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Fairs

FOODEXPO HERNING - DK
24-27/01/2010
MCH Messecenter Herning
Hall M - Stand 9940
www.foodexpo.dk

MDD PARIS - FR
30-31/03/2010
Porte de Versailles Paris
Hall 3 - Stand 73
www.mdd-expo.com

Ardo looks towards a sustainable future

'We preserve nature's precious gifts'. Our slogan already makes it apparent how important we consider **sustainable business practices**. We want to extend our sustainability strategy during 2010 to cover all aspects of our activities. This will not just be restricted to outlining an efficient environmental policy, but will also include seeking sustainable partnerships with our customers, employees and farmers. It is quite clear that we deal with and process vegetables in a sustainable manner.

We intend specifically to extend our **future oriented environmental policy** to include water consumption, energy consumption, transport and excessive noise levels. In short, Ardo is going to do everything possible to contribute towards a cleaner planet.

Regarding **sustainable partnerships**, we fully intend to continue providing you, the **customer**, with the same quality of service and products that you have come to expect. It is also crucial to have sustainable partnerships with the **farmers** in order to make this happen. As you have probably seen in the media, the farming sector is having a hard time. Ardo is doing everything it can so that farmers can produce in acceptable and sustainable conditions. Let's be quite clear about this: we need them as much as they need us.

This is what we mean when we talk about creating a sustainable partnership. This partnership will be **continued into the future**, while taking account of the general market conditions as well as specific situations regarding individual partners.



Red cabbage brings colour and flavour to every plate

It can be used as an ingredient in salads, with apples, in vegetable mixtures, etc. Red cabbage provides rich colour and character to many preparations, in any season. This versatile vegetable is mainly popular in the Netherlands, Belgium and Germany, although Scandinavians, British and many East Europeans also like to have it served up. This is good reason for bringing the whole growing and production process of red cabbage out into the open.



Growing and harvesting

At the end of May, beginning of June Ardo plants out the red cabbage seedlings in fertile sand and clay soil. This is a little later than the normal planting time because we want to offer red cabbage that has the **fresh taste of young vegetables and a soft bite as well as a beautiful purple colour.**

It must be possible to irrigate the fields as the plants are very sensitive to the sun. This way we avoid the heat of the sun turning the leaves brown.

The Ardo farmers and agronomists keep a close eye on the growth of the plants.

Growing red cabbage is very **labour intensive.** For example the land must be regularly weeded. This makes for a lot of work.

The red cabbage is harvested around the end of November and the beginning of December. By that time they each weigh approximately 2 kilos. Harvesting is done both by hand and by machine. Initially the protective leaves are removed while still in the fields. The whole cabbages are then transported to our factories in Zundert in the Netherlands and Ardoie in Belgium which are **located near the growing areas.**

Production

The outer leaves of the cabbage are removed at the factory, thereby ensuring as perfect an end-product as possible. Thereafter the cabbage is cut into strips and then blanched. It is possible **already to freeze** the vegetable at this stage, making it ready for sale. You can prepare it according to your own taste or even add it to salads.



Ardo in Zundert (NL) even goes one step further. The red cabbage is processed there to a finished product, delicious **red cabbage with apple.** We mix in amounts of spices (e.g. cinnamon) and apple sauce to the red cabbage according to the desired flavour. This smooth, delicious preparation is then cooled down and frozen in portions of 15 and 50 grams or into blocks.

Each to his own taste

'Tastes differ'. We hear this said quite often. Certainly where red cabbage and apple are concerned. For our German customers we make it a slightly sour, while the Belgians and the Dutch prefer a sweeter version. In Austria they prefer it to taste a little of dripping fat. For the UK we produce it with Bramley apple – a native variety. So you see – **each to his own taste!**

Mono product:

KOR610 – 4x2.5kg
KOR310 – 10x1kg



Ready-made product:

Sweet recipe:

ROA610 portions – 4x2.5kg
ROA45C portions – 5x450g



Less sweet recipe:

ROA61D portions – 4x2.5kg
ROA75A portions – 12x750g

Rotkraut (Red Cabbage):

RAK610 portions – 4x2.5kg



Organic:

ROA61B portions – 4x2.5kg
ROA60B portions – 15x600g



The fresh-frozen top 10



The busy British news and lifestyle website [Virginmedia.com](http://www.virginmedia.com) wanted to find out which brand of fresh-frozen products was most frequently placed in the shopping trolley - and why. Their top 10 included at least two vegetables and one type of fruit. Where did they end up?

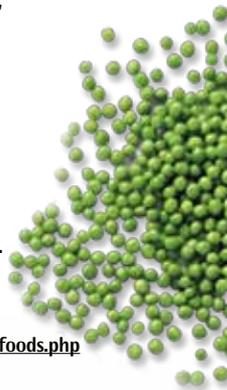
In 6th place: raspberries

According to [Virginmedia.com](http://www.virginmedia.com) fresh-frozen raspberries are cheaper than fresh ones and the nutritional value is about the same. Good enough reason to try out Ardo's fresh-frozen raspberries.



In 2nd place: peas

This delicious vegetable easily achieved second place. And quite right too, according to the British experts on the website. Fresh-frozen peas are cheaper than fresh ones, taste fantastic and contain more vitamin C than fresh ones. No wonder they are so popular with our customers.



And the winner is... spinach

Fresh-frozen spinach doesn't only taste delicious, this healthy product is also easy to prepare: it doesn't have to be washed and doesn't take a minute to prepare. Fresh-frozen spinach is also an absolute winner with regard to vitamin C content and price.

Want to see the complete fresh-frozen top 10?

<http://www.virginmedia.com/homefamily/fooddrink/best-freezer-foods.php>



New packaging



The packaging for our range of herbs got a new ZIP opening. This allows the 250g packs to be sealed more easily, thereby helping to retain flavour and taste.



Ardo goes down well at the trade fairs

Our exhibitors have had a busy time this year at trade fairs in Vigo, Ghent, Cologne, Salzburg, Amsterdam, etc. The amount of visitors, the high level of interest and the desire for new products give all the signs of 2010 being a good year. We look forward to welcoming you at one of the trade fairs where we are exhibiting this year (see the front page). Looking forward to seeing you there!



New products



'Les Tapas'

People don't always want the same thing on their plates. This is why Ardo presents the 'Les Tapas' range of delicious vegetable snacks. They're all pre-baked so you only have to pop them into the oven, pan or deep frying pan and they're ready in a minute. These tasty, crunchy snacks with their fresh vegetable taste are irresistible for children and adults alike. They're also ideal for vegetarians!

Ardo prepares the tapas only with the best vegetables and ingredients. Furthermore, the tapas are available in a range of forms. This means that they can be used for lots of different preparations and occasions.

Need a little inspiration? You'll find it in the recipes

Ardo burgers Our burgers look homemade, as if you'd made them yourself. At 75 gram each, they fit in perfectly with a whole range of meals including meat, fish or vegetarian dishes. A delightful and delicious variation on conventional vegetables.



Vegetable burger

A subtle mix of carrots, celery and leek.
BUG210 4x2kg

Spinach burger

Popeye would do anything for this delicious mixture of spinach, vegetables and cheese, in a crunchy crust.
BUS210 4x2kg



Cauliflower/cheese burger

A mixture of small cauliflower florets with leek and cheese enveloped in a crunchy crust covered with sesame seeds giving the burger that something special.
BUB210 6x1kg

Vegetable sticks

Fish sticks have got a delicious competitor with the ±30 gram vegetable stick made from peas, pieces of carrot and sweet corn all enveloped in crusty panade with a fine herb seasoning. Ideal for the kids.
SGR110 6x1kg



Broccoli nuggets

The 20 gram 'finger food' vegetable snack made from broccoli and cheese enveloped in a crusty panade. Delicious with a spicy dip sauce.
NUB110 6x1kg

Crispy crumb coated vegetables

The scrumptious appetiser. A mixture of broccoli and cauliflower florets with young carrots, each individually coated with breadcrumbs. Crusty on the outside and al dente on the inside.
CCV110 6x1kg



Insalata Verdura

Also delicious

It's amazing what Ardo can do with delectable, fresh-frozen vegetables. Discover some delicious innovations here that will doubtless become irresistible favourites.

Insalata Verdura

Ideal for salad buffets, this colourful vegetable mixture includes green beans, butter beans, sweetcorn and tomatoes all in a light mustard and herb dressing. Simply defrost, put in a dish and it's ready!
SMD610 – 4x2.5kg

Letscho

People living in the countries along the river Danube just love this mixture of red and green peppers and onion in a tomato sauce, seasoned with local herbs. Available in 2.5kg portions and 450g block.
MLT610 – 01-3135 (LET450)



Leaf spinach in large portions

Ardo can now offer leaf spinach in large portions. The spinach retains its attractive leaf structure and it is very easy to portion out.
S6B610 – 4x2.5kg



Ardo News

Market and harvest reports

Fruit purees



Ardo wins an award



At the **Ghent 'Horeca Expo'** trade fair, we were presented with the **'Baanbreker'** award for our handy portions of delicious fruit purees. We also profited from the media attention and the interest shown by customers.

Why do we get prizes for our fruit purees? Only the best fruits are selected for these purees, which undergo a pasteurisation process and then are frozen in portions. This ensures they retain their **natural flavours**. Naturally this is without colouring agents, added sugar or preservatives. The delicious strawberry, raspberry, banana and mango fruit purees packed in **handy 7g portions** can be used directly in sorbets, ice cream, coulis, cocktails, smoothies, tarts, and many other dishes.

Ardo Curly Kale on Dutch TV

The Dutch consumer programme 'Keuringsdienst van Waarde' (value inspection service) got its teeth into our Curly Kale. The report was made in the Netherlands at the Ardo premises in Zundert (NL) and also the surrounding fields. The verdict? Ardo curly kale is **processed naturally and perfectly preserved** so that consumers can benefit from it the whole year long. You can watch the programme at <http://player.omroep.nl/?afid=10301101>.

New employees

Ardo Austria Frost strengthens its sales team.

Roman Gabriel is now in charge of retail sales.

Sabine Amann shall be reporting to the customer services department.

Gerolf van der Linden is now running the Ardo Austria Frost quality assurance department.

Food Technologist **Nele Debusschere** based at Ardo's head office, shall support product developers in various production units with general and technical information. Thanks to the input from Marketing & Sales they will be involved with the inception of various new, nutritious, tasty and easy to prepare fruit and vegetable products.

At the start of this New Year the emphasis is on new crop programmes. Volumes and areas will be agreed and contracts signed with growers.

How did 2009 actually end up? We'll take a look back at the autumn and winter harvests from last year. The first conclusion is that 2009 ended with **exceptionally high temperatures** in virtually all parts of Europe, except for a cold spell at the end of December and early January 2010. Other parts of Europe recorded high levels of rainfall which interfered with harvesting. An overview:



Southern Europe:

Broccoli: there was sufficient volume available in Spain. In Portugal, the harvest was moderate, though any extra volumes in the spring should supplement this.

Romanesco: very good quality.

Peppers: planned programmes were achieved.



Western Europe / Central Europe:

Cauliflower: the harvest went according to plan. However, the colder weather during the growing season resulted in rather modest yields as a result.

Brussels sprouts: the right harvest volumes and satisfactory quality.

Spinach: poorer results for the last of the spinach crops due to excessive rain.

Cabbages: curly kale, red cabbage and savoy cabbage crops provided good yields and excellent quality.

Black salsify: traditionally 'the' winter vegetable also known as 'oyster plant' for its proximity in taste to the shell fish! Unfortunately the yields were poor. Besides, the harvest had to be stopped at the end of 2009 and beginning of 2010 due to the continuous frost.

Onions: export from Poland to Russia and Ukraine is again under way. Rising demand resulted in a slight increase in price. Available volumes are sufficient.

Briefly: contrary to previous years and apart from a couple of exceptions, 2009 proved to be a pretty good year. This was true for both planned volumes and quality levels.

Culinary Ardo



'Les Tapas' aperitif appetizers with 4 dip sauces

Would you like to cause a sensation at your next party? Then you must try out this recipe with Ardo's deep fried broccoli nuggets and breaded vegetables with four delicious dips based on Ardo's fruit and vegetables. The broccoli nuggets and vegetable appetizers are easily prepared either in the pan, oven or deep fryer. The dips are just as simple to prepare.

Mango dip for 4 people:

- 250g Ardo mango puree
- 150g Greek yoghurt
- 2 dessertspoons of Ardo chives
- ½ -1 sliced red pepper
- Juice from ½ lemon
- Salt and pepper



Mix the mango puree with the Greek yoghurt then add the red pepper, the lemon juice and chives. Just season with salt and pepper and it's ready!

Sweetcorn dip for 4 people:

- 120g Ardo sweetcorn
- 2 avocados
- 50g cream
- Juice from ½ lemon
- ½ teaspoon of garlic
- ½ finely chopped red pepper



Peel the avocados and flatten the flesh with a fork. Defrost the sweetcorn, pore off the liquid, then mix in the corn with the lemon juice, garlic, cream and the avocado. Add a little salt and pepper.

Pea dip for 4 people:

- 250g Ardo pea puree
- 125g cottage cheese
- 1½dl cream
- ½ teaspoon of garlic
- ½ teaspoon of mint
- Salt and pepper



Defrost the pea puree and mix in the blender with the cottage cheese and cream. Season with garlic, mint, salt and pepper.

Letscho dip for 4 people:

- 200g Ardo Letscho

Defrost the vegetable mixture of red and green peppers, onions in tomato sauce with local herbs. The result: a delicious spicy dip sauce.



Delicious!



Ardo N.V. Wezestraat 61 B-8850 Ardoe - T +32 51 310621 - F +32 51 305997 - www.ardo.com - info@ardo.be
 +45 65 310310 - +49 2102 2028 0 - +44 1233 714714 - +33 297 234876 - +353 12 957355 - +31 765 999999
 +351 243 559 230 - +7 095 234 3181 - +34 948 724200 - +420 326 597 002 - +386 5 658 25 00 - +86 21 6473 8068
 +43 7476 77222 - +43 2249 35350 - +46 (0)8 768 1550 - +36 87 4827 32 - +421 317 801 481 - +407 29786684 - +48 510 080 311

