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## Fairs

BIOFACH  
13 to 16 February 2013  
Nürnberg, Germany  
Hal 9 - stand 9-216  
[www.biofach.com](http://www.biofach.com)

HORECATEL  
10 to 13 March 2013  
Marche-en-Famenne, Belgium  
Hal 1 - stand 1F22  
[www.horecatel.be](http://www.horecatel.be)

MDD EXPO  
9 and 10 April 2013  
Paris, France  
[www.mdd-expo.com](http://www.mdd-expo.com)

PLMA  
28 and 29 May 2013  
Amsterdam, the Netherlands  
[www.plmainternational.com](http://www.plmainternational.com)



We wish you  
a refreshing  
and sustainable  
new year

Firstly we would like to extend our best wishes for a healthy and successful 2013.

Ardo is completely ready for the coming year and we look forward to taking on each and every challenge. We hope the weather conditions will be favourable and we will do all we can to keep production volumes and stocks at the desired level.

**Of course, Ardo will continue to invest in its products, its different production units and its sustainability in 2013.**

We are planning quite a lot of investment next year. After our positive experiences with the automatic coldstore in Ardoorie, similar distribution centres will be built at other sites. Our engineers will follow up these important projects for several months. Our production lines also have to be adjusted to the newest technologies and in some cases they have to be completely renewed. We will also invest in extra packaging capacity, as sales continue to improve thanks to the increasing interest in fresh-frozen fruit and vegetables and our strong local and international sales structure.

We obviously want to continue to play a pioneering role as an **innovative market player**. Our products will follow the local and international market trends as we look towards new varieties and cuts.

Our **third sustainability report** published in June provided a lot of information on the numerous projects Ardo has set up in terms of agronomy and we are not about to rest on our laurels. In 2013 we will start up or complete several similar projects, which include a project converting rainwater into drinking water.

This means that Ardo can start the first newsletter of the New Year on a positive note. On to an excellent cooperation and relationship in 2013!

*On to a successful 2013!*

# Ardo's fresh-frozen vegetables prevent wastage



A study published by the United Nations last year indicates that **almost half of all fruit and vegetables grown and produced in Europe is lost in the food chain**. This alarming figure surprised us at Ardo and even made us suspect that the study paid little attention to fresh-frozen and processed vegetables. Allow us to briefly explain why.

According to this study, a large amount of wastage (20%) already occurs during production. It also states that the attitude of supermarkets is also largely to blame. Supermarkets are said to believe that consumers do not want a bent carrot, because its shape is not perfect. This is a problem that Ardo does not have to face, as Ardo markets finished products that are already **washed, cut and blanched**. Consumers do not get to see the whole basic product, but can be certain of the **excellent organoleptic properties and quality** of what is on their plate. Ardo also works hard to ensure that the harvest plans are fully in line with the production plans. As a result, very little of what is harvested is lost. This is a world of difference.

It was also reported that consumers cause 13% of food losses because they do not store the vegetables correctly. This is difficult to explain in the case of our fresh-frozen products, as they are simply kept in cold-storage before they are defrosted and used. So this does not apply to Ardo either.

## Waste becomes power and fertiliser



*Aerial view of the biometanisation plant in Ardoorie, Belgium*

It was also said that 5.5% of wastage occurs during the vegetables' harvest and processing. This is true. Ardo also cannot prevent some waste during the production process. However, by investing in **biomethanation processes**, we can **convert most of these waste flows into energy and fertiliser**. So waste is never really created at Ardo.

## Fresh-frozen vegetables ... a logical choice

Fresh-frozen fruit and vegetables remain a sensible and particularly healthy choice. Because our vegetables are immediately frozen locally after the harvest, their **mineral and vitamin content remains very high** all year round. The colour, structure and taste are also of the highest quality. Then of course there are the practical advantages that make working in the kitchen much easier, because the vegetables have already been completely washed, cut, blanched (or precooked), for example.

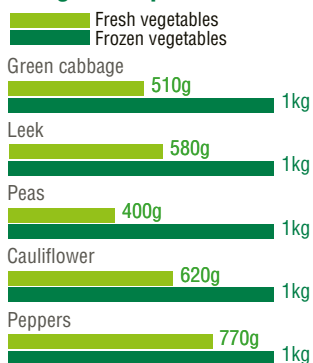
**Fresh-frozen fruit and vegetables therefore offer you ease of use and a unique taste experience. A logical choice, don't you think?**

### Amount of vitamin C (mg/100g)

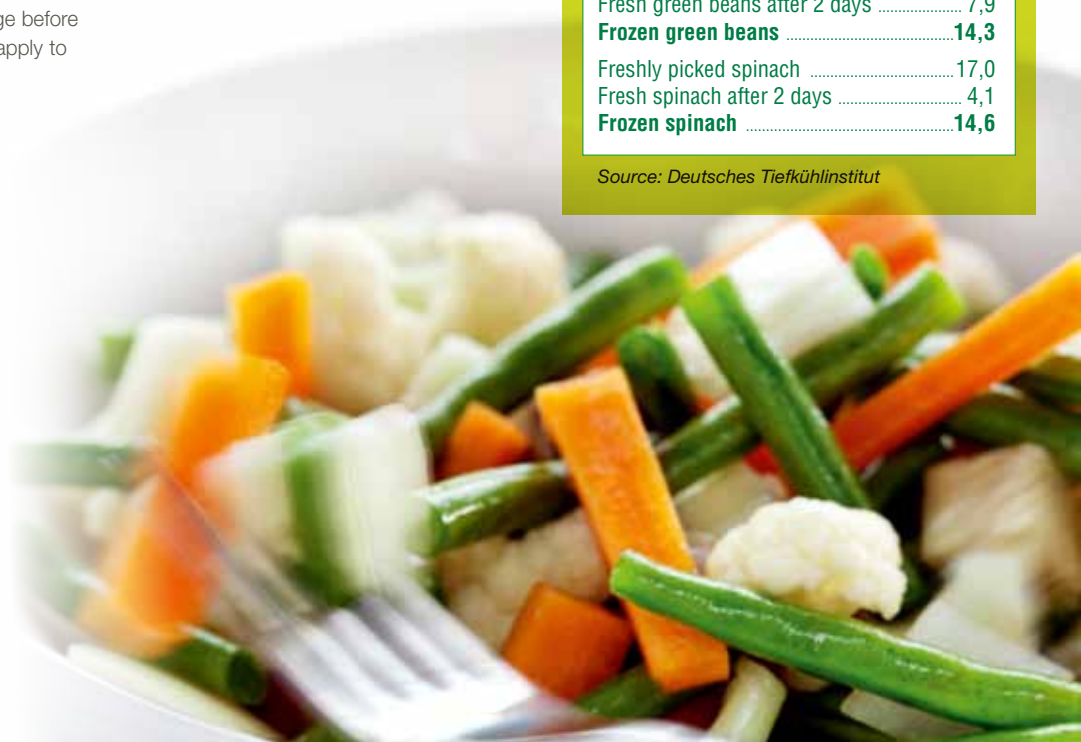
Freshly picked green beans	16,4
Fresh green beans after 2 days	7,9
<b>Frozen green beans</b>	<b>14,3</b>
Freshly picked spinach	17,0
Fresh spinach after 2 days	4,1
<b>Frozen spinach</b>	<b>14,6</b>

Source: Deutsches Tiefkühlinstitut

### Usable quantity per kg of vegetables purchased



Source: Deutsches Tiefkühlinstitut





# New products



## 'Foglia' Spinach

This attractive 'layered spinach' allows young spinach leaves to retain their leaf structure even better and is the result of a new production process. Because this product has generated great interest and was successfully launched at the autumn trade fairs, Ardo is planning an extra production volume of young spring spinach to produce these spinach leaves packed with flavour.

S6B610 - 4x2.5kg

## Duo Zucchini



A touch of Mediterranean flair is guaranteed with this mix of yellow and green courgettes. The vivid combination of colours and the even, flat slices of the vegetables are the perfect basis for any dish with a subtle Mediterranean touch.

Duo Zucchini is easy to prepare in the oven, pan or steamer.

CS2610 - 4x2.5kg

## Fennel



Fennel is a delicious and very healthy vegetable with many different uses. It is a low-calorie food, totally fat-free and a good source of minerals. The vegetable is easy to prepare as an ingredient for salads, soup, quiches, oven dishes, as an accompaniment for fish or meat.

VEN610 - 4x2.5kg



## Ardo is expanding its 1kg range of herbs

### Garlic

Besides the small packaging, 1 kg photo packaging is now also available for diced garlic.

LOK210 - 5x1kg



### Garlic cloves

These delicious and convenient garlic cloves are now also sold in 1 kg photo packaging.

KLT210 - 5x1kg



### Dill and Basil

Dill and basil have also been added to the existing 1kg range, which already includes chives, parsley and the 8 herbs mix.

DIL210 - 5x1kg

BAS210 - 5x1kg



## Fruit references get a fresh, new look

From now on, our delicious fruit products are available in even more attractive, 300g packaging.

Thanks to the clear product photos and the presence of vivid colour, the packaging stands even more out in every frozen foods section. This range consists of Fruitberry Mix, Blueberries, Raspberries, Blackberries, Strawberries and Lingonberries. All products are available in 6x300g packs.



## Blueberries

Our blueberries are now also available in attractive, eye-catching photo packaging.

XBO610 - 4 x 2.5kg



# Market- and harvest reports

# Sustainability



## The year 2012...

2012 will go down in the annals of European agriculture as a changeable year in terms of climate and a moderate year for harvest results, from excessive rain in one country to severe drought in another region, and even night frost in Austria in the second half of May. Our European growers saw and experienced it all...



As the year draws to an end, most harvests have been completed in exceptionally wet conditions. Really good harvest results were not recorded anywhere. Like the not very good to dramatically low yields of the harvest of peas, beans and spinach, Brussels sprouts and carrots also showed a clear deficit.



On the other hand, **consumption of frozen vegetables continues to grow in all sectors and countries.** The Ardo Group is ending 2012 with a definite rise in turnover and sales.

## Onward to 2013...



We move into 2013 with limited, moderate stocks and little scope for extra sales volumes. On the other hand, there is growing upward pressure on raw materials prices. The high prices paid to growers for cereals, soya and corn make it difficult to finalise new vegetable growing contracts with our growers. This will lead to a rise in the price of raw materials for vegetables.



A real challenge for a prosperous 2013...

dd 12.2012

## Cover crops protect and enhance our soil

Ardo Gourin, our site in Brittany, plants cover crops such as mustard, rapeseed and oats all over its vegetable growing areas. This is done from September to February, when no crops are grown and the soil is at its most vulnerable.

### The positive effects of these cover crops are:

- They help **protect against soil erosion**: their green canopy disperses the rain and their root structure helps bind the soil and prevents it from being washed away.
- They **prevent nutrients from seeping through the soil layers**: Cover crops absorb the mobile nutrients as they grow.
- They help the soil to **capture and store carbon from the environment** in its organic matter.
- They **fix nitrogen in the soil**: The leguminous (nitrogen fixing) cover crops take nitrogen from the air and store it in their roots in the soil, thereby reducing the amount of artificial fertiliser required by the following crop.
- They are used as **green manure** that can be incorporated into the soil after the winter period.

You can read more about our sustainability policy in our **Corporate Responsibility Report**. Download it from [www.ardo.com](http://www.ardo.com) or request it from your representative.





# Ardo news



## Ardo is teaching children how to cook

At the end of last school year, Ardo worked with Agape (the central kitchen of a group of schools in Brussels) to organise a cooking session with children from Brussels community education. Led by our culinary consultant Peter De Wandel, children from participating schools were given the chance to cook dishes based on the theme of "Retro Vegetables". The three winners were allowed to cook and eat their menu at the Agape kitchens under the watchful eye of Mr. Goris, General Manager of the Brussels group of schools. This way, Ardo helps make children aware of the importance of vegetables. Who knows - perhaps some of the children may acquire a taste for cooking and become excellent chefs themselves!



We are pleased to announce that Ardo won an award with its "Retro Vegetables Mix", one of our latest products. The Belgian Horeca Expo trade fair put some new innovations in the spotlight and an independent jury chose sixteen Pioneers, which included the "Retro

Vegetables Mix". In the Food & Beverages category, the same product also snapped up **the Innovation Award for most innovative product.**

## The making of Ardo's new corporate film



We are currently finishing a new corporate film. This is a necessity, because time has not stood still. Many technologies have thoroughly changed and the Ardo harvest and production process underwent many changes. The corporate film will contain a **general presentation of the company** and several **themed films** with more information on agronomy, coldstore, production, a product's lifecycle, packaging and

sustainability. We are hoping to show you this brand new film shortly.

## The winner of trade fair offer received a food processor

Ardo organised yet another interesting trade fair offer at the previous Horeca Expo fair that took place in Ghent (B). When visitors purchased a number of cartons of a new Ardo product, they received a raffle ticket to win

a Kitchen Aid food processor.

Geert and Dominique Van Grembergen of Salons Mantovani (B) were able to take the coveted prize home.

Make sure to drop by at one of the next trade fairs Ardo will be attending (see cover for an overview) and discover our newest delicious products!



Geert and Dominique Van Grembergen

## The new Ardo website is a success!

Our new website [www.ardo.com](http://www.ardo.com), which was launched in the second half of 2012, is doing really well and welcomes new visitors every day. The **new, fresh look and increased user-friendliness** seem to be taking effect.

The more detailed product search facility and **ARDO TV** are absolute hits. For ARDO TV, our culinary consultant Peter De Wandel briefly joined the ranks of Jamie Oliver and the other celebrity chefs of this world. Like his famous colleagues, he dishes up many useful tips for preparing and presenting established and new Ardo products. ARDO TV is available in no less than seven languages: Dutch, French, German, English, Spanish, Italian and Russian. Do not miss it! And then we also have [www.ardojobs.com](http://www.ardojobs.com) announcing all job openings at the Ardo group.

## Reorganisation at Ardo

The Ardo Group made some changes in 2012 to streamline the company and relocate volumes. This allows the production and packaging units to specialise even more in order to remain competitive. We needed to temporarily or permanently relocate certain activities to another site to make these changes. The positive side of this reorganisation is that we will be able to **adjust our products to your specific requirements even better thanks to the continuous investments in specialised sites.**

Ardo makes every effort to absorb the social consequences of the reorganisation.

## Mochov nominated for SIAL D'Or

In 2008, Ardo Mochov won a SIAL Award for Baby Mix and Potence Mix. Mochov managed it again at the previous SIAL edition. This time, **Mochovanka** and **Polabanka** received a nomination. The nominations were based on an increased interest in these products from Czech consumers. A great honour.



# Culinary Ardo



## Quiche Italian Style

### Ingredients for 4 people

400g Ardo Duo Zucchini, 20g Ardo shallots, 10g Ardo garlic, 5g Ardo basil, round puff pastry (30cm), 4 eggs, 200ml cream, 200ml milk, 4 slices of Parma ham, 50g grated Parmesan cheese, olive oil, black pepper, salt

### Preparation

Place the puff pastry in a baking tin. Fry the courgettes in some olive oil with the shallots and the garlic and add some salt and pepper. Mix the eggs with the milk, the cream, the basil and the Parmesan cheese. Create a layer of courgettes on top of the puff pastry and then add the quiche filling and Parma ham. Create a second layer of courgettes and finish with quiche filling. Bake in the oven for about 35 to 40 minutes. Cut the quiche into four pieces and serve hot with a delicious mixed salad.

## Crispy chicken breast with fennel

### Ingredients for 4 people

300g Ardo fennel, 50g Ardo shallots, 10g Ardo 8 herbs mix, 4 chicken breasts, 50g butter, 1 tablespoon mustard, 4 tablespoons panko, 1 tablespoon sesame seeds, balsamic vinegar, 100g rocket, 40g Parmesan flakes, olive oil, salt and pepper

### Preparation

Cook the shallots and the fennel in the butter. Allow to cool and add to the 8 herbs mix. Fill the chicken breasts with the fennel compote. Fry them in the pan and brush the tops with mustard, panko and sesame seeds. Finish with some olive oil, salt and pepper and then bake in the oven at 180°C for 15 minutes. Serve with the rocket and sprinkle with some Parmesan flakes, olive oil and balsamic vinegar.



*Delicious!*

Discover many other surprising recipes on [www.ardo.com](http://www.ardo.com)!



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