



We wish you a refreshing new year



Prettige Kerstdagen & Voorspoedig Nieuwjaar - Bonne & Heurouse Annee - Frohe Weihnachten & Glückliches Neues Jahr - Merry Christmas & Prosperous New Year - Feliz Navidad & próspero Año Nuevo - Feliz Natal & Bom Ano Novo - Tanti Auguri & Felice Anno Nuovo - Glücklich Jul & Gott Nytt Ar - God Jul & Gott Nytt Ar - Hyväs joulua ja Onnellista uutta vuotta - kolle aporoortovea kas zuroyogiovo to veo etoc - c mialia ropov e cernava opozavovopozavocera - Veselí Boží In Srečno Novo Leto - Gotti Bótti í Sretna Növa Góðina - Bóddog kálcárony únnepket eé síkelenben gáogóg új eestenddi kíavunk - Veselí Vánoce a Šťastný Nový rok - Veselí Vánoce a Šťastný nový rok - Va dornin Caciun ferelg si un an nou plin de succese - Veselých Svätých Božích Narozenin I Szczęśliwego Nowego Roku - Prettige Kerstdagen & Voorspoedig Nieuwjaar - Bonne & Heurouse Annee - Frohe Weihnachten & Glückliches Neues Jahr - Merry Christmas & Prosperous New Year - Feliz Navidad & próspero Año Nuevo - Tanti Auguri & Felice Anno Nuovo - Glücklich Jul & Gott Nytt Ar - God Jul & Gott Nytt Ar - Hyväs joulua ja Onnellista uutta vuotta - kolle aporoortovea kas zuroyogiovo to veo etoc - c mialia ropov e cernava opozavovopozavocera - Veselí Boží In Srečno Novo Leto - Gotti Bótti í Sretna Növa Góðina - Bóddog kálcárony únnepket eé síkelenben gáogóg új eestenddi kíavunk - Veselí Vánoce a Šťastný Nový rok - Veselí Vánoce a Šťastný nový rok - Va dornin Caciun ferelg si un an nou plin de succese - Veselých Svätých Božích Narozenin I Szczęśliwego Nowego Roku - Prettige Kerstdagen & Voorspoedig Nieuwjaar - Bonne & Heurouse Annee - Frohe Weihnachten & Glückliches Neues Jahr - Merry Christmas & Prosperous New Year - Feliz Navidad & próspero Año Nuevo - Tanti Auguri & Felice Anno Nuovo - Glücklich Jul & Gott Nytt Ar - God Jul & Gott Nytt Ar - Hyväs joulua ja Onnellista uutta vuotta - kolle aporoortovea kas zuroyogiovo to veo etoc - c mialia ropov e cernava opozavovopozavocera - Veselí Boží In Srečno Novo Leto - Gotti Bótti í Sretna Növa



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This year Ardo will continue to focus on sustainability and innovation

Ardo had to pull out all the stops in 2010, as the seasons were extremely unpredictable in Europe. The sowing and planting schedules had to be adjusted more than once due to volatile weather conditions. The severe weather in the second half of 2010 and rising demand for fresh-frozen vegetables resulted in shortages for some vegetables. We did all we could to get every order delivered on time. **Our flexibility remains an important asset.**

2011 will also bring a number of challenges. Sustainability remains a priority and we are determined to implement our first 'Sustainability Policy Report' further. This report provides an in-depth look at 3 important aspects: Planet, Product and People. Each of these chapters mentions completed sustainability projects and also presents new and ongoing projects. You can download the report on www.ardo.com. A follow-up report will be published in mid-2011 with even more concrete results. We don't just look after what nature gives us, we also want to continue to care for nature itself.

As far as product innovation is concerned, Ardo will continue to take the lead. After the launch of some great successes in previous years, some new quality products will be added to our range in 2011. We already present a few of them here.

And then of course there is **'Ardo Food Ingredients'**, the new name of the **reinforced B2B industrial ingredients sales team**. It was the logical next step, particularly after the recent developments in the Ardo group and the takeover of Ploegmakers Food Ingredients (NL). **It will improve our approach to the growing market of industrial clients in order to provide them with the right products.**

We hope you enjoy reading this edition and we wish you a successful and healthy New Year. We look forward to continuing and developing our enduring partnership with you in 2011.



Fairs

BIOFACH NÜRNBERG - D
16 - 19/02/2011
Messezentrum
Hall 5 - stand 5 - 402

TEMA COPENHAGEN - DK
27/2 - 2/3/2011
Bella Center
Hall C - Stand C3-009

MDD PARIS - F
29-30/3/2011
Paris Expo
Hall 3

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

Ardo cuts the onions for you



A distinct taste

It all starts with the onions themselves, which are harvested in Northern France or Belgium. The harvest volumes are arranged with the farmer in January already. This allows him the time he needs to create an ideal sowing or planting plan for March/April. Ardo itself is responsible for selecting the varieties, firstly to ensure that the onions are processed correctly and secondly in order to guarantee the right taste. The more distinct the taste is, the less onion needs to be used in dishes, so that is always the aim.

Harvesting is possible from August until October. Then the onions are stored at the farm until they are picked up for processing in the plant.



The foundation of every dish

In the factory the onions are peeled and immediately processed. **This ensures that the texture and taste is perfectly preserved after cutting, blanching and freezing.**

The white or red onions are cut into pieces of different sizes (6x6, 10x10, 20x20, slices 3 or 5 mm thick, cross-cut and even a rustic cut). Red onions are also available whole. We also offer fresh-frozen onions with an organic guarantee. Ardo has an onion ingredient for each dish.



Increased leek quality



... thanks to the automation of leek harvesting

The automation of leek harvesting is paying off. There is a clear, positive evolution in the quality of the harvested production.

We visited Andy Devos, a young farmer in Oostnieuwkerke in West Flanders, Belgium and put things to the test.

A blessing for the farmer

Mid-November 2010: Andy harvests the leek that was sown in May. "Leek is one of the last vegetables to be harvested," he says enthusiastically. Thanks to the investment in a new harvesting machine, **harvesting is completely automated.** A blessing for farmers like Andy, because no extra manpower is needed on the field in severe weather conditions. Last autumn there were some cold rainy and snowy days. "The leek is automatically pulled from the ground and then rolled up on to canvas. It allows me to harvest 70 to 80 tons of leek per hectare far more quickly than I would in case of manual harvesting."



Perfect processing

The leek is unrolled and processed further at Andy's farm. Afterwards, it is delivered to Ardo. Andy explains: "First the leek goes through a leek washer. After washing, the roots are chopped off and the outer leaves are removed already. Then the upper green section is cut off by hand, because only the best part of the leek is shipped to Ardo." **In order to counter any type of contamination, the leek is delivered in metal crates.** There is no such guarantee with wooden or plastic crates, which is why Ardo invested heavily in the purchase of these metal crates in the past year.

Thanks to the automated harvesting and processing, farmers like Andy can deliver the harvested and processed leek considerably faster to Ardo. This ensures that the leek's vitamins and texture is preserved even better.

Ardo's assets

- volumes included in advance contracts with farmers provide constant quality
- individual monitoring of crops by Ardo agronomists
- perfect traceability
- different cuts
- specially selected varieties with distinct onion taste

New products



Organic range expands

As demand for organic products keeps on rising in catering, we have recently expanded our references in this range. **With a total 24 products, Ardo has become the leading supplier of fresh-frozen organic vegetables.** From now on, every kitchen can produce a generous and varied range of organic dishes.

The following references are new in the organic range:

- red pepper strips
- diced celeriac
- chopped spinach
- diced tomato
- carrot batons
- diced mushrooms
- broccoli mix
- soup vegetables
- cut green leeks

Bio
Organic

Fruit Brunoise will be available in 750g shortly

Just out and already a success: our Fruit Brunoise. **This healthy mix of fruit cubes (10x10 mm), which is perfect for so many dishes, will be available in a 750g pack from March.** The mix containing small cubes of **strawberry, peach, mango and pineapple** is perfect as a topping for cakes, ice cream, smoothies or as an ingredient for a breakfast buffet, for example. The main advantage is that this **100% natural product** is frozen very quickly and does not contain any syrup. It is an easy way to increase the amount of fruit in children and adults diets. The pieces have a pure, natural taste. They don't stick together and are therefore easily portionable. Tasty and highly recommended!



Les Fruits

Two additions to the 'A Table' range

Also from March: two '**vegetable stews**' newcomers in the highly appreciated 'A Table' range. The new products are **carrot stew and curly kale stew, delicious vegetable dishes made according to a traditional recipe with coated vegetables and potatoes, and some tasty stock.** The curly kale stew was given some extra flavour by adding mustard. Both dishes can be brought to the boil very easily with some water. Two vegetable stews that are certain to please everyone who likes a hearty, healthy meal. Available in packs of 6 x 1.5 kg from March.



Crispy crumb vegetables now also in retail packaging

Good news for fans of our crispy crump vegetables. **From now on, these delicious snacks are available in convenient 450g retail packs.** Each pack contains a tasty mix of individually broccoli florets, cauliflower florets and baby carrots all coated with breadcrumbs, crispy on the outside and al dente on the inside.



Ardo Food Ingredients Market and harvest reports



'Ardo Food Ingredients' sales team



Ardo Food Ingredients

Ardo Food Ingredients focusses on the industrial client

Following the successful integration of Ploegmakers Food Ingredients (PFI), the Ardo group has become even more focussed on the industrial sector. With a new name 'Ardo Food Ingredients', a strengthened production base and a reinforced industrial sales team, the department is set to increase the sales share for this sector, that currently represents one-third of Ardo's turnover.

The activities of the former Ploegmakers Food Ingredients in Veghel (NL) have been integrated into the Ardo Netherlands organisation. Its 'Den Dubbelen' site mainly produces **root crops and herbs** (16,000 tons), and 'De Amert' is home to the **freezing and logistics centre**. This complex can store 15,000 pallets of fresh-frozen vegetables or herbs.

The assimilation of PFI's expertise in fresh-frozen herbs and organic products together with Ardo's core knowledge in vegetable production, means that now an even wider portfolio of products is available to industrial customers. **This move enhances Ardo Food Ingredients' mission to provide bespoke solutions for the European food industry with extra focus on sustainable production and customer care.**

On a local level the commercial contacts for Ardo Industrial Ingredients' customers will be handled by specialised national sales people with the support of a coordination team in Ardooië (B).



2010: difficult year for agriculture

The long, cold winter in January and some of February caused considerable delays in sowing and harvesting. The spring and summer were also changeable and didn't live up to the expectations. From August onwards, Europe was struck by far too much rain and the year ended with extreme winter temperatures in November and December.

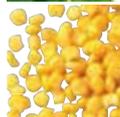
The harvest delays were accompanied by a substantially lower return on the typical autumn vegetables. An overview:



Leek: Harvesting is impossible in hard frost. The leek supply suffered serious delays, so normal demand could not be met.



Spinach: The persistent rain damaged the autumn harvest considerably. The result was a deficit of over 20% for spinach production in 2010.



Sweet corn: Central Europe in particular showed poor harvest results: a deficit of over 30% of current consumption.



Celery: The supply suffered considerable delays and resulted in a volume shortage.



Cauliflower: The autumn harvest resulted in a deficit. Volume will be insufficient until the new harvest in July 2011. Too much snow and rain also caused uncertainty about the next winter harvest in Brittany.



Black salsify: The harvest is being delayed. The crop and production are hindered by the severe winter.



Carrots: Returns are still insecure. Because of the early frost and snow, many carrot fields were lost.



Broccoli: The harvest and production are also delayed by the cold weather conditions. This makes the supply uncertain and insufficient for the current contracts.



Onions: Volumes are uncertain and prices are high.

The harvest result for the second half of 2010 was disappointing. Volume shortages in 2011 will be unavoidable. Ardo does all it can to keep "out of stocks" to a minimum and will regularly inform all buyers on how the stocks are evolving. The first meetings on the harvest contracts in 2011 with our growers are indicating considerable price rises for raw produce. More information will be available in the spring edition of Actual.



Fruit Crop Update:

Ardo fruit supplies are coming under pressure across the range. This is due to poor weather conditions that are reducing the amount of ripe fruit available. The fresh market is placing increased pressure on availability as a result and are paying very high prices to secure the supply and this in turn is pushing up the raw material for freezing. The heaviest price increases have been seen on blueberries (cultivated and wild varieties) and this will continue for the foreseeable future.

In the spring 2011 edition of Actual we will give an update on the harvest news from South America.

Market situation: the early cold all over Europe resulted in a remarkable increase in the consumption of fresh-frozen vegetables. This trend is not only visible for single vegetables such as peas, but also for vegetable mixes, convenience products and innovative new crops and products. A clear and very promising sign of what the fresh-frozen sector can offer and a positive note for the start of 2011.

Ardo news



Ardo celebrates its 50th anniversary with more than 10,000 visitors



Ardo Ardoie welcomed no less than 10,023 visitors on National Business Open Day, Sunday 3 October. It was the ideal way of celebrating the

50th anniversary of Ardo Ardoie and Haspelslagh NV. During National Business Open Day, which about 450 companies all over Belgium participated in, big and small businesses opened their doors to the general public to offer a peek behind the scenes. Ardo was one of the biggest attractions.

A taste of Ardo at fairs

Ardo went all over Europe in 2010 to extol the virtues of its products. Our experiences in Ghent (Horeca Expo), Paris (SIAL), Salzburg (Alles für den Gast) and Düsseldorf (InterCool) have shown us that demand for our existing and new products is rising and rising.

We hope we can welcome you to one of the many fairs we will contribute to in the next few months (see cover).

Ardo spinach makes it to Dutch television

Television viewers in The Netherlands were introduced to our spinach on 26 October. Viewers of the popular youth programme 'Het Klokhuis' received **clear answers to a wide range of questions on spinach.** The programme's producers spent two days at **Ardo Zundert (NL)** to film the entire production process, creating a lot of interesting material which was put together in a captivating, fun 13-minute report, which included some funny sketches with a supporting role for popular cartoon character Popeye!

You can watch the programme again at <http://beta.uitzendinggemist.nl/afleveringen/996794-spinazie>

Better fermentation results in sustainable energy

In 2011 Ardo invests in renewable energy. New fermentation installations will be started up at the Ardoie and Geer (B) sites at the end of this year.

Vegetable side flows originate when vegetables are processed. These side flows - mainly vegetable residue - are fermented in a **biomethanation process. This means that cogeneration converts the fermented product into biogas, which in turn produces electricity and heat.** The quantity of energy generated like this corresponds to the annual electricity consumption of 3,500 families and the heat consumption of about 600 families. Ardo will use the released energy to process its vegetables. 9 million Euros were invested in the fermentation installation in Ardoie. Construction started at the end of last year and the system will start operating in December 2011. In Geer, the work will start in March. The project there is an investment of 8 million Euros and should be complete in December 2011.

Ardo puts some flavour into 'Taste Week'



Ardo was pleased to contribute to Taste Week in Belgium in October. This annual initiative of the Flemish government focuses on the Flemish food culture. No less than 1,200 activities and initiatives were launched during this fifth edition of the event. One of these was 'Hoppas, the tasty beer snack', a recipe book showing readers how a tasty Flemish beer can be the ideal accompaniment to an original tapas dish. Ardo's culinary advisor provided help on how to use vegetables in various dishes, proving that Ardo likes to contribute to initiatives with a creative approach.

Ardo takes over East Anglian Growers contracts



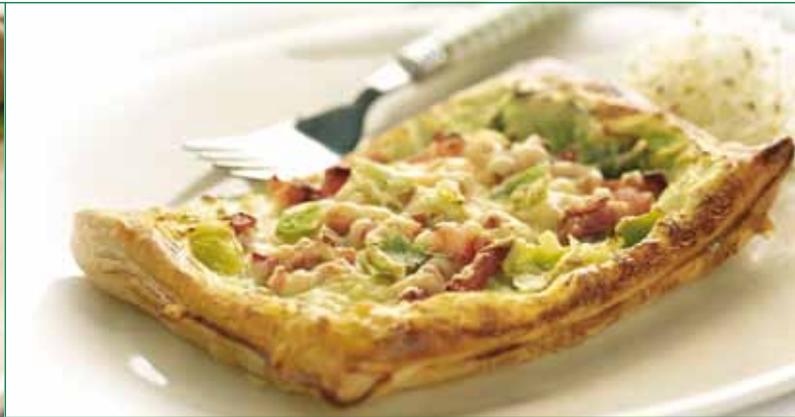
The revival of the British pea! **An agreement with cooperative 'East Anglian Growers' states that it will sell 14,800 tons of peas to Ardo UK next season, which it will process in Lowestoft in the UK.**

The Ardo site in Ashford will be responsible for the peas' marketing, packaging, distribution and sale. Thanks to the rising demand for local quality products, the entire production is destined for the British market. Good news for 150 British farmers, who lost another important contract in 2010.



Model fermentation plant in Ardoie (B)

Culinary Ardo



Tarte flambée: Alsace pizza with sliced onion

Ingredients to serve 4:

- 1 ready rolled pizza base
- 150g fromage frais
- 100g Ardo sliced onion
- 100g finely chopped bacon bits
- 1 tablespoon of fresh cream cheese
- salt and pepper



Mix the fromage frais with the cream cheese, salt and pepper. Roll out the pizza base on to the baking tray and spread the base with cream cheese. Next sprinkle it with the onions and bacon bits. Bake in a pre-heated oven at 200°C for 12 to 14 minutes until crispy and cooked through. Serve immediately. You can garnish with a salad.

Leek pie with Ardo creamed leeks

Ingredients to serve 4:

- 1 ready rolled puff pastry
- 225g Ardo creamed leeks
- 75g finely chopped bacon bits
- 75g grated cheese



Roll out the puff pastry on to the baking tray. Spread the defrosted creamy leek on to the puff pastry and sprinkle the bacon bits evenly all over the pie. Then add the grated cheese all over. Bake in a pre-heated oven at 220°C for 12 to 14 minutes. When the pie turns golden, serve with a salad.

Delicious!

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



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 Organic Range Others