



2007: a year full of challenges!

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Horecava Amsterdam - NL

8-11/1/2007 - Hall 7 - Stand 07.309

Sirha Lyon - F

20-24/1/2007 - Hall 7 - Stand 7638

Mia Rimini - IT

10-13/2/2007 - Pav. B - Stand 132

Bio Fach Nürnberg - D

15-18/2/2007 - Hall 9 - Stand 9-248

Tema Copenhagen - DK

25-28/2/2007 - Hall C - Stand C4-023

Frozen 2007 Zaragoza - ES

06-09/3/2007 - Stand E - 1.2.3.4

MDD Rencontres Paris - F

27-29/3/2007 - Pôle E - Stand P42



Research undertaken by the renowned Deutsches Tiefkühlinstitut suggests that the **demand for freshly frozen products continues to rise**. Along with baked goods, vegetables are doing particularly well. According to the survey results, not only ordinary consumers but also large-scale customers, such as restaurants, schools and hospitals, are increasingly turning to freshly frozen solutions. (source: TK-Report 10/2006)

On the other hand, the **supply of vegetables** for freshly frozen preparations **is declining steeply**. As a result of poor weather conditions in 2006 the harvests in West and Eastern European are very disappointing. In addition, we must take account of the **changed crop areas** in 2007.

Farmers are increasingly tending to give preference to lower risk, higher income crops such as wheat. The 'Market and crop reports' section of this edition of Actual goes into this in more detail.

Ardo invests

Ardo is thus facing a big challenge in 2007: we must produce more 'raw materials' as well as more end products to satisfy the growing demand. For 2007 we are therefore also planning various projects and investments to protect the balance between demand and supply.

As you can see, in 2007 Ardo will once again make every effort to offer you and your customers a broad range of solutions. But first let's drink a toast...

to a fruitful 2007!

Variety on the menu



A range of freshly frozen vegetables for variation in the menu

Variety is the spice of life. At Ardo you can take this saying quite literally. Besides the traditional range we also offer you an assortment of alternative products. Here we introduce just seven: one for each day of the week.

Monday



Chicken fillet with **Ardo Bali Rice Mix**, consisting of basmati rice, yellow and orange carrots, leeks, peas, sweet corn and onion.

Tuesday



Sausage with **Ardo Cauliflower puree**, ready in moments and easily portionable. Children love it.

Wednesday



Ardo Lotus Mix gives a surprising Asiatic touch to baked salmon.

Thursday



Pork fillets with **Ardo Ratatouille**, ready to eat and bursting with southern flavours.

Friday



Friday is fish day: bass fillet with **Ardo Romanesco Mix**.

Saturday



An unusual focaccia-style pizza with **Ardo Mediterranean Brunoise**.

Sunday



Lamb fillet and **Wok Verde**, Ardo's outstanding green vegetable combo.

International campaign



Légumes surgelés ou en conserve
délicieux et si facile

International campaign to raise the reputation of freshly frozen vegetables

In 2007, health is 'in'. Everyone will be paying more and more attention to nutrition. Vegetables and fruit play an important role. Anyone who wants to eat the recommended daily quantity can opt for freshly frozen fruit and vegetables, as well as the fresh variants. Unfortunately, not everyone is convinced. That's why a **promotional campaign** has been launched in Belgium, the Netherlands and France, **with support from the European Union**.

Depending on the country, the campaign will focus on educators, journalists, dietitians or consumers.

Using brochures, letters, posters, advertisements, press packs etc. the campaign aims **to persuade the public of the value of freshly frozen produce.**

A common logo and a slogan support the campaign in the different countries in an identical manner. Ardo welcomes this initiative. We know that our **freshly frozen fruit and vegetables are the equal of fresh produce.**

In the Netherlands the campaign got off to a start in October with a press release and a nutrition seminar. Belgium launched the campaign during a nutrition conference in Brussels, focusing on doctors, dietitians etc. with a seminar and a cookery demonstration using freshly frozen vegetables. Watch this space!



Cabbage... pretty cool



Did you know that, according to legend, they used bring a bowl of steaming hot cabbage soup to the marital bed of a newly wed couple? It was supposed to ensure them many children. Children - as the saying goes - come from the cabbage patch and they grow like cabbages.

In this January number, we'd like to look at cabbage in a little more depth. It is still one of the outstanding winter vegetables. It's no coincidence that folklore ascribes so many beneficial qualities to cabbage. It is also a really healthy vegetable. For example, white cabbage contains mustard-seed oil, an active compound that speeds up digestion. Red cabbage has a high carotene content, and is thus recommended to cancer patients. Because it is also rich in minerals and vitamins, it is also good for depression. Vitamins - like fibre - are also found in the other types of cabbage, and we really need them in the winter!

The Ardo cabbage range includes:

- red cabbage (KOR)
- savoy cabbage (KS1)
- white cabbage (KWI)
- curly kale (K5G)
- sprouts (SB6- SB2-SB5)

Cabbage preparations:

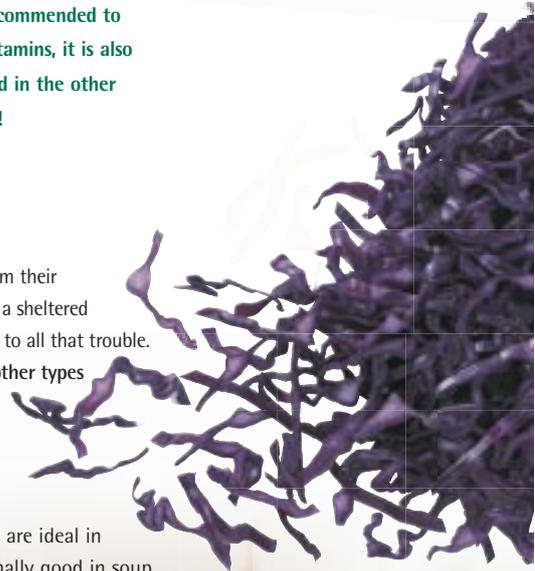
- Red cabbage with the apple (ROA)
- Brussels sprouts with creamy bacon sauce (UBS)

Ardo's selection

After harvest, red cabbages used to be stored by hanging from their stalks in a cool place. Or they were stored in a covered pit in a sheltered spot in the garden. Thanks to Ardo you no longer have to go to all that trouble. We offer an extensive freshly frozen selection of red and other types of cabbage.

A range of possible uses

Stuffed and raw dishes, appetizers, etc.: Ardo's cabbages are ideal in **many different preparations**. Cabbage is also exceptionally good in soup. Further on in this number of Actual, you'll find another original way of serving curly kale.



Ardo's new arrivals



Here at Ardo, your satisfaction is key. So we are continuously searching for new products and ways to make our range even more attractive. Specially for you, here are a few of our newest additions:

Fruit punnets

Our attractive transparent 'fruit punnets' bring a breath of fresh air to the freshly frozen fruit segment. The advantages of our new types of packaging are many. They **guarantee perfect storage**. They strengthen the freshly frozen image. And they are immensely **practical**: you can easily stack our punnets and store them in the freezing compartment both horizontally and vertically, for optimum use of your available space.



Ardo **raspberries** are among the produce available in fruit punnets. We use the renowned Meeker variety for flavour, large size and colour. They form an ideal ingredient in many dishes, such as fruit tarts, coulis, ices and yoghurt. And in contrast to other types of the raspberry, the Ardo variety retains its structure well and loses no moisture. As well as raspberries, **Sunny Mix** is also available in fruit punnets: a delicious refreshing mix of pineapple, papaya and mango.

Duo of Romano Beans

This colourful new mix consists of green and yellow Romano Beans. Their sweet flavour makes them ideal in all kinds of hot meat and fish dishes (see recipe below). But they are also delicious dressed in a salad. In addition the beans retain their firm texture after cooking in the pan, steamer or wok.



Did you know that...



... tomatoes are the most popular vegetable?

The type of vegetables that people eat depends on their age and family situation. So at least it appears from the figures in a Belgian study (Flemish Centre for agriculture and fisheries marketing). Thus families with children have a preference for carrots, tomatoes and peppers. The over-50s are particular keen on celery, beans, legumes and asparagus.

The most popular vegetable 'overall' is the tomato. Just as for other vegetables, young families often fall back on the chopped variety for tomatoes. Ardo offers them the perfect solution. **Our freshly frozen tomatoes are available in cubes**. They contain no seeds or liquid, which saves you a lot of time in the kitchen. And their deep red colour, their firm texture and their full, sun ripened flavour all make them greatly superior to canned tomatoes. **The quality is fully comparable with that of fresh tomatoes.**





Trade fairs

Düsseldorf, Vigo, Moscow, Salzburg, Chicago, Ghent, Paris and Budapest: in recent months Ardo has been busy at the trade fairs. And everywhere we met with great interest in our products. We would like to thank everyone who visited our stand at one of these events.

Ardo's Bio Wok Mix in the prizes

Ardo's Bio Wok Mix ran away with **first prize in the 'Frozen Food' category** at HIT 2006. HIT is a competition where a jury of specialists from the retail sector evaluate new products on the Czech and Slovak market, based on appeal to end users and sales support.

Ardo's Bio Wok Mix won its category over 24 participants.



Lukas Moranec

Stephen Waugh for president

On 29 November Stephen Waugh, Managing Director of Ardo UK, succeeded Howard McEvoy as **President of the British Frozen Food Federation (BFFF)**. This leading organisation, established by manufacturers of frozen food products, promotes and protects the interests of its members and the sector. Stephen Waugh was already vice president of the BFFF. Now the executive committee has unanimously elected him, and he will assume responsibility for leading the organisation over the next two years. We wish him every success in his new position.



Stephen Waugh

Market

In the last quarter of 2006 the demand and consumption of freshly frozen vegetables continued to rise steadily. This continued the upward trend already noted at the beginning of the year.

Expensive fresh vegetables and fruit have caused many consumers to switch to freshly frozen vegetables. The **stable quality, versatility, greater availability and stable pricing** are the most important advantages of freshly frozen over fresh produce. In recent months, a higher percentage of freshly frozen vegetables and fruits have been appearing on many menus. The recent price rises are still lower than those of other menu ingredients, such as fish, meat and potato products. To this we can add the many **focused campaigns to increase the use of vegetables and fruit**, and the choice was easily made!

From the second half of this year the monthly rise in turnover was significantly above 10%: an unparalleled situation.

In contrast, there is the **reduced supply and steeply falling production**. Europe as a whole has to face up to this phenomenon which hits some countries harder than others.

Harvest and production

The last autumn and winter harvests were also late, with lower yields.

Sprouts, which are normally ready for harvest in early November, saw the growing cycle slowed by the dry summer. Only at the end of November could the first major batches be harvested: Very late, bearing in mind that all the stock from 2005 had been exhausted. The early quality was reasonable. **The available volumes will be as much as 20% lower.**

Root vegetables (winter carrots) which traditionally run to the end of the year are also predicting lower yields. The first crops are around **15-20% below the normal harvest.**

Salsify: began in November. The stock from winter 2005 was in urgent need of replenishment. The quality is reasonably good. We hope that the frost will continue to hold off so that a sufficient quantity can be produced.

Harvest 2007-2008

Ardo is already actively negotiating contracts for the crop areas for the 2007-2008 harvest. We are pushing for the maximum crop distribution from South to Northern Europe within our European production units. Given the rising commercial **interest of growers in crops such cereals**, which can generate higher revenue as a consequence of current European subsidy policies, **it is expected that basic vegetable prices will continue to rise.**

Moreover the arrival of biological fuels, leading to an obviously increasing demand for sugar beet or oilseed rape, also continues to put upward pressure on vegetable prices.

The raw materials prices will therefore be higher and there will be a fight to gain as much volume as possible from our suppliers.



Culinary Ardo



Ardo offers you a range of freshly frozen produce for all seasons. In this winter number of Actual, we have two warming recipes for you. Delicious!

Scallops with cider, Duo of Romano Beans with honey and candied onions

Ingredients to serve 4:

400g Ardo Duo of Romano Beans
40g Ardo prefried onions
400g fresh or frozen scallops
250ml dry cider
1 soup spoonful flour
20g butter
200ml cream
salt, pepper, white sugar
20g peeled walnuts
2 dessert spoons of liquid honey



Reduce the cider by half in a pan. Add the sugar and the flour, diluted with a little water. Now do the same with the cream, allow to simmer and stir to blend the sauce. Add salt, pepper and butter and keep hot.

Boil Ardo's Duo of Romano Beans in the salted water and drain. Heat the honey in a pan with a dessert spoonful of water, add the onions, Romano Beans and chopped nuts, mix carefully and keep hot. Sear the scallops on both sides over a high heat. Arrange them on the plates, add the Duo of Romano Beans with honey, and finish with the sauce.

Curly Kale casserole

Ingredients to serve 4:

750g Ardo Curly Kale
100g Ardo onions, diced
100g cubed bacon
50g butter
2 dessert spoonfuls semi-hot mustard
250g diced potatoes (boiled until floury)
1l meat stock
pepper, sugar, salt



Cook the onions and the bacon lightly in the butter and add the stock. Add the Curly Kale and bring to the boil, stirring continuously. Add mustard and seasoning and leave to cook gently for around half an hour. Finally add the potatoes and allow to simmer for about 20 minutes more.



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 Duo of Romano beans Other