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Do you also have spring fever?

Mother Nature is awaking from her winter sleep after recovering her strength during the past months. Of course, this doesn't mean that we spent the time at Ardo sitting in front of the fire and waiting for spring. Quite the opposite.

We are active everywhere in Europe, so there is always a site where we are **harvesting or sowing**. In the past weeks, we have been very busy with harvesting in southern Europe. In northern Europe, we are again ready for sowing after having completed **thorough preparations**. As you can see, we haven't been idle during the winter.

At every site, we have performed soil analyses to select **the best fields for each crop**. All of the resulting data is stored in a **field database**, which we carefully update during the growing season.

We also check **the seeds and the plants**. The lab checks the germination rate and purity of the seeds and inspects them for potential virus infections. We also ensure that we have not received any deliveries of genetically modified materials. As you know, Ardo pursues a **GMO-free policy (no genetically modified organisms)**. Finally, we adjust the treatment of the crops according to statutory requirements, our knowledge, and our experience from the previous growing season. Our aim is to **minimise the use of pesticides**.

We put all this into practice when Mother Nature awakens from her winter sleep. If the weather doesn't cooperate, that's not a problem. Our **specialised agricultural engineers** can adapt their plans to even the **most extreme weather conditions**.

In this way, we guarantee **perfect raw materials and high-quality finished products** all year round. Furthermore, to avoid leaving anything to chance we test new seeds and vegetable varieties every year in **test fields**. This yields good results, as can be seen from our introduction of Cicoria, a leaf vegetable, in Italy.

We're fully under the influence of spring fever, and we're happy to give it a boost!



Precooked potatoes, fresh-frozen and delicious

eXpress

New!



The Express assortment is being enlarged with a variety of precooked potato products. Their advantages are just as wonderful as their taste.

You can always prepare the **desired amount** in a frying pan, steamer, pan, oven, microwave oven or deep fryer. The rest can be saved for later. In addition, **the end user saves time** because there's no need for washing, peeling or precooking. The quality is consistently excellent, all **without additives, taste enhancers or added salt**.

In a stew, au gratin, pan-fried or plain: you can always prepare potatoes to suit every taste.

One of our top products is a **premium natural potato**: the Nicola. With its subtle yellow colour, refined taste and soft texture, this variety fits perfectly with innumerable dishes. Irresistible!

Splendid advantages

- uniformly precooked
- processed during harvesting to perfectly preserve all the nutrients
- constantly available thanks to long shelf life
- the perfect solution for slack and peak times
- the selected potato varieties have the ideal taste and texture
- fully portionable; no waste
- 1 kg of frozen potatoes = 1 kg in your dish
- no additives or extra salt



Natural potatoes Premium - precooked

100% Nicola potatoes with a subtle yellow colour, fine taste, soft texture and crisp bite. Perfect for immediate serving.

Preparation: frying pan, steamer, pot, microwave or deep fryer.

AR1610 - 4 x 2.5 kg

Parisian Potatoes - precooked

Parisian potatoes are somewhat larger and can be served with numerous dishes.

Preparation: frying pan, steamer, pot, microwave or deep fryer.

ARH610 - 4 x 2.5 kg

Potatoes Rustica - precooked

These potatoes are hand-sliced in rustic, irregular shapes. Wonderful in salads, as a side dish, with vegetables, etc.

Preparation: oven, frying pan, deep fryer, steamer, microwave.

A1261+ - 4 x 2.5 kg

Sliced potatoes - precooked

These uniformly sliced potatoes are the perfect choice for casseroles, au gratin dishes, etc.

Preparation: oven, frying pan, deep fryer, steamer, microwave.

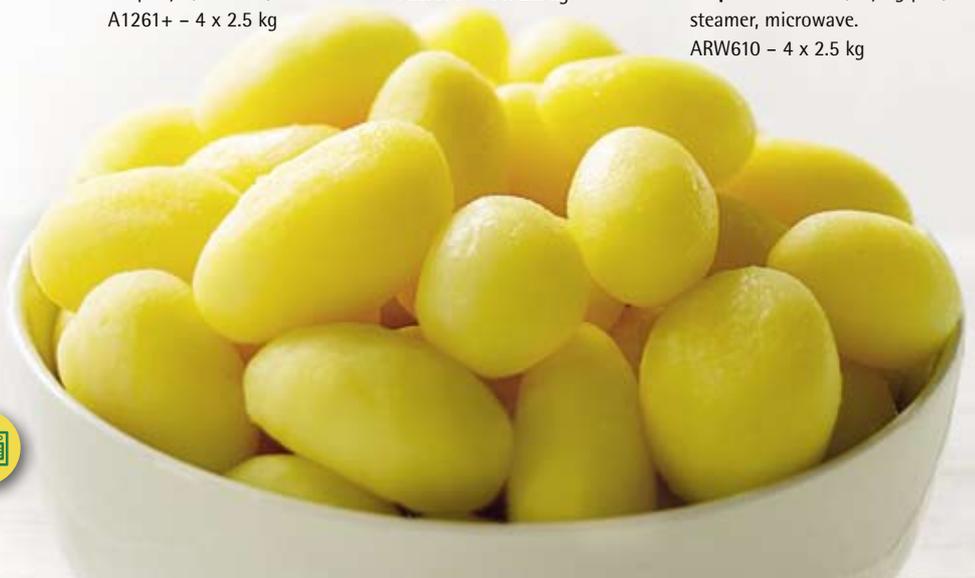
ARS61+ - 4 x 2.5 kg

Half potatoes with skin - precooked

This product is bound to be a hit this summer at barbecues. Also ideal for steakhouses or theme catering, such as Western-style cooking.

Preparation: oven, frying pan, steamer, microwave.

ARW610 - 4 x 2.5 kg



With respect for Mother Nature



Ardo's motto is: "We preserve nature's precious gifts". This applies not only to handling and processing vegetables with respect, but also to using all natural production elements in a sustainable manner.

However, sustainable business practices are impossible without an effective environmental policy. Accordingly, Ardo is constantly looking for environmentally friendly solutions, such as described here.

Less water

The vegetables must be washed several times and frozen, and this involves a lot of water. Consequently, **optimising our water consumption is crucial**. How do we do this? We apply the principle of "measure to be sure". In specific terms, this means that we install flow meters at all important consumption points. This way we can see where we can **reduce water consumption by making technical changes, installing new equipment, and increasing employee awareness**. This has led to a **dramatic decrease** in water consumption.

Less electricity

We also tackle our power consumption. For example, consider the steam that we produce for vegetable blanching and steam-peeling of tuber products. We looked for a **perfect balance** between the peeling process, steam injection, and the peeling quality of the end product, and we found it.

A lot of electricity is also necessary for freezing and storing the finished products. We are currently conducting numerous analyses of ways to drastically **reduce our power consumption by implementing**

various process optimisations.

We are also studying the option of constructing our own anaerobic digester. This would enable us to use several secondary streams to **generate our own green power**.

Less transport

Our production sites are located in the areas where the vegetables are harvested. This saves a lot of transport, and in addition it means that the vegetables are very fresh when they arrive for processing.

Less noise

Another effort that we make for the benefit of the environment and our neighbours is to reduce noise hindrance. For instance, we invest in **low-noise condensers, acoustic insulation of our machine rooms**, loading and unloading during normal working hours as much as possible, landscaping, and so on.

As all of these initiatives are taken in a very short time frame, we can quickly reduce the burden on our most important supplier: the environment. At the same, the quality of our production process benefits even more.



"In Ardo, we regard the West Flanders Environmental Charter as the environmental standard. In order to receive this certification, a company must comply with the environmental legislation, which is checked by an initial audit. An action plan for energy, water, packaging materials and so on must also be generated each year. The actual results are noted in an annual report. Two months after this, an evaluation committee of independent environmental experts either renews the certificate for another year or withdraws it. We have obtained the certificate every year since **we joined the Environmental Charter programme, so we are apparently doing a good job.**"



Ignace Kint
Environment
& Investment Manager
Ardo Ardoie



Buongiorno Italia!

New products

Parma



Ardo wants to keep growing, and now we're aiming for Italy as well. This very demanding market places a high value on agricultural aspects, such as the purity of the raw materials, the sowing and harvesting process, etc. This makes our policy of stringent quality throughout the entire production chain a major advantage. Our strongly developed agricultural team and our range of products adapted to the Italian market are equally important advantages.

Our home base is Parma, a splendid city in northern Italy in the middle of the "food valley". This is also the main consumption area for frozen foods. Working from this base, we aim to do more than just exploit our commercial strategy of **quality, service and the personal approach**. We also have an **eye for local characteristics** and the requirements of Italian customers. Have a look at the new products we are launching there: Minestrone Classico, Premium Courgettes, Premium Leaf Spinach, Cicoria, Piselli Extra and Pisellini Extra.

As an example of the local requirements, the Italian food service market demands high-quality products that chefs can use to prepare their own creations in their accustomed manner.

Incidentally, the food service market is the main area where we intended to fully establish the Ardo brand. Customers who have become acquainted with Ardo products do not quickly return to their previous supplier. **Our range of products, including numerous vegetable mixes, is now very much appreciated by distributors as well as end customers.**

Naturally, we aren't ignoring the retail and industrial markets. We primarily supply products for **high-quality distributor brands** (private labels) in these areas. In other words, Italy is clearly turning into a success story.

Parma

Location: northern Italy, on the fertile Po plains

Number of inhabitants: 170 000

Well known for its monuments, castles, art, cuisine, and lyric opera. Birthplace of Giuseppe Verdi. World famous for its Royal Theatre, the Parma football team, the thermal baths of Salsomaggiore, perfumes such as Violetta di Parma, its cuisine, and its extremely high-quality foods: ham, Parmesan cheese, salami, pasta, etc.

Our team in Italy:



Pieter Jacobs
Sales Director

Giorgia Frigeri
Commercial Assistant



In response to our acquisition of Austria Frost in Austria, Ardo is launching several products that are typical of the regions along the Danube. Each product has its own distinctive character. An overview:

Sauerampfer (sorrel):

a sharp-tasting vegetable that can be used in numerous dishes.



Rotkraut (red cabbage):

a very popular dish is red cabbage with apple, seasoned with several typical herbs.



Spinat passiert (fine chopped spinach):

in contrast to our coarse chopped spinach, Spinat passiert is chopped very fine.



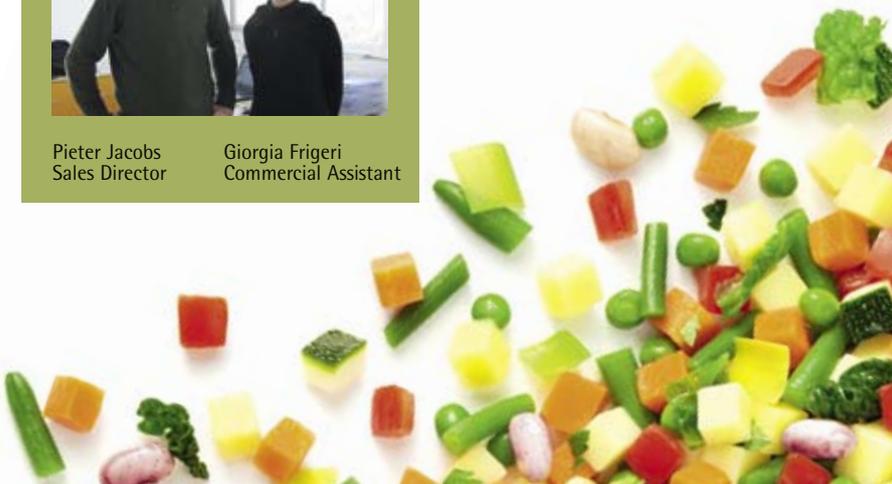
Mohnnudeln:

these typical noodles are easy to prepare in a frying pan, pot or microwave oven. Poppy seeds and sugar can be added to taste from a separate pouch.



Letscho:

this typical Hungarian product most closely resembles a ratatouille of pepper, tomatoes and onion. It is seasoned with regional herbs.





Our lorries get a make-over

Ardo is giving its' lorries a face-lift. We want to display our modern, fresh image on the European roads. What the lorries show is an image that fully symbolises Ardo: **fresh-frozen vegetables in their natural setting.**

Incidentally, have you already noticed that these sparkling vegetables include all the colours in our logo? Altogether, it's an attractive image that shows what we stand for: **impeccable quality and fresh-frozen products bursting with flavour.**



New employee

We are pleased to welcome **Laurence Vanhauter** to the Ardo team as our new **Overseas Sales Director**. Laurence is responsible for sales in the retail, food service and industrial markets outside the EU.

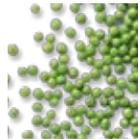
Veronica Sancerni will support her internally as **Sales Assistant**.

Harvest reports

The severe winter weather has had its effect on the results of several traditional European winter harvests. The southern European regions suffered particularly badly this winter.



Broccoli: harvests in Portugal and Spain were delayed by persistent cold, wet weather. Ultimately, part of the crop could not be harvested, with **yield shortfalls** as a result.



Peas: sowing of peas in Spain and Portugal was hindered by wet weather. In the end, **10 to 20 percent could not be sowed**. This is certainly not a good start for the Iberian Peninsula.



Spinach: heavy rains in southern Italy destroyed part of the spinach harvest. A continuous supply until the spring harvest in Italy will not prove to be possible with **shortages already being evident**. Efforts are being made to compensate for the Italian production shortfall by northern European spinach production. New harvest contracts are currently being concluded with northern European growers.



Cauliflower: in Brittany as well, the cauliflower harvest was delayed by cold weather. The market for fresh cauliflower is still very robust and **remains to be seen whether there will ultimately be enough volume of cauliflower for the frozen-food industry**. As things stand now, this is unlikely.

All in all, a somewhat difficult start of the year for growers and production.

Market reports

Early 2009 marked an outstanding start for the consumption of frozen vegetables in the west European retail market. High prices for fresh vegetables, stable quality and availability remain the main reasons for the **constant growth**, which reached a level of 25% in very many areas.

However, the wholesale market had a slow start at the beginning of the year. It has since recovered with stronger sales in February and March. The primary reason was the hospitality sector, which got off to a much slower start than usual in early January.

One thing is clear: **consumption of frozen foods is still increasing, and it offers the assurance of quality, health, availability, and variety.**

And in these troubled times, assurance is something we all sorely need.

Culinary Ardo



Rustic Salad

Ingredients to serve 4:

- 400g Ardo precooked potatoes Rustica
- 400g Ardo Broken Green Beans
- 150g Ardo Kidney Beans
- 150g Ardo diced Tomato
- 400g sautéed chicken strips
- 150g rucola lettuce
- 3 tablespoons olive oil
- 1 tablespoons balsamic vinegar
- salt and pepper



Prepare a vinaigrette from the olive oil and balsamic vinegar and season it with salt and pepper. Cook the broken green beans until done, chill under cold water, and let drain. Mix them with the thawed kidney beans, season with salt and pepper, and add the dressing, diced tomato, and rucola lettuce. Deep-fry or sauté the potatoes Rustica. Season the chicken strips and sauté them. Serve with the salad. Tasty!

Mediterranean-style gratin of sliced potatoes and grilled vegetables

Ingredients to serve 4:

- 250g Ardo precooked sliced potatoes
- 250g Ardo grilled aubergine slices
- 250g Ardo grilled courgette slices
- 100ml vegetable broth
- 1 tablespoon pesto
- 1 tablespoon herbs de Provence
- 100g grated Parmesan cheese
- salt and pepper



Arrange alternating layers of sliced potatoes, grilled aubergine and grilled courgette in an ovenproof dish. Season with salt and pepper. Mix the pesto and herbs de Provence with the vegetable broth and pour the broth over the vegetables. Scatter ground Parmesan cheese on top and place the dish in a preheated oven at 200 °C for 20 minutes (toast the cheese briefly under the grill if necessary). Truly splendid with lamb or beef!

Delicious!



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Company:.....

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Postal Code:..... Town:

Tel.: Fax:.....

Country:.....

Function:

E-mail:.....

Contact Ardo:

Send me more information: Precooked potatoes.....

Product range typical of the regions along the Danube.....

Others



We preserve nature's precious gifts

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