Bali Rice Mix): mix with dressing, cubes of ham or chicken, mozzarella, tomatoes, and so on.
- **Pasta Primavera**: perfect with a dressing and shrimps, langoustines or scampi, etc. You could also finish it with freshly frozen herbs.
- **Country Grill** with olive oil, balsamic vinegar, dry-cured ham and lavender flowers: elegant and colourful!

Being creative with Ardo ingredients

- **Artichoke and tomato** salad: mix cooked artichoke cubes with mustard dressing, cubes of tomatoes and dill.
- Mix **grilled aubergines** with anchovy, leek and olives: a tasty summer medley!
- Salad with **pasta fettuccine bami style**: mix fettuccine with pickled gherkins and boiled egg (both chopped finely) and cubes of ham.
- **Pasta farfalle** with shellfish, tomato cubes and cocktail sauce.
- Salad of **rice and supersweet sweetcorn** with chive dressing.
- **Grilled vegetables**: very tasty with a dressing based on walnut oil and balsamic vinegar, pesto, grated parmesan, candied tomatoes, etc. (Ardo Grill products: Italian Grill, Country Grill, grilled courgettes, grilled aubergines, grilled red and yellow peppers)



Delicious!



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Send me more information: Insalata Mediterranea Grilled vegetables.....

Risotto 1.5kg Pasta and rice

Roast Supreme 1.5kg Others