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Fairs

INTERCOOL DÜSSELDORF - D
12-15/09/2010
Messe Düsseldorf
www.intercool.de

SIAL PARIS - F
17-21/10/2010
Hall 6 - Stand 6M072
www.sial.fr

GAST HERBST SALZBURG - A
6-10/11/2010
Messezentrum Salzburg
www.gastmesse.at

HORECA EXPO GHENT - B
21-25/11/2010
Hal 7 - Stand 7216
Flanders Expo Gent
www.horecaexpo.be

Getting ready for summer

After a long, cold winter, it's great to be able to warm ourselves in the sunshine. It also means we'll soon be enjoying tasty barbecues, summer buffets and refreshing salad bars. And Ardo is the place to go.

We offer a wide range of summer products for any starter, main course or dessert.

Fresh-frozen salads, pre-cooked vegetables, pasta, rice and our colourful fruit range 'Les Fruits' ... All you have to do is defrost these high quality ingredients bursting with flavour, vitamins and minerals to serve up a tasty meal.

In this edition of Actual, you can also read all about broccoli. For instance, did you know that this popular member of the cabbage family is really good for you? You can also discover how we are **continuing to invest throughout Europe to put the spotlight on our customers and nature**. For example: we have built three ultra-modern, extremely environmentally friendly storage facilities. Would you like to know more? Then read on now.



Broccoli, even better for you than you thought

Whenever you eat broccoli, you consume a whole range of vitamins, minerals and other healthy stuff. Good enough reason for us to tell you all about this member of the cabbage family.



Labour intensive, high quality

Broccoli is harvested in both spring and autumn.

The broccoli seeds are first sown in greenhouses, and then five weeks later they start to grow as little broccoli plants. The farmers then plant approximately 33,000 heads per hectare. The period between planting and harvesting varies from 70 to 110 days, depending on the season and the temperature. Each plant produces a single broccoli.

Harvesting is **very labour-intensive**. Sometimes the same field has to be **harvested up to three times**, which doesn't make the product any cheaper of course. When the broccoli arrives at the factory it is **processed as quickly as possible in order to retain the freshness and the vitamins**. The broccoli is cut into florets and these are then sorted according to size. After checking, the product is blanched, quickly frozen and then further sorted into different size grades. Every stage of the production process is checked by means of an **integrated quality control system**. This is how Ardo ensures that each product reaches the consumer's plate **full of vitamins and flavour**.



Nothing but healthy stuff

Like all fresh-frozen vegetables offered by Ardo, broccoli contains lots of **essential vitamins and minerals**. But what makes this member of the cabbage family unique is the presence of substances such as antioxidants and fibre which thought to **reduce the risk of various types of cancer and Alzheimer's disease**.

So it would be a shame to miss out on these benefits. And that happens when the broccoli is transported for more than 6 days after harvesting. **It loses a quarter of its nutrients**. The solution? **Choose fresh-frozen broccoli from Ardo. This ensures maximum preservation of nutrients and flavour.**

Another tip: **boil, steam or stir-fry** the broccoli briefly. This ensures that the healthy nutrients are retained better during preparation!

Sources:

- www.dailymail.co.uk/health/article-1255606/why-frozen-vegetables-fresher-fresh.html
- <http://nl.wikipedia.org/wiki/Broccoli>
- <http://mens-en-gezondheid.infonu.nl/gezonde-voeding/37487-wat-zijn-de-meest-gezonde-groenten-van-broccoli-en-artisjok.html>



Delicious salad buffet

Summer's sweet with 'Les Fruits'



Insalata Verdura



What if consumers want more than the usual lettuce and tomato with dressing for their summer salads? Then they've come to right place at Ardo. We offer ready-made ideas for delicious salad buffets. Just defrost, serve up and tuck in.

What could be better on a hot summer day than a fresh fruit salad or ice cream with fruit sauce? Raspberries, strawberries, exotic fruit mixes, red fruit mixes, fruit purees ... Ardo offers **more than 15 fresh-frozen varieties of fruit** all year round for different applications, preparation and markets. Whatever fruit you choose, the **quality is excellent**. We constantly monitor the various production fields worldwide so that the fruit is harvested at the ideal time. It is then frozen very fast and efficiently. The result? Maximum preservation of flavour and nutrients.

Insalata Verdura

This **colourful ready-to-eat salad** of green beans, yellow beans, tomato and sweetcorn **in a light mustard and herb dressing** is impossible to resist. A ready-to-eat summer hit or a delicious base for creating your own salad with olives, chicken or ham...



Insalata Mediterranea

This **cold, ready-to-eat pasta salad** of pre-cooked penne with grilled courgettes, grilled red peppers, grilled yellow peppers, sun-dried tomatoes, onions and Mediterranean dressing will go down well with everyone. Simple and tasty. You can also give this salad a **personal touch** by adding tuna or ham or mozzarella...



Taboulé

Add an exotic touch with this **spicy vegetable mix with couscous and dressing**. Tasty and original.



Express Range

The Express range, a **wide selection of pre-cooked and fresh-frozen vegetables, vegetable mixes, pasta and rice** available all year round. Don't forget our grilled vegetables. Ideal for summer salads!



Fresh-frozen fruit only contains the usable parts of fresh fruit

Did you know that on average 70% of a fresh pineapple is removed before it is consumed? That means that 70% excess weight is transported before the pineapple is eaten. That is bad for your wallet and the environment.

When you choose fresh-frozen fruit, you only get the parts fit for consumption. The other parts (skin, pod, stone, etc.) are removed during processing and not transported. This represents a considerable difference in weight compared to exotic fruit for example, which is mainly imported from distant countries.

Les Fruits



Market and harvest reports

Bright, new packaging



Harvest reports

British meteorologists were the only ones to predict that 2009-2010 would be a very cold winter. And they were dead right: the winter was cold, hard and long. As a result, all spring harvests were delayed.

Heavy hail showers in Spain



Spinach: in Spain, some of the early spinach fields were destroyed by hail and in Italy by heavy rain. In the rest of Europe, winter spinach suffered from the dry weather. The result:

lower yields. Meanwhile, demand for frozen spinach is exceptionally high. Due to shortages in Southern Europe, low yields and exhausted stocks, spinach prices will be quite high in 2010-2011 and the available volumes low.



Cauliflower: production in Brittany was delayed by the low winter temperatures since the end of December. In March things finally improved: thanks to the rising temperatures, the cauliflower was ready to harvest. But this was very late with the risk of large volumes being harvested at the same time and unable to be processed. Prices remain high.



Artichoke: freezing weather and heavy rain seriously disrupted artichoke production in Spain. Egypt was unable to produce the required volumes either. The price of fresh artichokes remains very high. It will probably not be possible to produce all the necessary volumes.

Sowing and planting reports

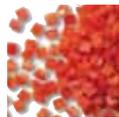
The cold winter weather did not just cause problems harvesting winter crops. Sowing and planting of spring, summer and autumn crops was also considerably delayed.



Broccoli: planting is delayed by 2 to 3 weeks.



Courgettes: sowing is delayed for several weeks in Portugal.



Tomatoes: They were planted out a few weeks late. Tomatoes have gradually earned a permanent place in the frozen segment. Several new varieties will therefore be tested this year in Alpiarça (Portugal).



Peas: they were sown late in Spain, Portugal and Southern France. Sowing appears to be on schedule in Northern Europe.



Onions: planted out in March. As it will not be possible to make up for the shortfalls, prices for frozen onions will probably remain high until October.

Market reports

2009 frozen stocks have now been depleted by the rising demand for fresh-frozen products and the limited supply of fresh fruit and vegetables, which are also expensive. Due to the late harvest in 2010, with lower yields in many cases, availability of some vegetables may be tight. Hopefully the weather will be favourable this summer and autumn. According to the UK meteorologists, which were the only ones to predict the extremely cold winter, the summer will be exceptionally hot and dry. Comparisons are even being made with the summer of 1976. If this is right, it will be very challenging to bring the necessary fresh-frozen fruit and vegetable stocks back up to the required levels.

The tasty deep-fried vegetable snacks from the 'Les Tapas' range are presented in specially designed packaging. The warm glow on the packaging perfectly reflects the crispiness of the vegetable tapas. Good enough to eat!



Ardo aims to keep consumers as **fully and clearly informed as possible**. This is why we will soon be displaying **GDA's** (Guideline Daily Amounts) **on all of our packaging**. You will be able to see how certain foods compare to the GDA. A plus for Ardo as all of our products are really healthy and help the end-user prepare a healthy, balanced meal.

Ardo News

Ardo Ashford (UK) expands and modernises



Fresh-frozen is hot

There's no doubt: fresh-frozen is on the way up. This is not just clear from the sales figures, but also from the media attention on fresh-frozen products. In recent weeks, the Austrian, Belgian and British media amongst others have been raving about fresh-frozen vegetables and fruit. An overview:



Seen on Austrian TV

On 1 April 2010, the Austrian station 'ORF 2' broadcast a report about the production of frozen vegetables with the subject of: **Austrians are eating more and more frozen spinach**. This message was taken up by Ardo Austria Frost by the financial/economics programme 'Eco'. Want to see more?
tv.orf.at/program/orf2/20100401/470788101/288427



Heard on Belgian radio

The Belgian radio station Radio 2 wanted to find out if frozen fruit is good for you. Amongst other people, they spoke to a professor from the Food Quality and Food Safety Department at Ghent University. His expert opinion? Freezing fruit is an excellent way of preserving all the nutrients. But only if it is frozen by the IQF (Individually Quick Frozen) process such as Ardo's fresh-frozen fruit. More information: **fresh-frozen fruit usually contains more vitamins than fresh fruit that has travelled** for several days before reaching the shop. Want to hear more?
<http://radio2.be/detailpagina.cfm?id=21657&programma=inspecteurdecaluwe>



Read on a British website

The popular British news site 'Mail Online' is clear: "frozen vegetables are fresher than fresh". In other words: **fresh-frozen vegetables can contain more nutrients than a fresh product**. In fact, fresh vegetables can lose up to 45% of their nutritional value before they reach your plate. No wonder as these products often stay on the shop shelves for up to 16 days. So fresh-frozen is fresher than fresh. Want to read more?
www.dailymail.co.uk/health/article-1255606/why-frozen-vegetables-fresher-fresh.html

On 26 March, members of the Haspelslagh family officially opened the doors of Ardo Ashford's modernised factory.

The investment in this modernised and extended site will **bear fruit for everyone**: our customers, our staff and the environment. Or, as UK Managing Director Stephen Waugh says: "Before we had two facilities just a few miles apart. Now that we are joining forces in Ashford, we will save a lot of time and energy. This will **double our production capacity**. Ardo UK will be able to pack fruit, vegetables and corncobs with sauces and seasonings in pillow bags, stand-up bags and punnets. The cold store will have room for 5,000 extra pallets to store fresh-frozen vegetables and fruit in bulk. We will be better placed to capitalise on the rising demand for fresh-frozen vegetables, fruit, pasta and rice in the UK."



As fruit was originally packed in Ashford, a fruit tree was planted at the opening ceremony. It will flourish, just like Ardo Ashford.

Ardo Ashford in a nutshell

- New, ultra-modern factory, storage facility and offices
- All under one roof
- Less internal transport, smaller carbon footprint
- BRC approved (UK quality label for the retail sector)
- Safe, energy-efficient, low waste, competitive, versatile

To let: storage facility at Ardo Ashford (UK)



Other companies are also reaping the benefit of the modernised Ardo plant as they can now **rent storage space at Ardo Ashford**. A golden opportunity: thanks to the **excellent location** of the Ashford facility, right next to the motorway, we are the ideal operating base for companies involved in European import or export between the UK and the continent.

More info?

For all your storage and distribution solutions, please e-mail storage@ardouk.com or call 0044(0) 1233 714 714 and ask for Jon Barnes.

Culinary Ardo



Turkey with broccoli in a coconut curry sauce

Serves 4:

- 600g Ardo broccoli florets
- 500g turkey strips
- 400ml full fat coconut milk
- 1 teaspoon Ardo garlic blocks
- 2 tablespoons of freshly grated ginger
- 2 tablespoons of curry sauce
- 1 or 2 finely chopped red peppers
- Juice of 1 lime
- Pinch of salt
- 1 bunch of (Thai) basil or mint



Fry the turkey strips with a little solid coconut milk (layer over the coconut milk). Add the garlic, ginger and curry sauce. Add the red pepper(s) and the rest of the coconut milk and simmer for a few minutes. Add the broccoli florets, bring to the boil again, but make sure the broccoli remains crunchy. You can add some water for extra sauce. Finally add the lime juice and salt and sprinkle generously with the (Thai) basil or mint. Serve with Ardo rice or noodles.

Raspberry cake

Serves 4:

- 4 rectangular pieces of Ardo puff pastry
- 100g Ardo raspberries
- 100g Ardo raspberry puree (defrosted)
- 200g mascarpone
- 200g crème patissière
- 100g sugar
- 50g ground almonds
- 50g caster sugar
- 100ml sugar and water
- a dash of raspberry liqueur
- Juice of half a lemon
- A knob of butter
- Icing sugar
- Fresh mint leaves



Brush the pieces of puff pastry with melted butter and sprinkle over them a mixture of the almonds and 50g of caster sugar. Bake in the oven (12-14 min. at 190°C). Beat the mascarpone with the crème patissière and 100g of sugar. Allow the baked slices to cool and cut them in half. Spread a tablespoon of cream on the base and decorate with a few raspberries. Now cover it with the top of the slice and sprinkle with icing sugar.

It's time to prepare the coulis. Mix the defrosted raspberry puree with the sugar and water mixture and add a dash of raspberry liqueur. Serve the pastry with the raspberry coulis and a sprig of fresh mint.

Enjoy!



 Ardo N.V. Wezestraat 61 B-8850 Ardoeie - T +32 51 310621 - F +32 51 305997 - www.ardo.com - info@ardo.be
 +45 65 310310 -  +49 2102 2028 0 -  +44 1233 714714 -  +33 297 234876 -  +353 12 957355 -  +31 765 999999
 +351 243 559 230 -  +7 095 234 3181 -  +34 948 724200 -  +420 326 597 045 -  +386 5 658 25 00 -  +86 21 6473 8068
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