



In this issue

Ardo maintains sustainable progress

Ardo's range in a nutshell

New in our range

Sustainability

Harvest and market reports

Ardo, close to its customers

Ardo news

Culinary Ardo

Ardo maintains sustainable progress

As a result of the extreme weather conditions in 2011 – a severe winter, a very wet spring and sustained drought which dragged on until June – we were forced to pull out all the stops at Ardo. Ardo agronomists remained vigilant and revised the sowing and harvesting plans constantly to enable us to build up **enough stock** for the autumn. On the pages that follow we are pleased to provide you with a summary of our harvest situation.

In order to reduce complexity and above all in order to be able to provide you with an even better service, Ardo is focusing more than ever on **specialisation in production**. Thus from now on the various facilities in Northern and Southern Europe will be concentrating on a few specific vegetables such as leaf vegetables in the Netherlands, grilled vegetables in Spain, Mediterranean vegetables in Portugal, etc.

We are continuing to go for **an approach which is tailored to our target groups**. In order to achieve improved collaboration we are concentrating our ranges and sales structures accordingly on three customer groups: **retail, food service and food ingredients**.

Ardo responds rapidly to the latest trends. This resulted once again this year in a number of **superior Ardo quality new products**. We will introduce you to some of them later on in this edition of Actual. Naturally we are continuing to treat what nature gives us with respect. On the pages that follow we are happy to introduce you to a few highlights from the most recent edition of our **Corporate Responsibility Report**.

We hope to have the opportunity to meet you at one of the **trade fairs** where Ardo will be taking part in the autumn. There you will be able to discover and taste our new products and go through the extensive range with an Ardo sales representative.

Have an enjoyable read!

Fairs

PIR MOSCOW – RU
26-29/9/2011
Hal 14 – Stand 2F56
www.pir.ru

ANUGA COLOGNE – D
8-12/10/2011
Hal 4.2 – Stand E011
www.anuga.com

ALLES FÜR DEN GAST SALZBURG – A
5-9/11/2011
Hal10 – Stand 1206
www.gastmesse.at

HORECA EXPO GHENT – B
20-24/11/2011
Hal 3 – Stand 3315
www.horecaexpo.be



Ardo's range in a nutshell

Classics



Sugar snaps



Brunoise mix



Rainbow carrots

Express



Vegetable purees



Rice



Express Pro vegetable mix

à table



Roast Supreme



Insalata Verdura



Risotto Spinaci

Bio Organic



Tomatoes



Mushrooms



Broccoli mix

Les Tapas



Crispy crumb coated vegetables



Vegetable sticks



Onion rings

Fines Herbes



8-herbs mix



Parsley



Chives

Les Fruits



Fruit Brunoise



Sliced apples



Strawberry fruit puree

Classics

Ardo is capitalising on the trend for convenience foods with particularly **user-friendly products** that can be used as an ingredient in numerous dishes. Try some classic varieties or vegetables such as black salsify and parsnips. Or let yourself be surprised by **new varieties** such as rainbow carrots: a colourful mix of white, yellow and orange carrot slices.

Express

Pre-cooked or pre-fried and ready to use. Simply heat up or add to cold dishes. Choose from grilled and pre-fried vegetables, vegetable purees, pre-cooked rice, pasta and potatoes. And for the **professional kitchen** there is **Express Pro**: a range of extra cooked and lightly seasoned vegetables.

A table

A range of delicious **vegetable dishes, subtly seasoned and/or with an accompanying sauce.** Ardo's healthy vegetable dishes are a great help in any kitchen. A success at every meal with spinach omelette, trendy risottos, cold salads, ...

Bio

Ardo offers a broad range of **organic vegetables and vegetable mixes for the retail, catering and industry segments.** We also go beyond the classic organic range. For instance we also offer organic vegetable mixes.

Les Tapas

Tapas is part of Spanish gastronomic culture, but has in recent years become something of a tasty trend everywhere. Besides different varieties of onion rings, we have expanded the range to include **tasty vegetable burgers and vegetable snacks.**

Fines Herbes

Ardo's herbs are fresh-frozen loose immediately after being harvested so that they do not stick together and **can be easily divided up.**

Les Fruits

Throughout the year a **varied range of fresh-frozen fruits and fruit mixtures,** available from the freezer and ready to use from defrost. Classics such as apples and strawberries as well as exotic combinations and easy-to-serve fruit purees. In short, we offer a broad range of fresh-frozen fruit **for a variety of uses.**

New in our range



Zucchini Mix

This colourful Mediterranean mix of half yellow and green courgette slices (zucchini), half date tomatoes and red onions is the ideal accompaniment for meat and fish dishes. With a little olive oil and seasoning added, this mix can be prepared in a pan or in the oven. It can also be warmed in a steamer. It is refreshing in flavour and quite delicious.

Available in 4 x 2.5kg.
Art.code: MZU610



Insalata Risoni

The successful salad bar range from Ardo is expanding. The list of popular products such as Insalata Mediterranea, Insalata Verdura and Taboulé now includes Insalata Risoni. This summer salad is a **fresh and colourful mix of risoni (Greek pasta), grilled red and yellow peppers, broccoli, pineapple and red onions in a honey and mustard sweet and sour sauce.** A really flavoursome trendsetter, all it needs is defrosting!

Available in 4 x 2.5kg.
Art.code: IRI610



Diced Butternut Squash

No more laborious peeling and chopping of butternut squash. In addition to puree, Ardo is now introducing **butternut squash in pre-cut cubes** too. The squash can be prepared in the pot or in the oven and is the ideal base for a tasty soup or a flavour-some ingredient in various oven dishes.

Available in 4 x 2,5kg - Art.code: POM610
and in 1 x 10kg - Art.code: POM810

Organic courgettes

The organic range for the Foodservice market was augmented in 2010 and spring of this year with various new products, and is now being supplemented with **organic green courgette slices** too. Given that Ardo already has Organic tomatoes and organic peppers in its range, it can now offer virtually the entire gamut of Mediterranean cuisine.

Available in 4 x 2.5kg.
Art.code: COS61B



Organic kohlrabi

The **organic kohlrabi** also add a more northern European vegetable to the organic range.

Available in 4 x 2.5kg.
Art.code: KRR61B



Vegetable stews

We welcome the introduction of **carrot stew** and **green cabbage stew** - another two newcomers in the highly appreciated 'A Table' range. Both are **delicious vegetable dishes made to a traditional recipe with coated vegetables, potatoes and some tasty stock.** The green cabbage stew was given added seasoning with 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 hearty, healthy cooking.

Available in 6 x 1.5 kg.
Art.codes: WOS410 (carrots) /
GKS410 (green cabbage)



Sustainability

Corporate Responsibility Report focuses on Planet, People and Product



As part of our constant quest for corporate responsibility, the Ardo Group is publishing a Corporate Responsibility Report again in 2011. This report devotes a great deal of attention to the three major pillars of our organisation: 'Planet', 'People' and 'Product'.

Figures in the 'Planet' section show how Ardo manages to **reduce consumption of natural resources such as electricity, water and fuel** in 2010. It also focusses on our sustainable agricultural policy and the 'story' behind our products.

The 'People' section concentrates on our HR policy, which consistently strives towards a **sustainable working environment**.

Finally, the 'Product' aspect tackles our **sustainable product policy**. Healthy and high-quality food available to everyone at all times is the central theme here. Available on www.ardo.com/download or printed copy via your commercial contact.

Did you know?

That Ardo has carried out a great deal of joint research with its suppliers into the field of **packaging**. This has led to film thicknesses being

reduced by 10%, which was achieved while retaining the elasticity and strength of the film. This percentage equates to **a reduction in plastic waste that 2,000 people would have collected**.

Cartons were also the subject of further investigation. As a result of this we will be able to work with a uniform compressive strength within the Ardo Group, from now on. It will result in **a saving of 150 tonnes of paper** - the equivalent of up to 3 million newspapers!

Harvest and market reports



Harvest reports



Warm spring leaves its mark

Spring was far too warm and various crops suffered irreparable damage. In June the urgent and long expected rain showers finally came. For some crops - such as **spinach** - the rain came too late to ensure sufficient volumes in the spring harvest. The return of early **garden pea** production was far too low. Because of the difficult, dry germination period, **carrots** are certain to suffer lower returns as well. Some of the worst fields were even ploughed again because adequate results were no longer possible.



Remarkably all of Europe experienced an almost identical growth and harvest scenario. Southern European crops like **tomatoes, peppers, courgettes and aubergines** were mainly plagued by excessive rain in May/June. It is expected that at least **10 to 15% of planned returns will not be achieved**. Western and Central Europe are expecting **different returns for spinach, peas, carrots and cauliflower** according to the region.



System of spreading growing areas is working

Our strategy to distribute the growing areas all over Europe has again proven to be the best possible guarantee for quality and guarantee in difficult growing circumstances.



However, it is believed that **global returns will be lower at European level**.

The annual European production of 3,000,000 tons of frozen vegetable end products will therefore not be achieved.



Depending on how harvests turn out, European frozen warehouses are gradually filling up again. This was very urgent for all vegetable types. Stock statuses had fallen under the danger zone, which could have meant that not all orders could be delivered. This situation is slowly but surely getting back to normal. Ardo took additional measures to limit the harvest risks in the coming months.



The development of an additional production site in Spain (Benimodo), the setup of vast pea growing in the UK and the further expansion of existing Ardo sites will help guarantee correct deliveries to our partners and customers.

Market reports

Consumption of frozen vegetables continues to rise

We can see that **consumption of frozen vegetables in Europe continued to rise steadily and experienced a 2% growth in 2010**. Demand also rose in the first half of 2011. Recent food problems such as the presence of all sorts of bacteria and remains of pesticides in fresh vegetables have further pushed up demand for healthy, quality assured fresh-frozen vegetables. Our retail, food service and industry clients have also noticed this, because most annual contracts were concluded earlier this year. In August most of the price and volume negotiations had already been finalised.

Now we would like to move on to our growers and production sites.

Ardo, close to its customers

Ardo Germany sales team expands

Ardo Germany recently welcomed **Natalie Scheu** and **Emilie Haspeslagh**. Natalie started work in Ratingen at the beginning of May as a **National Account Manager, Retail**. Emilie started mid september as **National Account Manager, Foodservice**.

Ardo Client structure



RETAIL SOLUTIONS



FOODSERVICE SOLUTIONS



FOOD INGREDIENTS

A range tailored to your sector

We are making every effort to be able to respond rapidly and efficiently to our customers' wishes and needs. Accordingly our **retail customers** can count on Ardo for a broad range that fits in perfectly with the customer's lifestyle and constantly changing habits. We develop products for our **FoodService customers** that are suitable for the latest cooking technologies and aimed at efficient applications in a strong and attractive Ardo brand. Our **customers in the Food Ingredients segment** can rely consistently on top quality, freshness and a production process that complies with the most stringent HACCP standards.

Ardo, close to its customers worldwide

In order to stay close to our customers, we have **sales offices** with our own **sales staff** in all countries we are active in.



Ardo News

World's first gourmet restaurant serving only frozen food



The British Frozen Food Federation (BFFF) organized what it claims to be the world's first gourmet restaurant serving only frozen food as part of a new PR campaign.

The N-Ice pop up restaurant in London's Vincent Square was open for 1 week in August **servicing only cuisine prepared from frozen food**. It served signature dishes from celebrity chefs including Michelin starred Atul Kochhar, Galton Blackiston and TV's Simon Rimmer. "The fact that we have three of the UK's best chefs on board is true testament to the fact that the tide is changing for frozen. We have proved our case with science and facts and now it is time to show that the proof of the pudding really is in the eating.", said Brian Young, director general of the British Frozen Food Federation. "**We proved that frozen food delivers the same quality and taste as fresh food** and have deliberately been audacious in our menu choice."

Ardo supplied a wide range of frozen fruit and vegetables, among which the East Anglian petits pois and garden peas, baby carrots, sliced courgettes, diced tomato, Granny Smiths diced apple, blackberries, cherries, ...

Ardo Germany weighs anchor



In April Ardo Germany, together with some colleagues, literally cast off with the 'Rhein-Fantasie'. During a boat trip on the Rhine lasting four hours, all the invited guests and participants were able to taste and enjoy products such as the Insalata Verdura, breadcrumb-coated vegetables and fruit brunoise, in a pleasant atmosphere and unique setting.

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New

Culinary Ardo



Cod with pesto in saffron sauce with Zucchini Mix and Parisian Potatoes

Ingredients to serve 4:

600g Ardo Parisian Potatoes, 500g Ardo Zucchini Mix, 4 cod fillets (160-180g each), 200ml cream, 150g butter, 150ml white wine, 100g breadcrumbs, 100ml fish stock, 1 lime, 5-6 saffron threads, 3 tablespoons, pesto, salt and pepper

Preparation:

Sprinkle the fish fillets with the white wine and some lime drops. Place everything on a baking tray and season with pepper and salt. Poach the fish for about 6 minutes in a pre-heated oven at 120°C. Cook the Ardo Potatoes as indicated on the packaging. Fry the Ardo Zucchini Mix briefly in a little olive oil and season to taste with salt and pepper. Heat the saffron in a little olive oil in a pan. Add the fish stock and cream and bring to the boil. Season to taste.

Mix the pesto with the butter and the bread crumbs and spread the mixture on to the fish fillets. Bake the fish fillets for about 4 minutes in the oven at 180°C. Dress the fish on the plates with the Zucchini Mix, Parisian potatoes and saffron sauce.

Fruit Brunoise in jelly of Moscato d'Asti with panna cotta and mango sorbet

Moscato d'Asti Fruit Brunoise in jelly with panna cotta:

Ingredients to serve 4:

500g Ardo Fruit Brunoise, 300ml vanilla panna cotta (3dl cream, 1 sheet gelatine, 30g sugar, 1/2 vanilla pod), 1 bottle of Moscato d'Asti (or other sparkling Muscat), 1g agar-agar, juice of 1/2 lime, 1 tablespoon of honey, a few mint leaves, brandy snaps/macaroons

Preparation:

Bring the Moscato d'Asti to the boil together with the honey, lime juice and agar-agar. Add Fruit Brunoise into the glasses. Pour the Moscato d'Asti on to the Fruit Brunoise until it is only just submerged. Allow to harden and cover with a thin layer of panna cotta. Garnish with a sprig of mint and a brandy snap or macaroon.

Mango sorbet

Ingredients to serve 4:

600g Ardo Mango puree, 300ml water, 300g sugar, 50g powdered sugar, juice of 1/2 lime

Preparation:

Bring the water to the boil in a saucepan. Add the sugar, bring to the boil again and allow to cool. You have now made sugar syrup. Crush the frozen Mango Puree with the food processor's chopping setting. Add the sugar syrup until you get a smooth mass. Add the lime juice and powdered sugar. Pour the mango mixture into a mould and place in the freezer for 30 to 45 minutes. Serve a ball of mango sorbet in a small glass and garnish with a few mint leaves.



Delicious!

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



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