



We preserve nature's gifts

Actual

Newsletter - No. 84 - Volume 27 - April 2021



The FAO - better known as the Food and Agriculture Organization of the United Nations - has named 2021 as the **'International Year of Fruits and Vegetables'**. The aim is to improve healthy and sustainable food production through innovation and technology and to reduce food waste. Here at Ardo, that sounds like music to our ears! After all, our top priority is to provide you with culinary inspiration and healthy foods in the form of our fresh-frozen vegetables, herbs and fruit. While we would like to celebrate this special year, the possibilities are unfortunately still limited: we cannot meet face to face just yet.

But we have a plan: if our customers can't come to us, we'll come to you. How? With our virtual fair! We launched our first online "virtual fair" in October.

Visit www.virtualfair.ardo.com to discover new products, receive culinary inspiration, find out about the latest food trends and learn more about how we contribute to improving the environment.

The first edition of our virtual fair was a success, with many of you dropping in to pay us a visit. Thank you! Haven't you checked out the fair yet?

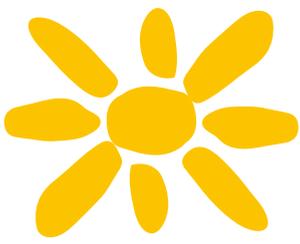
Welcome to the virtual world of Ardo!



Visit www.virtualfair.ardo.com. Also be sure to keep an eye out for the summer edition!

See you soon!





A surprisingly tasty summer!

Summer... Ardo's new products are perfect for tasty summer dishes – which is why we're looking forward to them! How about you? Discover a selection from our range here: surprisingly simple culinary inspiration for a summer that is finger-licking good.



Beet bacon

Thanks to their smokey flavour, these pre-fried pieces of crispy beetroot are an **excellent alternative to real bacon bits**. Delicious in salads, on pizza, with goat's cheese and more.
100267310 – 10x1kg



Recipe suggestion:
Nordic-style veggie mix
with roasted chick peas



Chick peas

We love to shine the spotlight on this popular legume. **Chick peas are healthy, nutritious, very tasty due to their full flavour and an excellent meat substitute**. You can use them to make hummus or falafel, roast them for a healthy snack or put them in a southern salad.
100149810 – 10x1kg



Recipe suggestion: Pizza wraps with sweet potato,
Mexican chicken and beetroot bits



Rainbow carrots

This spring, we added a new shade to our colourful rainbow carrots slices. Now you get the whole rainbow – white through to red – **to add an extra dimension to your culinary creations:** from BBQ side dishes to carrot salads for a picnic.
100163510 – 4x2,5kg



Recipe suggestion:
Rainbow carrots with ginger and maple syrup



Get more out of your classic veggies this summer

Cauliflower, carrot, courgette and more: all classics that are perfect for a wide range of recipes. We're pleased to offer some new recipes based on these classics – each with a special twist! Get inspired by our culinary advisors and do not be afraid to share your own summer creations with the hashtag #ardolicious!

Bon appétit!

*Recipe suggestion:
Parisian carrots with orange and saffron*



All kinds of cauliflower

Cauliflower, like broccoli, is full of vitamins.

Did you know cauliflower is white in colour because the head is covered by leaves while growing, which shields it from the effects of photosynthesis? Want to try something other than cauliflower with cheese sauce? Try a bolder combination with turmeric and almonds, or opt for grilled cauliflower with smoked paprika and garlic. It's surprisingly tasty!



*Recipe suggestion:
Cauliflower with turmeric and almonds*



Summertime!

*Recipe suggestion:
Creamy carrots with leek and curry*

Carrots in 50 shades – or orange

Did you know carrots come from Asia and were originally yellow? They have been harvested in Europe since the 18th century. Deliciously sweet and rich in beta-carotene, they are a wonderful source of vitamin A.

→ For these and many more recipes, go to www.ardo.com/en/recipes and look under "Classics with a twist"



BBQ ideas

*Recipe suggestion:
Grilled cauliflower with smoked bell pepper and garlic*

Recipe suggestion:
Grilled courgette parrilla with feta and garden herbs



The superpower of the courgette

Courgettes are rich in fibre and antioxidants.

This is good for your digestion and for counteracting the harmful effects of oxygen on your skin and your body as a whole. And there is more good news about courgettes: they do not contain any cholesterol. In fact, this vegetable helps to reduce the bad cholesterol (LDL) in your blood. A courgette is sometimes called a 'summer pumpkin', because it moisturises the body. That is effectively a superpower. And that's without even talking about how good it tastes. How about grilled courgette with feta and garden herbs? Or how about courgettes with mascarpone and Italian herbs?



Taste the South
on your plate

Recipe suggestion:
Duo of zucchini
with mascarpone and
Italian herbs

Spicy herbs



Our range of fresh-frozen herbs are the perfect finishing touch for your dishes all year round. Count on us for fresh herbs of excellent and consistent quality. We have an extensive range of **mono herbs, delicious herb mixes and flavourings.** We have a number of fantastic organic products, too.

Our tip: sandwiches with herb butter or Hasselback potatoes – they're melt-in-your-mouth tasty.



Organic Parsley



Mix Salsa Mexicana



Ginger



Recipe suggestion:
Sandwiches with herb butter



Reception suggestion:
Hasselback potatoes cooked on the BBQ

Market and harvest reports

The winter was **a real winter** this year! We had a lot of rain (and snow) from the South to the North. This was very welcome in most of the regions as it fills up the soil reserves after a very hot and dry growing season. We also had some deep frost in the North, which is very good to control pests and to improve the soil structure.

Now, we are hoping for **a normal season** this year as our herbs and vegetable crops have been highly affected in the recent years. For example, we had green beans yields up to 30% below normal harvest years, which was very disappointing for our farmers and agronomists.

In the South, we finished harvesting most of the Broccoli by mid-February and the first spring broccoli were planted one week later. If the heavy rains were welcome for the summer crops, this time they affected the second part of the winter broccoli crops, resulting in a shortage of 10 to 15%. The sowing of the first crops was also perturbed. A part of the peas and broad beans have not been drilled in the Iberica region due to the excess of water, and the broccoli planting was also delayed.

In the North, we finished the harvest of the winter crops with a shortage on brussels sprouts and leek. The dry conditions of the second part of February permitted to start sowing the first peas and spinach at the end of the month which is very good news.

After a very long winter of lockdown, farmers and agronomists are on the starting blocks for the new season. The seeds are step by step delivered to the factories, we are checking the quality of the germination and finalising the planting schedule for season 2021.

MARKET INFORMATION

As plant-based food trends reach global phenomenon status, the “plant-based” category continues to evolve. The Innova Consumer Survey 2020 indicated that the top four reasons for considering plant-based alternatives are health, diet variety, sustainability and taste.

Ardo offers a perfect answer to this growing trend. Freezing ensures maximum preservation of the nutritional content and enables consumers to purchase top-quality seasonal products at any time of the year, produced in a sustainable way.

This constitutes the perfect motivation to get started on planning the 2021/2022 crop programs for the Ardo range of vegetables, fruit and herbs.

Fingers crossed for better harvests in 2021...

Edition: February 2021



Sowing of peas in Holland



Sowing of broccoli in Spain

Ardo info



Etienne Gavet-Durr

We said goodbye to **Etienne Gavet-Durr**, who retired after 29 years at Ardo as Culinary Advisor France. **Thank you for all your years of culinary inspiration, Etienne!**



David Raymond

Kevin Tregunno

Richard Mann

We are expanding our sales team in North America and the United Kingdom. We are pleased to introduce **David Raymond** and **Kevin Tregunno**, **Business Development Managers** at Ardo VLM, and **Richard Mann**, **Business Sector Manager-Industrial** for the Ardo UK sales team. Welcome David, Kevin and Richard!

New coldstore in Zundert



Coldstore Zundert (NL)

A new bulk storage facility has been built in Zundert. Constructed using high-quality materials, the cold store is built to last, and boasts a high insulation value and low energy consumption. Solar panels have been installed on the roof. There is room for 32,000 pallets on the modern business premises. A reach truck and rangers are used to position the pallets.



Circular thinking with a reservoir and solar panels



In 2019, we built an **irrigation basin** at our site in Ardoois (BE). This basin fills up with rainwater and treated waste water from the factory, which **farmers then use to irrigate their fields during drier periods**. This ensures that nothing is lost.

It does not stop there, either: the irrigation basin is equipped with **4,860 solar panels**.

Apart from generating our own electricity, an additional advantage is that these solar panels ensure fewer algae grow in the reservoir, meaning we lose less water through evaporation.

Furthermore, the roof of our packaging warehouse is fitted with 800 solar panels.

Together, these solar panels cover 2.5% of the total energy consumption requirements at the Ardoois site. This reduces our external energy need by around **5%** – **a strong step toward our goal of closing the loop.**



Irrigation basin with solar panels, Ardoois



Packaging warehouse with solar panels, Ardoois

A new look for the Ardo photo database (DAM)

The figures tell us that you like to use the Ardo photo database and do so often. This is why we have given it a facelift! Now it is even easier to find the photos you are looking for. You can log in at **www.ardo.com/DAM**

When you visit our current database, you will automatically be redirected to the new platform, where the relevant instructions will be displayed. Have any questions? Please contact our customer service team!



More info about how Ardo uses your data:
<https://ardo.com/en/privacy-policy-customers-and-suppliers>
FOLLOW ARDO AT WWW.ARDO.COM



We preserve nature's gifts