



We preserve nature's gifts

Actual

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The future is green and full of vegetables!

The vegetarian and vegan trend continues to take the world by storm. Vegetables are becoming an increasingly important part of our diet. The success of healthy, yet flexible eating habits is set to further stimulate demand for vegetarian, vegan and plant-based products. And now more than ever, consumers are looking for ways to incorporate fruit and vegetables into their daily routine.

The growing number of vegetarian and vegan product launches confirms this trend: between 2010 and 2016, the percentage of new vegetarian products increased by 25%. The increase in the percentage of vegan product launches is even more impressive: from 1% to 4%, or an increase of 257%! (source: Mintel)

As a member of the Belgian organisation 'Chefs pro Veggie', Ardo is actively contributing to this trend. Studies show that an increasing number of chefs are seeking to increase the number of

quality vegetarian dishes prepared in their kitchens. There is more need than ever, then, to gain additional knowledge about and inspiration for vegetarian cuisine. The 'Chefs pro Veggie' platform is aiming to provide an informative, inspiring answer to all questions relating to vegetarian food.

Organic produce is increasing in popularity alongside veggie and vegan options. In 2015, for example, the European market saw a 13% increase in the 'organic' category.

It is very clear now: the future is greener and more filled with vegetables than ever. We look forward to kicking off 2018 with an appetite for fresh-frozen produce. Thank you for your continued trust in our services. We hope to inspire all our partners over the coming year.



Ardo is seeking to respond to these positive trends and growth by making essential investments in this area.

Here's an overview of our actions:

- At various sites, **packing lines have been expanded to cover the diversity in packaging** (doypack, semi doypack, blockbottom, shelf-ready, zip, mixed carton, etc.).
- **Expansion of product lines:**
 - Grill line in Ardo Badajoz (ES)
 - Spinach line for "foglia" spinach in Ardo Geer (BE)
 - Spinach line in Ardo Koolskamp (BE)
 - Increase in capacity of sweetcorn line in Ardo Saint-Sever (FR)
 - Portion line for vegetable purée in Ardo Gourin (FR)
- **Expansion of capacity** for pepper, tomato and broccoli products in Ardo Benimodo (ES).
- **Expansion of growing areas:**
In Spain, we are investing in organic crops and focusing strongly on assistance for farmers.

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Best wishes for a refreshing New Year!

Ardo, citizen of Europe and the world

In the world of frozen vegetables, fruit and herbs, the international market is divided equally between Europe, North America and the rest of the world.

Ardo has been the leading company for growth and market development in Europe for the past 40 years.

Now we want to spread our wings – our aim is to strengthen our foothold in North America.



We are now even closer to achieving this objective thanks to Ardo's takeover of the Canadian frozen business VLM Foods, one of the most important suppliers of fresh-frozen food in North America. Renamed ArdoVLM, the company has a strong corporate identity, a wide range of high-quality products, and an extensive knowledge and experience of sales, food safety and safety regulations. Combining Ardo's product options with VLM Foods' knowledge of the market and sales and purchasing expertise provides the dynamic foundations required to boost food sales in North America and bolster Ardo's global aspirations in the fresh-frozen sector.

This deal means that Ardo now has a major stake in Compania Frutera La Paz, the largest processor of fresh-frozen pineapple in Costa Rica. That is a fantastic bonus.

Following the takeover, Ardo Ardooie (BE) was honoured to receive a visit from the Canadian ambassador, HE Olivier Nicoff, in November. A tour of the site gave the ambassador a clear picture of Ardo's activities and the ArdoVLM business unit in Canada.

“We are truly looking forward to welcoming the new products, including IQF herbs, organic products and many innovative creations in the Ardo range. In addition, Ardo's ongoing sustainable agriculture programmes offer a range of opportunities for the North American market.”

JEFF PRESTON,
President of ArdoVLM and Regional Director of Ardo North America



New, fresh-frozen and tasty: these products are ready to enrich any kitchen

New

At the most recent autumn fairs, we launched a total of 11 new products.

An overview:

Riced vegetables: veggie power mixes, a trendy alternative to rice or carbohydrates. Available in three mixes: Cauli Power Mix, Green Wave Mix and Sweet Life Mix.



Cauli Power Mix: riced cauliflower, red quinoa and green lentils.



Sweet Life Mix: riced broccoli, riced sweet potato, riced cauliflower and oven-dried tomatoes.



Green Wave Mix: riced broccoli, curly kale, spinach, riced zucchini and wakame seaweed.



Edamame soy beans: young green soy bean pods from Austria, highly nutritious.



Whole wheat penne: high-fibre, precooked, ready-made pasta.



Thai herb mix: Eastern mix and an outstanding seasoning.



Pineapple: extra-sweet chunks of pineapple hailing from Costa Rica.



Mango: popular tropical fruit, tasty and refreshing.



Quinoa kale burger: healthy, vegetarian burger with a crispy quinoa crust.



Roasted corn Mexicana: delicious mix of roast corn, red kidney beans and grilled red pepper seasoned with olive oil and smoked spicy Mexican seasoning.



Sweet potato wedges: pre-cooked sweet potato wedges, ideal as a snack.

Sustainability



Floating solar panels: a Belgian première for Ardo Geer (BE)



A unit of floating solar panels has been installed in the water basin at the Ardo site in Geer. Spanning an area of one hectare, the floating solar panels are a first in Belgium and will generate at least 1,000MWh (megawatt-hours) in 2018. This equates to the electric consumption of 300 households (the equivalent of the number of employees at Geer)! This will allow Ardo Geer to increase its self-generated renewable energy to 30%.

Unique irrigation project at Ardo Ardoois (BE)



At present, surface water is primarily used for irrigation purposes. In places where a watercourse is located next to a field, a spool is laid in the surface water, allowing the water to be pumped directly onto the field. Farmers with no access to a watercourse sometimes have to drive to a canal or reservoir located more than 10km away in order to acquire surface water. As well as being time-consuming, the transportation of water can have a negative impact on the environment. Ardo uses 600,000m³ water every year to process its vegetables. Of this volume, 300,000m³ is discharged into the Veldbeek stream. This is water that would be much better utilised for irrigating the vegetable crops in the fields around Ardo Ardoois (BE).

On 14 September 2017, 49 farmers from Ardoois became members of INERO CVBA, an agricultural cooperative. This cooperative will use treated waste water from Ardo for irrigation purposes. Ardo's processed waste water will be stored in a 150,000m³ reservoir and distributed via 32km of underground pipelines across approximately 500ha of land. As well as enabling the waste water to be used more efficiently, the initiative will allow the farmers to respond to future droughts more effectively. One might say it is a win-win irrigation...

(This project is part of the interregional Flanders-Netherlands project F2AGRI, known as 'effluent to agriculture', and is supported by European and provincial aid. In Flanders, the project is managed by Ardo, Inagro and the Flanders Knowledge Center Water (Vlakwa/VITO)).*

Maximum (green) points for Ardo Germany

Ardo Germany cares about the environment. The company was able to save 275tonnes of CO₂ and 143tonnes of oil through its participation in the 'Der Grüne Punkt' (the green point) initiative. Ardo Germany owes these reduced emissions to its membership in the German dual system, which makes a contribution via packaging featuring the 'Der Grüne Punkt' notice. The company's efforts have truly paid off for the environment.



Ardo info

Sweet potato fries awarded a prize!

Ardo's sweet potato fries have been presented the Bestseller Award in Berlin by the German food trade magazine Rundschau für den Lebensmittelhandel. The award recognises the "most successful innovation of the year" in the frozen food category in the German market. **This is a fantastic outcome for a promising product.**



Welcome to Ardo!



JOHN LOWE recently joined the **Ardo Eye (UK)** team as **Business Sector Manager**.



PIET VAN DEN OORD has been working as **Key Account Manager Retail at Ardo Zundert (NL)** since 17 July.

Trade fairs

Ardo at the autumn trade fairs

Thank you for visiting one of the autumn trade fairs where Ardo was present as an exhibitor. We enjoyed a number of interesting talks, established new contacts and gained a great deal of inspiration. Our latest products proved to be highly popular, and we were once again able to count on your interest and confidence in our constantly innovative range of products within the Retail, Food Service and Food Industry.



We look forward to seeing you again at the **spring trade fairs**.

14-17/02/2018
BIOFACH
NUREMBERG - DE

04-07/03/2018
HORECATEL
MARCHE-EN-FAMENNE - BE

06-09/03/2018
FOODEX
TOKYO - JP

09-13/03/2018
INTERNOGA
HAMBURG - DE

13-15/03/2018
CFIA
RENNES - FR

20-21/03/2018
M.A.D.E.
PARIS - FR

20-22/03/2018
INTERNATIONAL
PIZZA EXPO
LAS VEGAS - USA

24-27/04/2018
FHA
SINGAPORE - SI

29-30/05/2018
PLMA
AMSTERDAM - NL

Congratulations to the winners of the Ardo tombola!

Visitors had the chance to participate in a tombola during the **Horeca Expo** (Ghent, BE) and **Anuga** (Cologne, DE) trade fairs. And the winners are:

- **Anuga** (competition open to German visitors only): **Mr Romeo Arutjunow from Frankenberg** (DE), a producer of fresh-frozen meals. We look forward to seeing him shortly at Ardo, after which he will enjoy a trip to Bruges.
- **Horeca Expo**: five lucky winners received a voucher for dinner at a restaurant run by Jeunes Restaurateurs d'Europe.



Congratulations!

Market and harvest reports



The lower returns in the spring and early summer harvests of 2017 were partially compensated, in terms of volume, by the normal harvest results in the second half of the year. We could say that things are back to normal. The autumn rains were extremely welcome, preventing the threatened poor harvests of autumn and winter greens.

- **Leeks, cabbages and Brussels sprouts** were harvested in sufficient volume and quality. Only the percentage of smaller Brussels sprouts will likely be lower than expected. This is compensated by the slightly higher availability of the larger sizes.
- **Black salsify** will be harvested in December and January. The quality and yields are, as yet, as expected.
- Most South-European crops performed satisfactorily. Only the winter **broccoli** harvests have been delayed due to continued freezing conditions. This has caused supply lags for both the fresh vegetable market and the fresh-frozen industry. A setback, especially for the end of the year.
- All **organic vegetable** harvests went according to plan. In 2018 and 2019 the available acreage for organic farming will be further increased.
- The global fruit market shows a mixed picture. **Apples, cherries, plums and red berries** are insufficiently available. **Rhubarb** is scarce and expensive. **Raspberries** and **strawberries** have maintained their stable high price level.
- The 2017 **herb harvest** can be regarded as normal. The quality and quantity have both been satisfactory. We foresee a further expansion of crop and production capacities in 2018.

The stable European market continues to grow.

Conventional vegetables continue to be the main segment, and **mixed vegetables** in particular are growing every year. The market for **organic** products also continues to grow for all segments, as does the demand for easy **vegetarian alternatives**: vegetable snacks, grilled vegetables, deep-fried vegetables. Ardo has been investing heavily in innovation these past years and is well-prepared to meet the demand for convenient and healthy products.

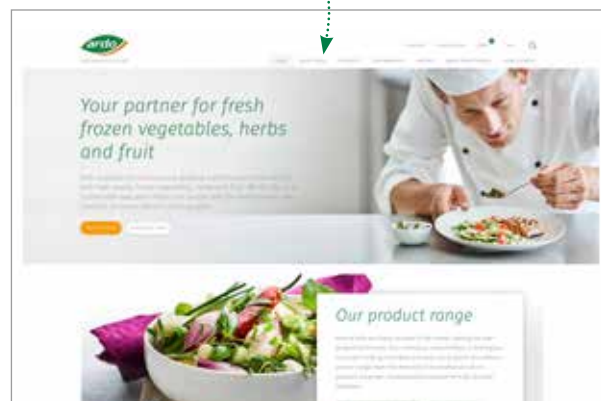
Non-European markets are also seeing a lot of movement and sales are on the up. In addition to the traditional sales of conventional fresh-frozen vegetables, the demand for organic vegetables and convenience products is rising exponentially. Here too, Ardo made the necessary investments to comply with the new markets' specific demands years ago. Investments have been made in crops and production as well as **innovations in complex packaging solutions**. These new systems are sure to be further expanded for general use in domestic markets. Ardo is constantly challenged by the search for options using fresh-frozen vegetables in the most varied applications, markets and packaging types. A challenge we are glad to accept!

A brand-new website for Ardo

User friendly, modern and attractive!

We have spent the past few months working hard on our new Ardo website. We can now meet your needs even more efficiently at www.ardo.com. The new, modern design will immediately draw your attention. And the changes don't end there: the online environment is now even more dynamic thanks to an updated product and recipe finder. Take a look!

Fresh & clean design with attractive pictures



New recipe- and productfinder



Discover Ardo Veggie recipes

Tantalisingly vegetarian

Chefs pro Veggie is a digital veggie inspiration platform created for and by chefs. This Belgian site is a cross between a website and a blog. The aim is to be a reliable source of information and inspiration for vegan and vegetarian cuisine. Ardo is a partner of the site, and is responsible for some content, including recipes, information and testimonials.

Want to read some of our top recipes that we've shared on Chefs pro Veggie?



Quinoa salad with asparagus, sugar snaps and grilled halloumi



Winter curry with veggie meatballs and basmati rice



Cauliflower burger, smoky ketchup and oven-baked parsnip

ChefsproVeggie

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