



We preserve nature's gifts

# Actual

Newsletter - n° 71 - vol. 21 - July 2016

## TRADE FAIRS

4-6/10/2016

CONXEMAR - ES  
Vigo

16-20/10/2016

SIAL - FR  
Paris  
Hall 5A - Stand H180

## Corn: summer on your plate

*The colour gives it away – corn contains all the goodness of the sun in each grain. Tasty golden-yellow corn is a real hit in summer dishes, and is a great snack idea too.*

*Not only that, but corn is a great source of vitamins and fibre.*

Ardo corn is grown under optimum conditions, guaranteeing a **crisp bite, rich aroma and sweet taste**. It is ideal for giving dishes a touch of the Mediterranean, such as a pasta salad with tuna and corn or in combination with tomato, feta and basil.

**Corn cobs** are also an extremely versatile ingredient. They are a perfect snack and taste great when cooked in the oven, put under the grill or prepared **on the BBQ**. Enjoy it 100% natural, with a knob of butter and delicious Ardo herbs, or with a specially designed herb mix such as Ardo's Smokey BBQ Mix.

To benefit from these different preparation methods, Ardo provides corn in **various forms**: loose kernels, whole corn cobs, half corn cobs and, recently, **new ¼-size corn cobs**. Give a free rein to your inspiration!



New  
¼-size  
corn cobs



## Ardo info

*Thanks for your visit!*

We are really pleased that you visited Ardo's stands **at various European trade fairs in the spring**. We would like to thank you for your interest in our products.

We will not be resting on our laurels at Ardo this autumn either. On the cover of this edition of Actual, you will find an overview of the trade fairs taking place in October that you are welcome to attend. We hope to see you then!



## Ardo TV: your source of inspiration

Did you know that Ardo has its own YouTube channel? It contains interesting videos about our company and countless **recipes for delicious dishes based** on Ardo's products. These recipes are demonstrated by Ardo's culinary adviser, Peter De Wandel. The link to Ardo TV is available at [www.ardo.com/uk/ardo-tv](http://www.ardo.com/uk/ardo-tv)



### *Top chef Frank Fol: "Fresh-frozen is just as good as fresh!"*

Famous Belgian vegetable chef Frank Fol has dedicated years to developing healthy recipes using vegetables from local sources. This has made him very aware of the **advantages of fresh-frozen vegetables**.

According to Frank Fol, fresh-frozen vegetables are **just as delicious** as vegetables from the field, provided they are

## Ardo is tackling food waste



*We throw away around 30% of all food produced in our society, while millions of people are suffering from starvation worldwide. With this in mind, seven major companies – including Ardo – are now working together to combat food waste.*

Food waste is a phenomenon that can be observed at every phase of the production chain, from harvest to consumption. This is not only detrimental to the economy and the food supply, but also has a negative impact on our climate.

To tackle this, the **International Food Waste Coalition (IWFC)** was established with the help of companies such as McCain, PepsiCo, SCA, Sodexo, Unilever Food Solutions and WWF. Together, these partners represent the largest geographical footprint in the food service sector. By joining forces and combining our expertise, we want to inspire **other companies** and organisations to focus on reducing food waste. The organisation will also **make consumers more aware** of the value of food.

One of the first major initiatives is a **pilot programme in various schools** in several European countries. As part of this, the IWFC will investigate where food waste occurs. We will then find effective solutions and help create awareness among students and teachers.



# Want to prepare a summery meal? It's easy!

*The temperature is rising and the sun is high in the sky. In other words, it is the ideal time for a fun barbecue or a summery meal on the terrace. Thanks to the fresh-frozen products from Ardo, you can whip up a surprising and original meal in no time at all with minimal preparation.*



## Mediterranean vegetables

Forget classic lettuce with tomatoes – surprise your diners with an original Mediterranean dish. Ardo's grilled vegetables are ideal for this: the **Country Grill** with broccoli, aubergines, courgettes, peppers and onion, and the **Paprika Parrilla** with slices of yellow and red pepper. These can be combined with Ardo's **pitted olives** or **oven-dried tomatoes** for a perfect meal.

The **half-avocados** are also a guaranteed success: truly delicious as a trendy guacamole, as part of a wrap or in a salad.

## Ideal for the salad bar: Insalata Mediterranea

This **ready-to-eat cold pasta salad** will surprise everyone. A delicious mix of pre-cooked penne with grilled courgettes, red and yellow peppers, candied tomatoes, onions and a Mediterranean dressing. You can give the pasta a personal touch by adding tuna, ham or mozzarella. **A must for anyone who wants to eat tasty food without wasting any time!**



## Summer herbs

Give your summer dishes extra zest with our handy portion-sized Mediterranean herbs, such as the **Smokey BBQ herb mix**, which contains garlic, rosemary, marjoram, sage and oven-dried tomatoes in a light, marinated dressing. It's ideal for barbecue dishes. The **Salsa Mexicana mix** is another option. It contains finely chopped Mediterranean vegetables with garlic, coriander, spring onion, chilli peppers and cumin. Delicious on pizza, pasta or bruschetta. And of course we have our classics, such as **mint** (delightful in a mojito!), **rosemary**, **oregano** and **chili**.



Mint



Smokey BBQ Mix



Rosemary



Salsa Mexicana Mix

## Pasta, potatoes, pulses and grains

Make it yourself with ease using Ardo's **fresh-frozen pasta**. Take out the amount you need and thaw it for a cold pasta salad. The **half-potatoes with skin** are just as handy: they are fantastic on the barbecue! Perfect side dishes include home-made hummus created using our **chickpeas**, and a super-healthy salad based on **quinoa** and **red kidney beans**. All of these can be bought fresh-frozen from Ardo!

Macaroni



Chickpeas

Red kidney beans



## Sun-ripened fruit

Feel like a summery dessert? **Ardo's Fruit brunoise** with cubes of strawberry, peach, mango and pineapple could be your secret ingredient. Delicious in an exotic **fruit salad**, with a scoop of ice cream or on a home-made fruit tart. Or you could mix it with some yoghurt, lime, coriander and mint. Truly refreshing on hot days! This mix can also make your home-made **sangria** taste perfect.



# New in Ardo's range

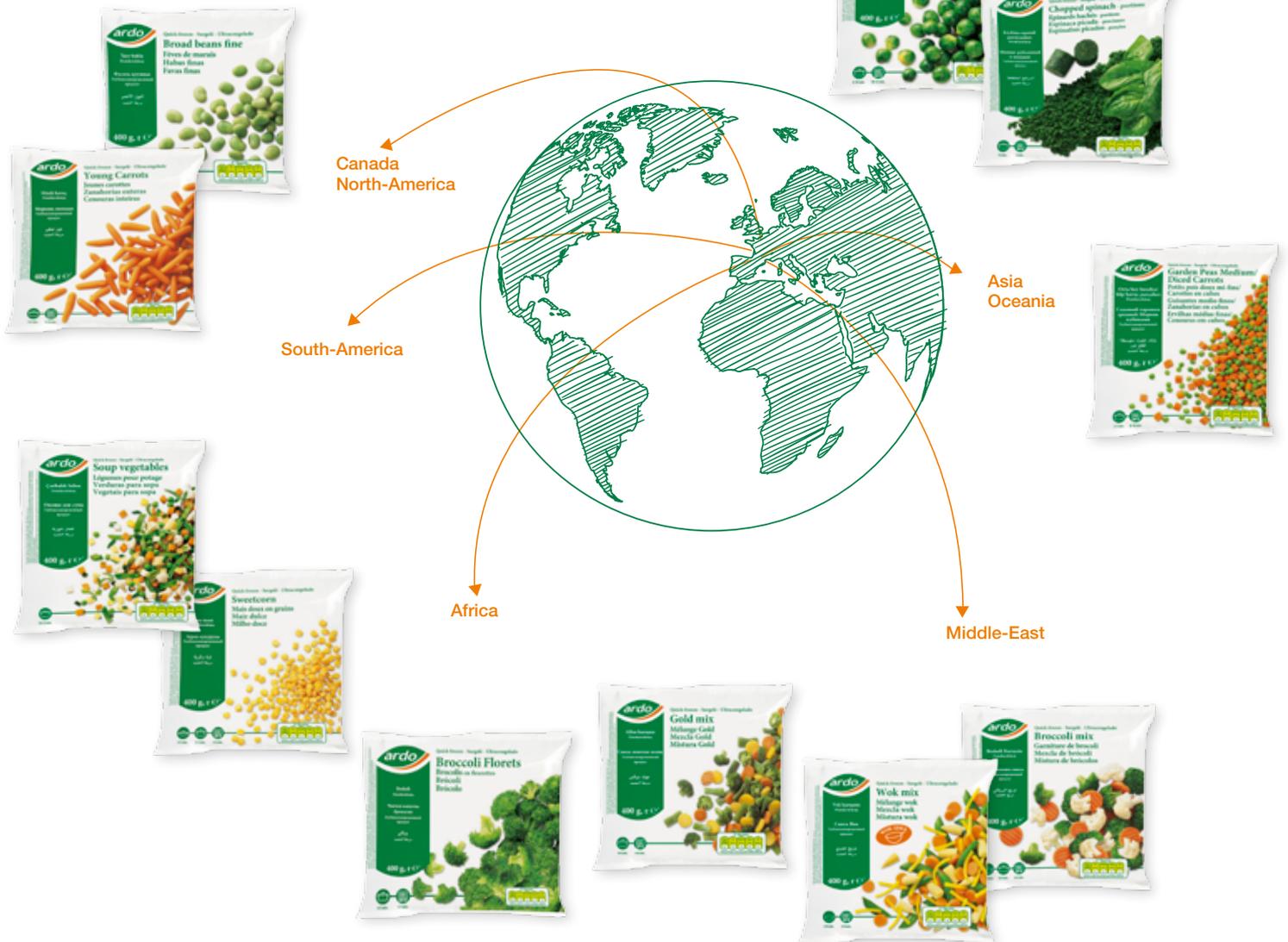
## Quinoa

Quinoa is considered to be a healthy **superfood** thanks to its high nutritional value. It contains protein as well as virtually all essential amino acids, extra vitamins, minerals and antioxidants. Quinoa is also **gluten-free** and is an excellent source of healthy dietary fibre. Ardo's quinoa is precooked, making it ready for use in a range of warm and cold dishes.



## Overseas range

Demand for Ardo's fresh-frozen vegetables is also growing internationally. To meet this demand, we developed a special export range of 18 adapted vegetables and vegetable mixes in a **new 400g pack**. These are sure to appeal to markets such as South America and the Middle East.



# Market and harvest reports

*Continued low temperatures in the first half of 2016 led to considerable delays in the sowing and cultivation of the (early) spring and summer vegetables. The consumption of fresh-frozen vegetables in European markets rose by an average 1.5%. European vegetables were also in high demand in overseas markets thanks to their excellent reputation in terms of quality and food safety. Combined, this meant that there were no longer any large-scale stocks from production in 2015 available for most types of vegetables. New subsequent production was therefore urgently required to guarantee further availability.*



**Spinach** is the first vegetable in the crop and production plan for 2016. The capacity of the various spinach production sites was fully met, but the low spring temperatures delayed the winter spinach harvest by a few weeks. At the same time, the sowing of spring spinach was hampered by persistent wet periods. This was the case for the majority of spinach-growing areas in Europe, particularly Brittany, Belgium, Germany and the Netherlands. Heavy rainfall in May made harvesting the spring spinach difficult and in some cases impossible because the fields were completely sodden. The desired volumes will not be achieved in the first months of production.



In Southern Europe, we have now started the production of **peas**, for which the results were as expected. Unfortunately, the **broad bean** harvest in Spain and Portugal ended at only 50% of the budget. As a result, volumes are certain to be insufficient for 2016-2017.



Bell **peppers and broccoli** are currently being harvested in the same region. There is only limited bell pepper availability for the frozen-food industry, as most volumes go to the fresh market at high prices. This places the normal supply of fresh-frozen peppers under threat, particularly red peppers. The full harvest will start in mid-August. The production of **broccoli** has also started and the vegetable is available as normal.



**Cauliflower** from Brittany, of which large quantities normally become available in the first months of the year, is currently not available in sufficient quantities. The mild winter temperatures brought the harvest forward and the cauliflowers were sold on to the fresh market at high prices. The summer production of cauliflower in Belgium and the north of France doesn't supply the expected volumes because of the flooded fields.

At publication of this harvest update, only 20% of the **green beans** were sown because of excessively wet seeding conditions. Deadline for seeding a frost-free crop is mid-July. Seeding afterwards means harvesting in the month of October during which crops could be damaged due to night frost.

**All other crops are in their early growth stage.** The heavy rains in most parts of Europe in late May and early June were not beneficial to the young plants.

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ARDO N.V. WEZESTRAAT 61 B-8850 ARDOOIE - T +32 51 310621 - F +32 51 305997 - [WWW.ARDO.COM](http://WWW.ARDO.COM) - [INFO@ARDO.COM](mailto:INFO@ARDO.COM)

AT +43 2249 3535 0 - CN +86 21 6473 8068 - CZ +420 326 597 062 - DE +49 2102 2028 0 - +49 2129 9444 0 - DK +45 6531 0310 - ES +34 955 660648 - FR +33 297 234876 - +33 320 001033

+33 298 930240 - +33 475 044266 - HU +36 873 401 53 - IE +353 12 957 355 - IT +39 0521 9299 12 - +39 0382 17525 90 - NL +31 76 5999999 - +31 76 5040350 - PL +48 510 080 311

PT +351 243 559 230 - RO +40 31 80 54 102 - RU +7 499 682 7354 - SE +46 87 68 15 50 - SI +386 5 658 25 00 - UK +44 1233 714714 - +44 1379 871007