



We preserve nature's gifts

Actual

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TRADE FAIRS

Ardo has reached to the end of trade fairs and exhibitions. We wish to thank everybody who paid us a professional visit over the past year. In the second half of 2017, we will once again embark on an amazing tour, from Amsterdam to Chicago. Come and visit us at:

3-4/10/2017
CONXEMAR - ES
Vigo

7-11/10/2017
ANUGA - DE
Cologne



An abundance of flavours with Ardo's herb boxes

Ardo's herb garden is open all year long. A wonderful luxury, isn't it? To make things even easier for our customers, Ardo is launching an **original and handy herb box**. Ready to spice up your summer?

Ardo "Fines Herbes" are carefully selected, fresh-frozen herbs and pungent flavour enhancers. **Their taste, aroma and colour remain just as fresh and distinctive as those of freshly picked herbs.** Discover both the regular kitchen herbs like chives, parsley, coriander and garlic, and also our **3 special herb mixes**. **Herb mix Provence**, new in our range, brings the South of France to your table. The **herb mix All Italiana** enhances all your dishes inspired by the Italian cuisine, and the **Green Herb Mix** brings you the best green herbs selection for your meat and fish dishes. **Seasonings** like red chili, ginger, shallots and onions complete our range.

With the herb boxes you can **use just the amount you need**, without anything going to waste. However, that is not their only advantage. **Curious to find out what makes these little boxes so unique? Take a quick peek inside!**



Creative Picnics? Find Fresh-Frozen Inspiration!

new

Looking forward to eat well with friends and family this summer? How about a surprise picnic on a warm summer day? Here are some ideas for preparing a quick picnic with fresh-frozen vegetables, fruit and herbs.

Give the sandwiches in your picnic basket a **colourful Mediterranean touch** with grilled pepper strips, courgettes or aubergines... Ardo's range of grilled vegetables offers plenty of options. We would also like to introduce **two newcomers to our range of grilled vegetables**: grilled corn on the cob and grilled sweetcorn kernels. The unique combination of the sweet taste of the corn and the grilling offers your taste buds a unique experience. So, you have plenty of grilled vegetables to choose from. Experiment, create and above all: enjoy! Grilled vegetables also save you time and energy. For sandwiches or cold salads, **all you need to do is thaw and serve**. Enjoy!



new



Looking for a tasty summer snack? Try one of Ardo's three **refreshing smoothie mixes based on vegetables, fruit and herbs**, and enjoy a unique and special taste experience. The smoothies are easy to prepare, thanks to the individual portions in 125 g. Just add 150 to 200 ml of fruit juice or yoghurt and blend!

You can find more picnic and garden party ideas on our culinary page, further in this newsletter.



Iceland gives a warm welcome to fresh-frozen!

Our customer Garri has been supplying the FoodService market in Iceland with Ardo products for over 20 years. In February, Peter Lammertyn (Sales Director Northern Europe) and Peter De Wandel (Culinary Account Manager), together with staff from Garri, organised some **interactive cooking sessions for FoodService customers** in Iceland. Ardo's latest products were put on show, and attendees were also shown how easy it is to use fresh-frozen vegetables and informed about their nutritional value.

Reactions were positive across the board. **Hreinn Eliasson, Marketing Manager of Garri**: "More than 100 people turned up, a big success! We received some very positive feedback. One of the demos was a "Chef's Battle". A chef from Iceland, assisted by an enthusiastic participant, started with fresh, unchopped vegetables, while Peter, Ardo's culinary advisor, went to work with Ardo's fresh-frozen vegetables. It was surprising to see how much extra time the Ardo chef had to prepare other tasty things, which just goes to show how user-friendly the Ardo products are."

A month after the successful cooking sessions, it was Ardo's turn to welcome 4 Garri staff members in Ardoie (Belgium). The emphasis was on **exchanging information about sustainability projects and activities**, but of course some interesting and creative cooking hints were also swapped.

Mission accomplished, says **Magnús Magnússon, Garri's CEO**: "Our visit to Ardo was very rewarding. I am sure that our salespeople will now go out and sell Ardo products with even greater knowledge and enthusiasm."



*Chef for the Garri team
Sigurdur Karl Gudgeirsson*



Garri team in Ardoie - from left to right: Gunnar Örn Arnarson - Magnús Magnússon - Steinn Vignir Kristjánsson - Sigurdur Karl Gudgeirsson



Chef's battle

And the winners of the Ardo Sustainability Awards are...

For Ardo, striving for sustainability is no empty slogan. Quite the opposite, all of our locations think creatively and work very hard to score highly on sustainability. In order to spur on these efforts, every other year we present the Ardo Sustainability Awards.

The awards are given to Ardo locations that have started significant initiatives around three themes: People, Product and Planet.

An internal jury awarded the prizes as follows:

- The **People award** goes to **Ardo in Geer (BE)** for their "Staff Involvement" initiative that stimulates staff to become more involved in the day-to-day work.
- **Ardo in Benimodo (ES)** bagged the **Product award** for their strong development and research into organic agronomy and their thoroughly organic approach.
- The **Planet award** went to **Ardoie (BE)** for the extension of their Biomethanisation project, which allows the production unit to produce up to 50% of its energy and steam consumption itself.
- **Ardo in Violaines (FR)** won the **Allround award** for setting up a sustainable production unit for prefried vegetables, and doing so with an adapted team and at short notice. The three P's (People, Planet, Product) are fully in balance in this case.
- Finally, **Ardo Denmark** won the **Sustainable Profit award** for their continuing efforts towards the further growth of the 2 Danish branches.

Many congratulations to all the winners!



Ardo info

Ardo has welcomed several new employees in recent months.



Niels Deprez joined the Belux sales team as a **culinary adviser at Ardo Ardoioe (BE)**, and will be keeping clients up-to-date about Ardo's wide range of products and how they can be used.



Peter Münster has been assisting the **Sales team in Ratingen (DE)** since February as FoodService Sales Manager. Peter has 20 years experience in fruit and vegetable sales, both fresh and fresh-frozen.



Peter Van Riessen recently took over as **Commercial Director at Ardo Zundert (NL)**. Peter has broad experience in a number of commercial roles with different food companies.



Charline Lanckriet is not new to Ardo, but recently she took on the role of **Account Manager** alongside her existing role within the customer service team.



Frank Kerkhof started as **Sales Manager at PH Frost-Ardo Group in Etten-Leur (NL)**. Frank has more than 20 years of experience in FoodService. His focus will be on specific FoodService opportunities with wholesalers and the larger end users connected to them.



Willemijn Heling has also joined the team at **PH Frost-Ardo Group (NL)** as **FoodService Account Manager**.

Ardo is going "overseas"

Ardo has been selling various products in the Ardo product range around the world for many years now. As is the case in Europe, different languages and culinary practices play an important part in the choice of products and the support for them. **Our "overseas" sales team has therefore been extended to include a multi-skilled internal sales back-up team, at home in any market.** We have already attended numerous trade fairs (incl. Tokyo, Chicago, Taipei, Hong Kong, Shanghai...) with the aim of better presenting the multiple opportunities that Ardo products represent.

From left to right: Jens Vande Maele - Roger Maes - Fabienne Bruggeman - Veronica Sancerni - Francis Swaenepoel - Lien Desmet (missing on the picture: Paul Van den Hende)



Market and harvest reports

The weather in Europe was once again erratic during the first quarter: extremely cold one moment and unusually warm the next. Most of all, it was far too dry. A mid-term review is provided below.

Spinach: There was **no normal transition from winter to spring spinach**. The harvest of the spring spinach was delayed by several weeks due to the persistent cold weather, which resulted in an interruption to production. At Ardo, the spinach harvest is distributed across multiple growing areas in Europe: the Netherlands, Belgium, France, Austria and Spain. This geographical diversity enables us to compensate for potential crop shortages in one growing area with the crops from another growing area.

Southern crops: The **dry and warm weather in Southern Europe has had a detrimental impact** on agriculture. In Spain, the government has even announced that it will be imposing limits on the use of water for the irrigation of crops. It may have adverse effects on the growth of the first summer vegetables such as garden peas and broad beans. Southern crops such as broccoli, courgettes, tomatoes and peppers have been partially or fully planted and seem to be growing well so far.

Fruit crops: In large parts of Europe, fruit crops were forced to contend with **unusually late night frost**. This resulted in a great deal of damage, with apple crops suffering the most. This led to a loss of up to 50% of the harvest volume in the Netherlands and Belgium. Germany, France, Italy, Austria, Poland and the Balkan states were also affected. We are taking regional differences into account in the fruit sector and we are expecting that the planned volumes will not be achieved.

Organic vegetables: Growing demand in all countries and segments is **threatening production capacities**. An insufficient number of growing areas have been allocated for organic crops. Furthermore, key organic growing areas such as Spain are strongly focused on the fresh market, which is why only limited quantities are available for industrial processing. This causes a disequilibrium between demand and supply, resulting in price increases of up to 10% on the end product.

Harvest contracts: As a result of the unstable growing conditions in Europe, contract negotiations for the 2017-18 harvest have started early. We are primarily opting for **certainty of availability**. After last year's detrimental harvest situation followed by numerous reduced volumes and limited availability, our buyers are fully in favour of a normalised supply situation. New harvest contracts will be concluded based on a 2% to 3% price increase compared to the previous contract. This amendment is generally accepted as a realistic representation of the cost increases.

In short, the 2017-18 harvest year promises to be a challenging and exciting one...

May 2017



New Products

Pak choi

A new, fashionable vegetable joining the Ardo range. Despite its Asian origins, **Ardo's pak choi is grown in Europe.** This vegetable is perfect in **Asian dishes**, such as an oriental stir-fry, but also goes well with local Flemish classics such as shrimp bubble-and-squeak. Pak choi also teams up well with chives and ginger, two tasty seasonings from our new range of handy herb boxes. PS4610 - 4 x 2.5kg



Parsley root

A surprising, forgotten vegetable, **slightly sweet and delicately balanced.** Wonderful in bubble-and-squeak or soup, but can also be served as a tasty vegetable in its own right. PEW610 - 4 x 2.5kg

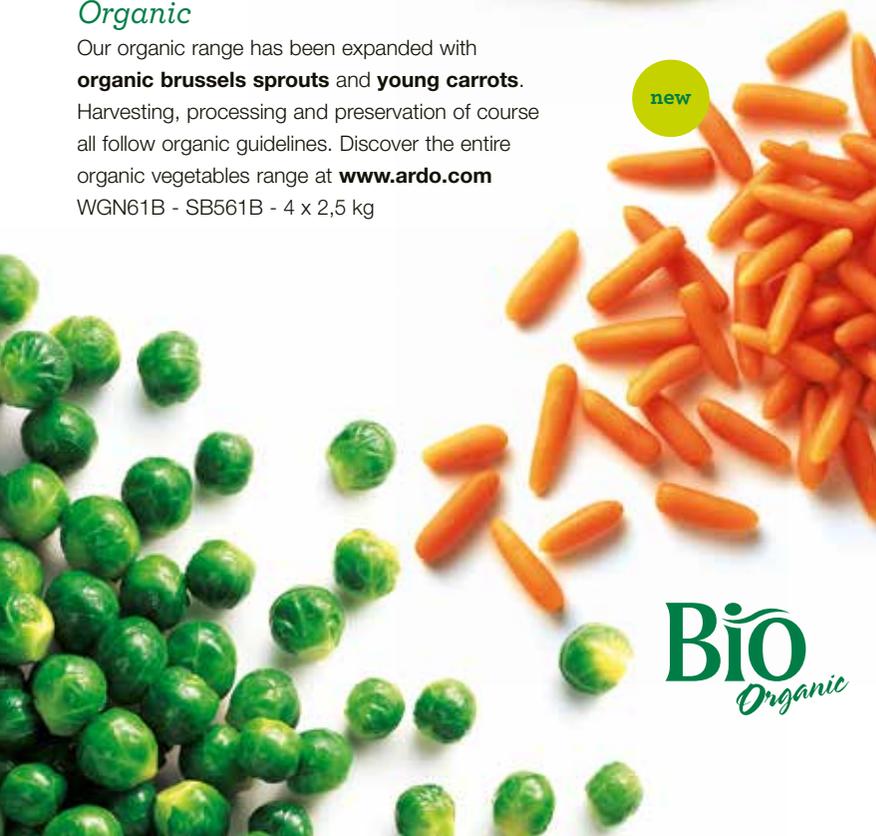


Parsnip with honey

Parsnip pieces coated in honey, easy to recognise by its unusual shape. Delicious and slightly sweet. Can just be heated up in the oven. UPG610 - 4 x 2.5kg

Organic

Our organic range has been expanded with **organic brussels sprouts** and **young carrots.** Harvesting, processing and preservation of course all follow organic guidelines. Discover the entire organic vegetables range at **www.ardo.com** WGN61B - SB561B - 4 x 2,5 kg



Bio
Organic

Uniquely original herb box



an **opening at the top** to measure with a spoon

New



a handy **opening at the side,** to sprinkle the herbs



- > **sustainable and ecological:** the box is made entirely of carton
- > all herbs are available **all year round with consistent quality**
- > **handy weights:** boxes of 50 g – 75 g – 100 g

Culinary Ardo

Creative Aperitifs

Are you looking forward to spending fun time with friends this summer? You don't need to spend a lot of time in the kitchen, we can give you some creative recipes for **simple snacks with dips**, based on Ardo's fresh-frozen vegetables, fruit and herbs.

Visit www.ardo.com for the recipes.

Go American, with sweet potatoes and smoked honey ketchup.

With Ardo sweet potatoes (AZ2) and Ardo Smokey BBQ (KSQ).

Go Canarian, with Patatas Mojo Verde.

With Ardo half potatoes with skin (ARW), Ardo Persillade (KPE), Ardo Coriander (KKO) and Ardo grilled green pepper cubes (PG2).

Go French, with a "Cauliflower Croque" and a cauliflower tartar dip.

With Ardo cauliflower/cheese burgers (BUB), Ardo tartar seasoning mix (UTK), Ardo cauliflower puree (B2L) and oven-dried tomatoes (TOG).

Go Asian, with roasted parsnip, sweet & sour chilli sauce and sesame seeds.

With Ardo parsnip with honey (UPG), Ardo mango puree (XPM), Ardo passion fruit puree (PAP), Ardo pineapple (XAT), Ardo red chilli cubes (CPK) and Ardo garlic cubes (LOK).

Go Middle Eastern, with roasted red beets, a mint & yoghurt sauce and Ardo vegetable tapas.

With Ardo broccoli nuggets (NUB), Ardo natural whole onion rings (AJN), Ardo vegetable sticks (SGR), Ardo red beet cubes (RBK), Ardo garlic cloves (KLT) and Ardo mint (KMU).



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