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Fairs

PIR MOSKOW - RU

1-4/10/2008

Crocus-Expo International Exhibition Center

Pavilion 3 - Hal 12

Stand 1D11

www.pir.ru

SIAL PARIS - FR

19-23/10/2008

Parc des Expositions

Paris-Nord Villepinte

Hal 6 - Stand 6 M 040

www.sial.fr

CONXEMAR VIGO - ES

7-9/10/2008

Vigo Exhibition Center

Zone J - Stand J3

www.conxemar.com

Summer with Ardo: pure pleasure



Summer is the time for well-earned holidays, high temperatures and travel to faraway places, but it is also the main period for light meals. During the summer months our freezer-fresh vegetables will once again tempt your taste buds. Our advantage? A wide range of delicious products that remain highly visible in a market which continues to grow.

Ardo brings the sunshine into your kitchen

Salads, cucumbers, carrots and tomato are of course the classic summer vegetables that provide extra taste to almost every dish. However, the Ardo range offers much more besides. In the last edition of the News we showed you how to prepare delicious salads with Ardo products, and in this edition we will give you some tips on how to put a range of dishes from faraway places onto the dining table at home. Of course they will retain their flavours and unique character as well.

Freezer-fresh is on the way up

Recent statistics from Belgium, France, Germany and UK indicate; that the consumption of fresh frozen produce is rapidly increasing.

In the UK there has been an increase of 4% in volume and 6% in value thanks to rising awareness of the national "5 a day" programme, where well-known TV chefs have spoken out positively about fresh frozen vegetables. A few new product launches have also helped the rise in consumption.

There is also good news from the Belgian market: for the second year in a row the annual use of fresh frozen vegetables has risen per capita. This should be seen against a falling market of vegetable consumption in general, including fresh as well as canned.

In Germany the rise in the consumption of fresh frozen vegetables is occurring mainly in the FoodService (+5.4%). The total market has experienced a rise of 2%.

In France the retail market has risen by no less than 5%.

Only good news then, and that is due mainly to the continuous search for innovation in the sector.



New products



Rainbow Carrots

This is Ardo's new mix of **white, yellow and orange slices of carrot**. The attractive colour combination from white to orange is completely natural. Before sowing, the seeds of **three different types of carrot are mixed together**, then nature takes its course. Afterwards the various colours are harvested together. The result is a lavish range of colour that gives a **very original look** to every dish.

Preparation: steaming, simmering or microwave.

WSM610 - 4x2.5kg



Sweet Potatoes

The consumption of the **sweet potato** is rising. It is already commonly in use in North and South America, and it now appears that Europeans are falling for its **culinary charms**. Ardo presents this delicious potato variant pre-cooked and **cut in a traditional way**. This helps you to save valuable time, as its curvy shape and firm flesh would take you a while to peel. The sweet potato is suitable for a whole range of preparations: in **sweet and sour**

dishes, but equally good **grated or mashed**.

Preparation: deep-frying, steaming, sautéing or roasting in the oven.

AZ2610 - 4x2.5kg

In this version of the Actual you can find delicious recipes for both Rainbow Carrots and Sweet Potatoes.

Grilled vegetables in aluminium dish

Many people have already discovered the delights of our grilled vegetables dish. To spoil them even more, Ardo has gone a step further: we recently introduced two successful recipes – **Grilled Pepper Parrilla Red & Yellow** and **Country Grill** – also supplied in a **fireproof aluminium dish for the oven or barbecue**. Handy in the summertime, because the vegetables can be warmed up on the barbecue while the meat or fish is being grilled. **Easy, time-saving and decidedly delicious!**

Country Grill : CGR35Z - 9x350g

Parrilla Grill : PPG30Z - 9x300g

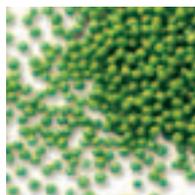
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Market and harvest reports

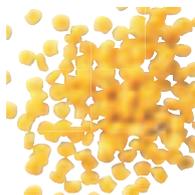


It was high time to bring in the first spring harvests from the field, since stocks in the industrial and trade segments were practically exhausted.



Our production units in **southern Europe** – Portugal, Spain and the south of France – were the first in line. However, the results were disappointing: cold weather and overabundant rainfall led to **intermittent production and significantly lower yields**.

For example, the **yield for broad beans was only half** of what we expected. Garden peas managed to achieve a **yield of 80 percent**, but the **quality was very inconsistent**.



Southern European vegetables, in particular **corn**, have been strongly affected by the cold, wet weather in May and June. The **planned volumes will not be achieved**. The situation on the global level is no better, since the largest corn producing state in the US (Iowa) was hit by heavy flooding, which destroyed the majority of the harvest. The lost acreage cannot be offset by alternative growing areas. This is because the worldwide corn acreage has been reduced due to the switch to crops used for biofuels ("food for fuel").



The **pepper shortage** is continuing. The available volumes are small, and they go to the fresh produce market at enormous prices. It will take several months before stocks return to a normal level.



Northern Europe started off with **spinach**. Thanks to the various European production units of the Ardo Group, we can harvest continuously until October. Brittany, which is major spinach cultivation area in Europe, is facing the consequences of difficult seeding, growing and harvest conditions. **It is not possible to produce all the necessary volumes of leaf spinach.**

Seeding was also delayed for **green beans**, which will **probably result in harvest shortfalls** in all of Europe. Stocks from the 2007/2008 harvest are low to exhausted in various grades, so stock gaps are unavoidable pending the new harvest.



However, there is also good news. **European consumption of fresh-frozen vegetables is on an upward trend. The growth in market volume was a healthy 4 to 5 percent in 2007.** The challenge for the coming crop year is thus clear: meeting the rising demand with products that continue to guarantee quality. For this, Ardo is counting on its highly dedicated growers and agronomists, in which we have full confidence, and we hope that the climate will treat us kindly.

Peas at the top!



It is no wonder that peas remain best-sellers in Ardo's wide range of fresh frozen vegetables. We always do our very best to dish you up with the best quality peas. But what route has a pea already taken before being dished up, and why are Ardo's peas different from the rest?

From seed to a pea ready for picking

Peas thrive in a moderate climate with sufficient moisture. During flowering it requires plenty of sunshine, but not a heat wave. Although all types of soil are suitable, the seeds should be sown in stoneless, moisture-holding, light to heavy soils. In order to avoid diseases linked to the soil, Ardo takes care that the fields where they grow are sown only every other six years.

The harvest has to be perfectly adjusted to the production. Therefore the sowing time and the harvest planning is carried out by Ardo's farming experts in close consultation with the farmers. Only this way is it possible for Ardo to supply the highest quality peas – peas with the correct tenderness and specifications.

Harvesting takes place 75 to 110 days after sowing. To avoid the risk of bad harvests, Ardo harvests peas in both southern and northern Europe.

Besides, we can follow the climatic conditions, i.e. the harvesting period beginning in the south and then moves northwards between April and the end of August.

Various factors play a role: the variety, the sowing time, the choice of sowing area, the type of soil and of course the weather. The ideal time for harvesting is determined by the tenderometer, which measures the tenderness and therefore the stage of ripening (we measure the energy required to crush a quantity of peas). The tenderness of the peas is very important to our consumers. Thanks to their experience and understanding, Ardo's agriculturalists can determine

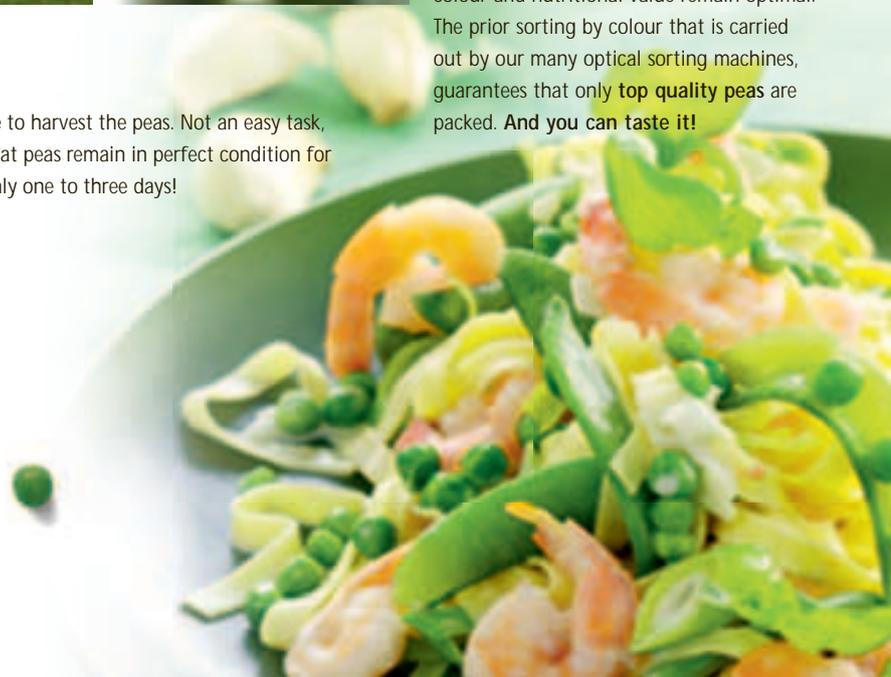


Superfast processing immediately after harvesting: "150 minute peas"

The harvest takes place with specially designed equipment which uses a combination of a threshing drum, sorting grids and fans to separate the actual peas from the plant foliage. From that moment a "just-in-time" system is essential. Express transport to the processing unit minimises any loss to the nutritional value or flavour. Ardo's principle is that a super-fresh pea must actually be a "150 minute pea". An important part of our total pea processing takes place according to this principle. This means that the period between picking and freezing the pea must be no longer than 150 minutes. Thanks to years of experience and great expertise, Ardo can guarantee this quality of pea.

Apart from speed, there are other criteria that play an important role in creating the final high quality of the freezer fresh pea. The blanching process ensures that the texture, colour and nutritional value remain optimal. The prior sorting by colour that is carried out by our many optical sorting machines, guarantees that only top quality peas are packed. And you can taste it!

the exact time to harvest the peas. Not an easy task, considering that peas remain in perfect condition for a matter of only one to three days!



Ardo news



Ardo's advantages

- production process supervision in all branches
- continuous testing of seeds, harvesting, production, etc.
- ultra modern production technology
- "150 minute peas"

Did you know that...

- the British eat more than 3kg of peas per capita annually?
- peas contain high levels of protein and fibre?
- peas are ideal for a low-fat diet thanks to their high fibre content?
- peas are rich in vitamins C & B and iron?
- children just love peas?
- freezer fresh peas contain more vitamin C than fresh peas from the supermarket?

Ardo's wide range

- garden peas extra fine (EK1-EK7)
- petits pois (very fine peas) (EK2-EK8)
- garden peas fine (EK3)
- garden peas (medium fine peas) (EK4)
- choice peas (EK5)
- for the UK market: minted peas



Ardo in the "Tour" peloton

Top sports people rely on the fresh frozen vegetables and pasta from Ardo. **Silence-Lotto and Rabobank, two of the most prominent ProTour teams, rely on the quality of our products.** In the **Dauphiné Libéré** competition, both teams were advantaged by the high nutritional value of our vegetables and pasta, and also **during the Tour de France and the Vuelta they will be served up at the all important evening meals.**

To maximise their performance, the cyclists need nutritious meals with vegetables and pasta. They use up at least 8,000 calories and 4 litres of fluid in one race!

The catering is supplied by the Belgian firm 'Het Kookeiland', who with the assistance of various top chefs including Albert Verdeyen, Piet Huysentruyt and Jeroen de Pauw prepare the meals in a truck that has been converted into a fully equipped mobile kitchen. **Therefore Ardo will definitely be present at the greatest cycle event of the year.** We are keeping our fingers crossed for great performances from 'our' racers.

... and on the water too.

Ardo has recently taken to the waves. Karl Kraupa, an Austrian, is a fanatical sailor as well as being a successful businessman and has recently been sailing his boat "Starboot" under the Ardo flag.

On dry land Kraupa is the owner of Kamleitner & Kraupa, a distributor of Ardo products among others, and he intends to participate in five international sailing competitions this year. **We are quite sure that Ardo will help to put a little extra wind in "Starboot's" sails.**



Ardo Ardoioie (B) builds brand new distribution centre

Ardo is constantly investing in the future. This includes innovative production and technology, but equally the infrastructure for meeting the latest requirements. Currently the **head office in Ardoioie (B)** is being expanded with the addition of a 35m high **European distribution centre** and storage capacity for 32,000 pallets.

With ten loading bays and a completely automated stock management system, it will only take 30 minutes to fully load a truck with fresh frozen vegetables and fruit. This **fully automated, centrally located storage area** in Ardoioie (B) will concentrate on the northern European market and help Ardo provide even more efficient service to its customers. As always, Ardo is very conscious of its environmental and local responsibilities while carrying out this project. The construction of the distribution centre (with storage) will result in considerably reduced traffic on rural roads in the vicinity. The installation of a sophisticated cooling system is going to reduce energy consumption.

Ardo wins prizes

Of course you already know that our products score very high with regard to quality and taste. However, more and more people are also praising the way we pack and present our products. At **FoodTech**, an exhibition in the **Bulgarian town of Plovdiv**, there were more than 700 participants and the **Ardo stand was selected as the one giving the best impression of all.** The stand was built in cooperation with Bulkarto, our local distributor.



Ardo helps your holiday last longer!



Summer? It's all about travel to the furthest corners of the world in order to take in the culture and simply enjoy it. This includes the sun, the local culinary delights as well. You can continue enjoying them at home, thanks to Ardo. Many of our products are indeed inspired by the culture of eating and food coming from various countries and continents. Below you will find a number of products that will evoke your holidays when you are back home again.

Taste the culinary reminders from:

Italy: Risotto



France: Ratatouille



The Orient: Mekong Rice Mix



North Africa: Taboulé



Spain: Paella



Greece: Insalata Mediterranea



We would really like you to enjoy this summer, but looking a little ahead can't do any harm either. Ardo also has something up its sleeve for the autumn. It will be all about enjoying wild mushrooms again, as well as chestnuts and other delicious autumn produce.



Culinary Ardo



Grated Sweet Potatoes, grilled aubergine and tomato

Ingredients to serve 4:

400g Ardo Sweet Potatoes
200g Ardo grilled aubergine parrilla
200g Ardo diced tomatoes
1 tablespoon Ardo shallot
1 teaspoon Ardo basil
1 teaspoon Ardo minced garlic
100g grated Parmesan cheese
100ml cream
olive oil
pepper and salt



Sauté the shallots and garlic in the olive oil, add the herbs with the pepper and salt, add the diced tomatoes and let it all gently simmer, add the cream and reduce the mixture slightly. Let everything cool off and then mix it with the aubergine, the basil and the sweet potatoes. Season everything with salt and pepper and place it in a fireproof dish. Sprinkle the cheese over the top and bake in a pre-heated, hot-air oven for 20 minutes at 160°C. Finally let it heat under the grill and then serve with lamb, fillet of beef or roasted chicken ... or serve on its own as a vegetarian dish.

Steamed victoria perch with Rainbow Carrots

Ingredients to serve 4:

600g Ardo Rainbow Carrots
4 pieces of victoria perch approx. 180g
1 teaspoon Ardo coriander
1 teaspoon Ardo shallots
1 tablespoon nut oil
2 tablespoons olive oil
100ml reduced shellfish stock
1 tablespoon Balsamic vinegar
pepper and salt



Steam the rainbow carrots until al dente, mix with coriander, herbs and salt and pepper and keep it all warm.

Mix the nut oil, the olive oil, the stock from the shellfish and the Balsamic vinegar with herbs, salt and pepper. Warm this up to become a warm vinaigrette. Season and steam the fish then serve it on a bed of rainbow carrots. Spoon the warm vinaigrette over the fish and finish off with a sprinkling of green herbs.

Delicious!



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REPLY-CARD

Name and first name:

Company:

Address: No:

Postal Code: Town:

Tel: Fax:

Country:

Function:

E-mail:

Contact Ardo:

Send me more information: Peas Rainbow Carrots

Sweet Potatoes Grilled vegetables.....

Mushrooms Others





We preserve nature's precious gifts

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