



We preserve nature's gifts

# Actual

Newsletter - n° 69 - vol. 20 - September 2015

## TRADE FAIRS

5-7/10/2015

CONXEMAR - ES

Stand N° F20

Vigo

[www.conxemar.com](http://www.conxemar.com)

10-14/10/2015

ANUGA - DE

Hall 4.2 - Stand E.011

Cologne

[www.anuga.com](http://www.anuga.com)

7-11/11/2015

ALLES FÜR DEN GAST - AT

Hall 10 - Stand N° 1206

Salzburg

[www.gastmesse.at](http://www.gastmesse.at)

15-19/11/2015

HORECA EXPO - BE

Hall 8 - Stand N° 8319

Ghent

[www.horecaexpo.be](http://www.horecaexpo.be)

1-3/12/2015

FOOD INGREDIENTS

EUROPE - FR

Stand 6K120

Paris

[www.figlobal.com/fieurope/home](http://www.figlobal.com/fieurope/home)

## Ardo, your partner for fresh frozen vegetables, herbs and fruit

*Year after year, harvest after harvest, Ardo supplies its continuously growing markets around the world with high quality fresh frozen vegetables, herbs, fruit, pasta, rice and potatoes.*



PRODUCTION & PACKAGING

FIELD

CUSTOMER

STORAGE & LOGISTICS

AGRO

Our knowledge throughout the whole chain combined with our flexible approach allows us to satisfy current and adapt to future market needs through **innovation, investment and technical excellence**. We support **long-term relationships** with our growers, our suppliers and our customers, which we believe offer stability for all parties and are necessary to provide the confidence for sustainable investments.

### *The Ardo Group, a smooth running operation*

Via an integrated network of growing regions, production sites, storage, packaging, logistics, quality and customer approach, we control the entire supply chain.

Want to find out more about what Ardo is doing in all these areas? We'll be happy to talk to you about this at one of the **upcoming autumn trade fairs**, where you can also **try the latest Ardo products**. We look forward to seeing you there!

# Our range in a nutshell

Ardo's product policy is market-driven and aims for diversity. Therefore, Ardo markets different product groups, each with their own added value and functionality in every kitchen. They all have one thing in common: **they are grown, harvested and processed with full care and dedication.**

## Classics

An extensive range of user-friendly blanched vegetables, both classics and new varieties.



## express

A wide range of pre-cooked, blanched, pre-roasted or grilled products.



## à table

Prepared vegetables, with subtle herbs and/or a complementary sauce.



## Fines Hérbes

An extensive range of flavourings, from classic to exotic.



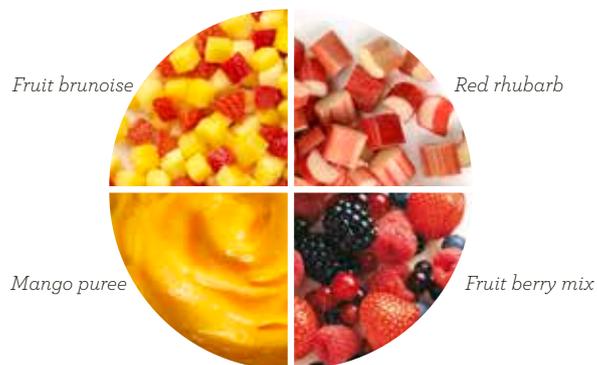
## Bio Organic

A varied and high-quality range which draws on Ardo's many years of experience in organic market gardening.



## Les Fruits

A varied range of perfectly ripe, fresh-frozen fruit and fruit mixes that are immediately ready for use.



## Les Tapas

Tasty fried vegetable snacks and vegetable fries - ideal when you fancy a change.



# Worldwide customers approach with local service

*With sales offices throughout Europe and beyond, there's always a member of our sales team close to hand, to react quickly to local market requirements. They are able to follow up on your interests in Retail, FoodService or Food Industry and react quickly to any questions*



FoodService



Retail



Food Industry



## New distribution centre



In January 2014, work began on digging the foundations for the new cold store at **Ardo Zundert (NL)**. 16 months, 460 loads of concrete, one million kilos of steel, 600,000 nuts and bolts and 20,000 m<sup>2</sup> of panels later, and there's a **fully-automatic cold store with 24,000 pallet spaces**. There are **six new loading bays** that will be used to load the trucks for deliveries to a variety of customers in the Netherlands and neighbouring countries.

## [www.ardo.com](http://www.ardo.com) multi device & multi platform

You might not notice the difference at first sight, but the **Ardo website has been fully updated** with lots of minor changes. It is now fully consultable on a wide range of devices and platforms. So you can **easily and quickly find the product that's the perfect fit for your range or application**. Why not give it a try!



# New in Ardo's range

## Sweet potato puree (portions)

As sweet potatoes are such a hit, we're expanding our range of vegetable purees to include a sweet potato puree.

**A puree of tasty pure sweet potatoes** that can be simply seasoned or served according to taste with, for example, cream or cream cheese. It also makes an **ideal base for soups and dips**. Original and on trend!

Art code : A2Z310 - 10x1kg



## Quinoa

This 'pseudo-cereal', originating from the Andes mountains, is classed as a 'superfood' as it is extremely nutritious. It is rich in high-quality proteins, dietary fibre, vitamins and minerals. It is also gluten-free. An ideal vegetarian substitute for meat.

**Ardo's quinoa is pre-cooked for use in a wide variety of quick-to-prepare hot and cold dishes.**

Art code : QUN810 - 1x10kg



## Macaroni

A new favourite has been added to our pasta range. This delicious, **al dente pre-cooked macaroni** can be served cold or quickly be heated up to create a delicious hot pasta dish or the classic macaroni cheese.

Art code : PMA210 - 4x2kg



## Fines Herbes

Following the merger with Dujardin Foods, a number of new flavourings have been added to the Ardo range.

The **FoodService** range is available in resealable 250g bags and includes all of the favourite classics, as well as several spicy seasonings. The range of herb mixes has also been expanded to include several trendy mixes. Not forgetting the Bio range, comprising four organic classics.

The **Food Industry** range is now even wider, with exotic and pure flavourings to suit every dish.



Ardo's new herb mixes:

### MIX SALSA MEXICANA

A herb mix of finely chopped Mediterranean vegetables with garlic, coriander, spring onion, green and red chilli peppers and cumin.

**Excellent on pizzas, with pasta or on a bruschetta.** Looks and tastes great!

Art code : MSE010 - 8x250g



### MIX SMOKY BBQ

An exciting combination of Mediterranean flavours including garlic, rosemary, marjoram and sage ... with chopped oven-dried tomatoes in a lightly marinated oil dressing. **The ideal topping for a variety of white fish and meat dishes and of course lots of BBQ foods.** A sure-fire winner!

Art code : KSQ010 - 8x250g



### MIX PERSILLADE

A store-cupboard **classic combining garlic and parsley.** Perfectly chopped and mixed, making it easy to serve in a whole range of dishes.

Art code : KPE010 - 8x250g



100% NATURAL



# Market and harvest reports



## Drought impacts on vegetable growing

**The first half of 2015 brought highly changeable and chaotic conditions for vegetable growing in Western Europe.**

A cold spring that lasted longer than usual, delayed the start and the sowing of vegetable fields in most European countries considerably. It soon became clear that harvests could be delayed too.

From June/July onwards, we had to cope with tropical summer temperatures and very low rainfall. Open-field vegetable growing bore the brunt of this, resulting in lower yields and all that this entails. Southern Europe, where crops tend to be harvested earlier than in Central and Northern Europe, had already managed to finish most of the harvest, leading to more or less normal results.

**Pulses** were hit particularly hard by the lengthy

drought in Central Europe. Harvest results were down by as much as 15-20% on normal on average. Some harvests of **peas** and **broad beans** were even down by as much as 50% on average levels. The available volumes from the 2015 harvest will therefore be significantly smaller. Even **spinach**, which is produced virtually all year round in the Ardo group, will not manage to achieve a full 100% crop due to the extreme drought and water shortage. **Beans** - another mainstay of fresh-frozen vegetable production - could turn out to be a different story: although low rainfall had an excessive impact on leaf growth, the growth of the beans themselves was also reduced. Also, as not all hectares were sown, this will undoubtedly result in reduced crops. The same situation applies to the **potato** crop, where lower volumes per hectare will be harvested, potentially resulting in lower available volumes coupled with price rises.

All in all, a rather negative picture for our growers' results and business for our production plants, inevitably leading to increased costs and rising prices for end-products.

As far as the **markets** are concerned, we foresee a continuing steady growth in demand for fresh-frozen vegetables in all segments. **Confidence in the quality of fresh-frozen vegetables is rising.** Our **innovation** also brings a new boost, as we seek out every customer, making us stand out for every consumer.

These two elements remain top priorities for Ardo and, in years to come, we will continue to make the necessary effort to invest in quality and innovation within our speciality.

*Edition mid-August 2015*

## SUSTAINABILITY

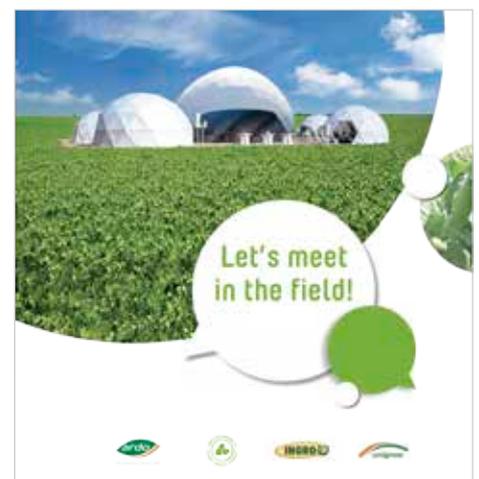
# Let's meet in the field!

**At Ardo, we're proud of our tradition of continually seeking environmentally aware, socially responsible and economically viable methods for growing, freezing, packaging and storing our products.**

In addition to the high quality standards we set ourselves, we aim to produce fresh-frozen vegetables grown with the utmost respect for nature and the environment. We have channelled these ambitions into our **MIMOSA programme**, standing for **Minimum Impact & Maximum Output Sustainable Agriculture**.

As part of this programme, we organised a sustainable event together with our growers'

associations under the title '**Let's meet in the field**'. We want to inspire our growers, contractors and agrochemical suppliers and show that together we are already making great progress in constantly **improving the sustainability of vegetable growing** in Europe. We also want to share our future vision for a sustainable frozen vegetables sector, focusing in particular on **organic production**, which, in view of the current number of references and current volumes, is no longer a niche area. With an informative, practical tour in and around a testbed, we inspired visitors to continue their commitment to sustainable and/or organic agriculture in future.



# Culinary Ardo



from left to right: Marc D'Agostino, Hanns-Joachim Leupold, Mathias Homer, Christian Meyer

Our team of culinary advisors in Germany have created an original, flavoursome menu based on Ardo's latest products. Here are some inspiring recipe suggestions.

For detailed info and instructions on how to prepare the dishes, go to the Culinary Ardo section on our website [www.ardo.com](http://www.ardo.com).



## Mediterranean macaroni

### INGREDIENTS TO SERVE 4

- Ardo macaroni - *new*
- Ardo oven dried tomatoes
- Ardo cherry tomatoes
- Ardo black olives sliced
- Ardo Persillade - *new*
- Olive oil, salt & pepper

## Carrot and parsnip soup with ginger and spring onions

### INGREDIENTS TO SERVE 4

- Ardo rustic parsnips
- Ardo carrot puree
- Ardo diced ginger - *new*
- Ardo diced shallots
- Ardo chopped spring onions - *new*
- Cream, sunflower oil, salt, pepper and nutmeg



## BBQ chicken breasts with sweet potato puree and vegetable kebabs

### INGREDIENTS TO SERVE 4

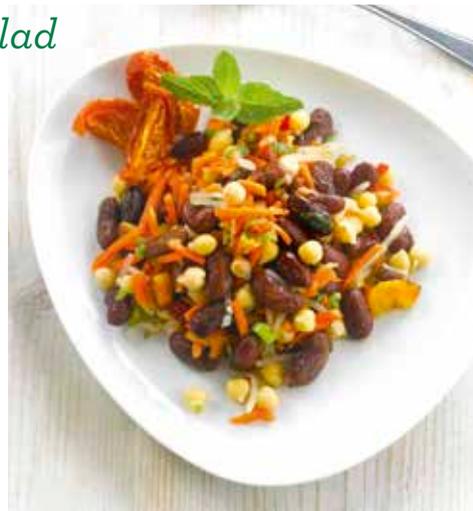
- Ardo sweet potato puree - *new*
- Ardo Parisienne potatoes
- Ardo carrots rustica
- Ardo parsnips rustica
- Ardo courgettes rustica
- Ardo Mix Smoky BBQ - *new*
- Ardo flat parsley - *new*
- Chicken breasts, cream, olive and sunflower oil, butter, red wine, salt, pepper & nutmeg

## Pulses salad

### INGREDIENTS TO SERVE 4

As we look forward to 'International Year of Pulses 2016', here's some inspiration!

- Ardo red kidney beans
- Ardo chickpeas
- Ardo soybeans
- Ardo carrot strips
- Ardo oven dried tomatoes
- Ardo spring onions
- Ardo Mix Salsa Mexicana - *new*
- Ardo red chilli - *new*
- Oil, balsamic vinegar, salt & sugar



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