



We preserve nature's gifts

Actual

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IN THIS ISSUE

Ardo gets new lease of life

Fresh-frozen aromatic herbs

New products

5 delicious BBQ side dishes

Market and harvest reports

Two 'organic believers' have their say

Ardo Vegetable Fries win prizes

Ardo Sustainability Awards

Ardo gets new lease of life

Following the successful merger of Ardo and Dujardin Foods, all the pieces in the puzzle are gradually coming together. That's good news for the group, and clearly it's also good news for all our customers. Not only can we now offer a wider range of products, but we've also added years of experience and know-how in the area of fresh-frozen foods.



FAIRS

5-7/10/2015

CONXEMAR - ES

Vigo

www.conxemar.com

10-14/10/2015

ANUGA - DE

Cologne

www.anuga.de

7-11/11/2015

ALLES FÜR DEN GAST - AT

Salzburg

www.gastmesse.at

15-19/11/2015

HORECA EXPO - BE

Ghent

www.horecaexpo.be

In operational terms, you'll hardly see a difference: we'll still approach our customers in the three segments (Retail, FoodService and Food Ingredients) at local level, in their own language and we're taking into account local requirements and customs. In other words, **Ardo will continue to work closely with you and to support you with the same quality service and logistics solutions.**

Our **overseas activities** will be split between different individuals, each with their own specific focus and knowledge of the market and its specific requirements.

The merger also has a **positive impact on the range of herbs** we can offer. This has been significantly expanded to include a number of fantastic herbs and a range of different seasonings. You can read all about this further on in this edition of Actual.

Happy reading!



Fresh-frozen aromatic herbs add the finishing touches to any dish!

Aromatic herbs are plants which are used to increase people's enjoyment of food by enhancing its smell, taste and colour. This may be at home, in Food Service or in the food industry, when preparing soups, meals or sauces and on sandwiches, etc.

We subdivide herbs into **annuals**, which are sown every year, and **perennials**, which are harvested for several years in succession and last for up to four years. We also make a distinction between **soft leafy herbs** (parsley, coriander, etc.), **fibrous herbs** (basil) and **woody herbs** (rosemary, thyme). Depending on the type of herb, they may thrive in a fairly hot, Mediterranean climate such as Provence (FR) or in a coastal climate such as that of Brittany (FR) or Suffolk (UK).

Our herb production sites in France and the UK are very close to the herb fields in order to keep the time from harvesting to end product to a minimum. This is crucial for the microbiological and physical quality of our herbs. Most herbs are harvested several times, sometimes up to five times a season.

Once they've been harvested, the herbs are washed, spin-dried and fully frozen and then end up in the sorting room. Here, leaves and stalks are separated using currents of air and vibrating tables in order to maintain only those leaves – which can vary in size – that are up to the client's requirements. One major difference compared with vegetables is that the herbs in our production process are not heated. **This ensures that the taste, smell and structure of these fragile plants are perfectly retained!**



Did you know?



Dill is good for stomach problems and encourages sleep.

Chives act as an antidote to poison and as an anticoagulant. They also enhance appetite and aid digestion and are good for the kidneys!



Parsley aids digestion and prevents colds.



Marjoram is effective against oral infections, toothache, sore throats and coughs.



Coriander is used in sauces, soups, bean dishes, curries, stews and salads. It's also surprisingly good in bread and cakes.



Rosemary is delicious in soups, stews and marinades and with veal, pork and lamb, but it also goes really well with rabbit, tomato dishes and Mediterranean cuisine.

Fines Herbes

Huge range

Ardo offers a huge range of herbs. Here's just a taste of our range, which comes in a wide variety of formats.

Leafy herbs

- Basil
- Parsley
- Chives
- Coriander
- Dill
- Mint
- Chervil
- Tarragon
- Watercress
- etc.

Woody herbs

- Rosemary
- Thyme
- Oregano
- Sage
- Bay leaves
- Kaffir lime leaves
- Savoury
- Lemongrass
- etc.

Seasonings

- Shallots
- Garlic
- Ginger
- Chilli
- Horseradish
- Galangal
- Spring onions
- Lemon zest
- etc.

Herb mixes

- Italian herb mix
- 8-Herbs mix
- etc.

Organic herbs

- Basil
- Chives
- Coriander
- Mint
- Parsley
- Garlic
- Oregano
- Rosemary
- Sage
- etc.



For more information on availability for your specific market, contact our sales team, or send an e-mail to sales@ardo.com.

NEW PRODUCTS

XXL Vegetables

In many kitchens there is an increase in demand for roughly chopped vegetables which can easily be prepared in a pan, wok or oven. In order to respond to this demand, Ardo now offers a wide range of freshfrozen roughly chopped basic vegetables which allow you to create a varied menu. An extensive choice of hand-cut carrots, parsnips, courgettes, half potatoes or large slices of courgette and aubergine.

Parsnips rustica
4 x 2,5 kg
PRU610

Grilled aubergines
parrilla - slices
5 x 1 kg
AUS210

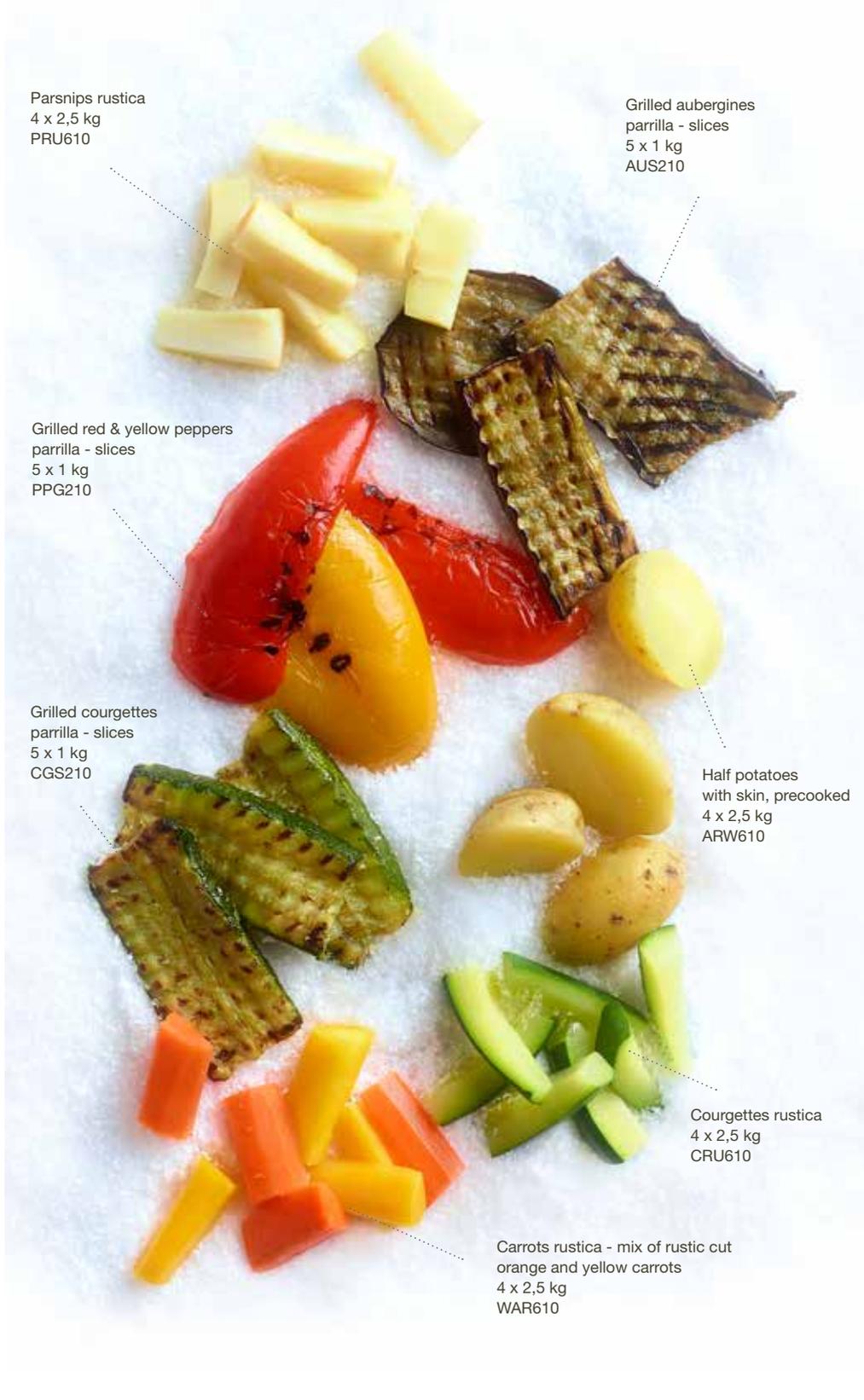
Grilled red & yellow peppers
parrilla - slices
5 x 1 kg
PPG210

Grilled courgettes
parrilla - slices
5 x 1 kg
CGS210

Half potatoes
with skin, precooked
4 x 2,5 kg
ARW610

Courgettes rustica
4 x 2,5 kg
CRU610

Carrots rustica - mix of rustic cut
orange and yellow carrots
4 x 2,5 kg
WAR610



Market and harvest reports



MARKET REPORTS

From early 2015, demand for fresh-frozen vegetables once again increased significantly. The persistent cold weather and the relatively high prices for fresh vegetables drove up demand for and consumption of fresh-frozen vegetables to such an extent that the first quarter ended positively for us once again. Moreover, a number of new countries, which previously had primarily exported their products to Europe, now have to import fresh-frozen vegetables due to internal growth in their own national consumption. This is the case in the Far East, which can't keep pace with the growth through its own production. We must assume that this trend is in its infancy and that markets outside Europe will become important markets for the sale of European fresh-frozen vegetables. This is good news for stocks, which, in the run-up to the new harvests, will be depleted more quickly. On the other hand, the long, cold spring meant that the new harvests were delayed by at least two weeks.

HARVEST REPORTS

Spring took somewhat longer to arrive than usual. Until well into April, daytime and particularly night-time temperatures were so low that early crops such as **spinach** started far later than last year.

The production figures for March show clearly that the Ardo Group's 20 production units produced up to 25% less due to the significantly reduced supply of fresh ingredients. Even the production of winter crops such as **black salsify** took longer than expected because the disappointing weather conditions prevented us from harvesting the ingredients. **Leeks** were still being processed throughout April.

The unfavourable sowing conditions led to a **general delay in spring and summer harvest periods**. In some cases this may have an adverse effect on the continuity of supply, particularly where we are dependent on limited regional growing opportunities. Since the Ardo Group has been investing in the expansion of a number of different growing areas in Europe for decades,

this problem may be avoided by making use of earlier growing opportunities in more southerly agricultural regions. This position is further reinforced by the expansion of our growing area following the merger. **Thanks to this international spread of harvests and production facilities, our sales channels can assume that a continuous supply of our full range is almost 100% guaranteed.** This is a key differentiating factor for the Ardo Group compared with nationally focused production systems. Crop and production planning for 2015 is now complete. The requirements and production capacities of Ardo and Dujardin have been combined and, wherever possible, optimised. This allows us to select the best growing areas for each vegetable and the production sites which offer the best guarantee of high-quality, sustainably processed fresh-frozen vegetables.

Sustainability remains a key feature of the new Ardo's strategy and we remain true to our motto: 'We preserve nature's gifts.'

End of April 2015 edition



5 delicious BBQ side dishes

Oven-dried tomatoes in an Italian marinade, Italian herb mix, lemon zest and Ardo garlic cubes, salt and black pepper

Mint baked vegetable fries

Green olive tapenade

Avocado cream with coriander, sour cream and Ardo shallots

Aioli with Italian herb mix

Discover these surprising recipes on:
www.ardo.com/en/recipes



Two 'organic believers' have their say..

In recent years, our organic Bio range has accounted for an increasingly significant proportion of our sales figures and day-to-day consumption. We'd like to tell you more about this range through interviews with two highly enthusiastic 'bio' fans, one on the growing side and the other on the sales side. It's no coincidence that they both come from Austria, which is a major producer and consumer of organic vegetables.



DI Simon Ziegler, Horst Moser

BIOGAST

Who:

Horst Moser – CEO
DI Simon Ziegler –
Sales & Marketing Manager

What: Wholesaler of 12,000
organic products (food & non-
food) with 1,250 customers

Started in: 1999

Location: Vienna



Prof. Di. Dr. Günter Breuer and his son Lukas

PROF. DI. DR. GÜNTER BREUER

Who:

Prof. Günter Breuer from the
Institute of Agricultural and Forestry
Economics at the University of
Natural Resources and Life Sciences
in Vienna. Owner of an organic
family-owned farm (165 ha)

Started in: 2001

Location: Lassee
(State of Lower Austria, Austria)

HORST MOSER:

“People must be open to organic.”

DI SIMON ZIEGLER:

“Organic is a way of life.”

Horst Moser gives us an insight into Biogast's commercial policy:

‘Biogast supplies both retail and Food Service customers in Austria, Bavaria (DE), Süd-Tirol (IT), the Czech Republic, Slovakia and Slovenia. **Thanks to a close and loyal partnership with our suppliers, Biogast can guarantee the supply of 100% organic products all year round.** This close, long-term relationship also allows us to offer our loyal customers new products on a regular basis.’

Simon Ziegler provides further details regarding the pricing of organic products: ‘Clearly, organic products are more expensive to buy than conventional products. But we find that nowadays, our customers are far more savvy in the way they treat organic products. They calculate the portions they need a bit more accurately. And that means less waste.

We help our customers find the best way of using our products in a rational way. At the end of the day, they pay more or less the same for their organic products as they do for conventional products.’

According to Horst Moser, the growing interest in organic products bodes well for the future. ‘We will continue to focus on our challenges: efficient logistics and ongoing quality.’ Simon Ziegler adds that this growth can be achieved by working with a partner like Ardo, because Ardo offers a wide range of products all year round.

GOOD TO KNOW: The Eurovision Song Contest, which this year was held in Vienna, has focused on its image as a ‘green event’. As a result, organic products played a key role in catering for the event, and Biogast was the preferred supplier.

PROF. DI. DR. GÜNTER BREUER:

“The human aspect of organic production is highly rewarding.”

There are a number of reasons why Günter Breuer, his wife Magdalena and their son Lukas converted their conventional farm into a farm for the organic production of wheat and vegetables: ‘I came to the realisation that the use of chemicals was just too harmful for nature and future generations. **After an in-depth financial and agricultural analysis, we decided to focus exclusively on organic production.** These investigations were necessary to enable us to understand the significant impact this transition would have.’ Günter Breuer confirms that organic farming requires a different approach to conventional farming. ‘When you're growing organic crops there's quite a bit of manual work involved. In order to be able to process the fields in time you had to plan a bit further ahead. These approximately 8,000 additional hours of manual work meant that we had to take on 10 to 12 seasonal workers. We also diversified our crops to spread the higher risk of a poor harvest. **Luckily, the good weather conditions in this area make it easier to grow organically.** Because we have less rain here than in other Northern European regions, we have fewer problems with weeds and diseases and we can work more days in the field. Given the manual labour involved, it's not exactly luxury.’

Significant investment was required to make the transition to organic farming. ‘We had to completely change our machinery. Thanks to the close relationship we had with a neighbouring farmer, we were able to share the cost of the investment and invest in ultra-modern machines.’

Günter Breuer has a very positive view of the future. ‘My son Lukas is now working on the farm as well and together we look for innovative ways of farming organically. Every year our harvests get bigger with the same number of seasonal workers. **So we're really happy to be able to supply Ardo's Austrian plant – effectively “our neighbour” – with delicious, high-quality organic spinach, peas, red cabbage, young root vegetables and green beans.**’

GOOD TO KNOW: In the organic community of Lassee, 30% of farmers' fields are used to grow organic crops. Lassee brings organic farming to life!



BIO
Organic

Ardo Vegetable Fries win prizes



Veggi wrap with vegetable fries



ARDO VEGETABLE FRIES WIN PRIZES.

Ardo Vegetable Fries are popular with shoppers. At an event organised by Belgian retail magazine Gondola, a jury of **professional retail** customers and market research experts gave our **vegetable fries the award for Product Innovation 2015**. The jury praised the innovative nature of the product within the fresh-frozen vegetables segment and also liked the delicious, sweet and natural taste of the pre-fried parsnip and carrot fries. Clearly, we're very proud to have won this award!

Take a look at our website www.ardo.com/en/recipes for many more amazing recipes!

And the winners of the Sustainability Awards are...

For Ardo, striving for sustainability is no empty slogan. On the contrary, **all Ardo establishments think creatively and work very hard to score highly on sustainability**. In order to maintain these efforts, as of this year we will be presenting **Sustainability Awards**. These are awarded to Ardo establishments which have taken significant initiatives that have a positive impact on one of the three pillars (the three Ps) to which Ardo gives top priority: **People, Product and Planet**.

More information on www.ardo.com



Ardo Ardoie (BE)
winner People-award



Ardo Alpiarça (PT)
winner Community-award



Ardo Zundert (NL)
winner Planet-award



Ardo Geer (BE)
winner Product-award



Ardo Badajoz (ES)
winner People-Planet-Product-award



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