



We preserve nature's gifts

Actual

Newsletter - n° 73 - vol. 22 - January 2017

TRADE FAIRS

Ardo has reached the end of a busy year of trade fairs and exhibitions. We would like to thank everybody who paid us a professional visit over the past year. In 2017, we will once again embark on a fantastic tour of fairs and shows from Amsterdam to Tokyo. Several new fairs have been added to our programme as well. An overview:

15-18/02/2017
BIOFACH - DE
Nuremberg

07-09/03/2017
CFIA - FR
Rennes

07-10/03/2017 
FOODEX - JP
Tokyo

12-15/03/2017
HORECATEL - BE
Marche-en-Famenne

17-21/03/2017
INTERNORGA - DE
Hamburg

28-29/03/2017
MDD - FR
Paris

16-17/05/2017
PLMA - NL
Amsterdam



The future is green

Green, as in pure, rich in vitamins and beneficial to the environment.

This is our number one focus at Ardo. In this edition of Actual, we shine the spotlight on our fifth **Sustainability Report**.

We are also launching various **new products**, and we have a few trendy recipes to share with you. All of this ties in with our goal: we want to **inspire and surprise** you in equal measure.

Our original vegetable recipes bring a dash of colour to your plate and encourage you to eat more vegetables. Adopting a better meat-to-vegetable ratio in your diet can also help to **counteract food wastage** and lends a helping hand to the environment.

We are sure that 2017 will bring many positive developments. We would like to thank you for placing your trust in us over the last year. We are **fully committed to continue being your preferred food partner in the future**.

Vegetables in a stylish coat

1 - Cauliflower

Ever heard of cauliflower pizza? It is a healthy alternative where you make the pizza dough out of cauliflower. Add a topping from the wide range of Ardo products and voila – now you can enjoy a 100% vegetable pizza that provides you with your daily portion of vitamins in one go. This dish is also **gluten-free**.



2 - Spinach

In an age of fast living, we need to save time in the kitchen. **But how can we make sure that we continue to eat healthy?** A smoothie is a good option for in-between meals. Ardo has three highly refreshing smoothie mixes using vegetables, fruit and herbs. Each smoothie has a unique, distinctive taste and colour, enabling you to bring some variation to your breakfast.



3 - Ginger

We are open to various **exotic seasonings** and flavours. Take ginger, for example: the pungent root that gives a kick to our quinoa vegetable pan, a superfood vegetable mix inspired by the Peruvian cuisine. It also spices up our Pak Choi mix, which consists of tasty Asian-style vegetables grown in Europe.



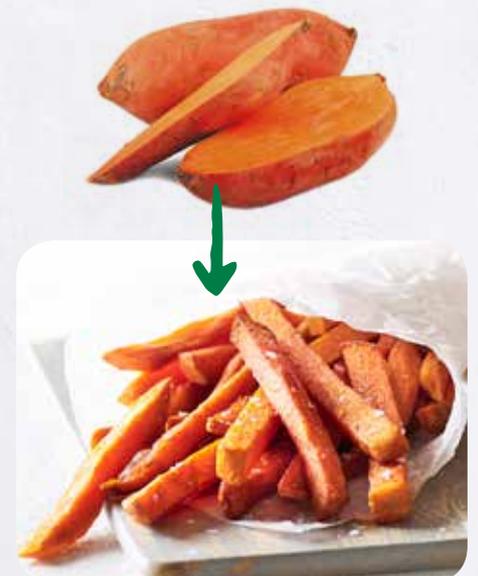
4 - Pulses

If you follow a low-carb, vegetarian and/or gluten-free diet, Ardo has exactly what you need with its pure, contemporary range of pulses. Have you tried a pulse salad? With kidney beans, soy beans, chickpeas and more in our range, we have all the ingredients you need to embrace the **vegetarian eating habits that are rich in protein**.



5 - Sweet potato

Did you know that sweet potato is perfect for making French fries? These **trendy, gluten-free** fries are now available in the Ardo range. Fries are great as a tasty appetizer or a crunchy, colourful addition to your plate.



Your plate in another view

Could altering the amount of meat/fish, vegetables and carbohydrates on your plate lead to a higher intake of vegetables? The answer is an emphatic YES according a recent study and experiment conducted in Dutch restaurants. As well as leading to a healthier lifestyle, an increased vegetable intake has a positive effect on the environment. This is something to be encouraged – whether through creative means, special ingredients or tasty recipes.

Study

- Three restaurants in the Netherlands
- May to August 2015
- **Plate 1: 75 g vegetables and average 150 g meat or fish**
- **Plate 2: 150 g vegetables and average 12.5% less meat or fish**
- Survey: general restaurant and meal assessment

PLATE 1

75 g vegetables

± 150 g
meat or fish

PLATE 2

150 g vegetables

± 130 g
meat or fish

Results

- **31% higher vegetable consumption**
- 11% lower meat or fish consumption
- 33% less meat or fish waste
- people come closer to consuming their daily recommended amount of vegetables (250 g)

Further details about the study are available to read on www.ar.do.com under the section 'News'.

Market and harvest reports

The end of the year is traditionally the time to look back and review the year's production. Most of the crops in our production units have now been harvested, with the exception of some winter vegetables such as Brussels sprouts and black salsify.

Spinach: We had a moderate spinach harvest, with rather low production volumes. Ardo is able to make up the deficit to some extent, thanks to production areas in the south of Europe.

Cauliflower: The summer harvest shrank to half the normal level and was topped up from the autumn harvest, which was normal. Lower volumes were available everywhere. Winter production in Brittany (FR) will be critical for the availability of European cauliflowers.

Baby carrots: Initially we had to deal with a difficult and late harvest of baby carrots. The autumn production then returned to normal.

Garden peas: For garden peas we saw a 25% reduction in the harvest. Southern Europe was spared of the poor yields.

Beans: Across Europe as a whole we had a drop in production volumes of 20%. It was mainly French beans that were affected, and to a lesser extent cut beans.

Broccoli: Harvests were late for broccoli. Until November the supply was difficult, but it returned to normal in December.

Peppers: Throughout 2016, the market for peppers was stable. However, volumes were low for the industry and prices were high.

Sweetcorn: There were less whole and half cobs available worldwide due to increased demand.

Leeks: For leeks, the late harvest yielded limited volumes, especially of the whiter varieties.

Root vegetables: For red cabbage, white cabbage, Savoy cabbage and curly kale, the results were as planned.

Herbs: In 2016, the harvesting season for herbs was a challenge for Ardo Le Moustoir (FR) and Ardo Eye (UK) because of the temperamental weather, with a very wet spring and large fluctuations in temperature. Parsley and oregano suffered the most from this. This resulted in yields that were lower than expected and various gaps in the harvests. Ardo La Garde Adhémar (FR) had another good basil season and was able to produce the planned volumes. In the area of quality, and organoleptic quality in particular, we have had a normal year.

Conclusions 2016

As far as crops and production are concerned, we have come through a very **capricious year** with insufficient yields. We saw insufficient yields. In addition, it will be a real challenge to bridge the period to the new harvest in 2017.

Forecast for 2017

2016 was characterised by **low yields and poor harvests**. The resulting lower income for our growers will lead to a demand for higher prices for ingredients.

Market trend 2016-2017

In 2016 Ardo again saw a **clear rise in sales volumes and turnover** across the whole range, and our innovations did really well. For 2017 we are planning to continue with this trend, which will be driven mainly by health and convenience. **The fresh-frozen vegetables, fruit and herb segments are set to do well in the market over the next years thanks to this trend.** Ardo will also be making an important contribution to building up these trends.

Ardo info

ChefsproVeggie inspires people online

Studies show that more and more chefs are open to increasing the number of high quality vegetarian dishes on their menu. They are looking for expertise and inspiration in this field – and they can find it at ChefsproVeggie. This **new digital and vegetarian inspiration platform for the FoodService sector** is an initiative launched by Ardo, Delifresh (Greenway), Verstegen, Electrolux Professional and Pietercil. Eva vzw, the organisation behind “Thursday Veggie Day”, VVG and Horeca Expo are also supporting the initiative as independent partners. ChefsproVeggie went online during Horeca Expo in Gent (BE). This Belgian initiative is a cross between a website and a blog brimming with background information about vegetarian products, recipes, information about training and workshops and event notifications.

www.chefsproveggie.be



New Sustainability Report

We are pleased to present our **fifth Sustainability Report**. You can read about Ardo's efforts to pursue a sustainable policy as a mean of guaranteeing **positive results for the planet, people and products**.

The sustainability report has been drawn up in accordance with the Global Reporting Initiative (GRI) G4 guidelines, Core level. The GRI framework is internationally recognised for its credibility, consistency and comparability, and is widely considered to be the de facto standard for reporting on sustainability.

Would you like to read about our developments and projects in detail? You can request the full document from your Ardo contact or download the Sustainability Report from the download centre at www.ardo.com.

New employee

Ardo would like to extend a warm welcome to **Product Manager An Sofie Nelis**. She is part of the Ardo Ardoie (BE) marketing team and she is responsible for facilitating the ongoing dynamic evolution of Ardo's range of fresh-frozen herbs and deep-fried vegetables. We wish her every success in her job.



Ardo's culinary advisors in action!

At Ardo, we have a large team of culinary advisors. They are located in a number of different European countries, because we give a great deal of importance to direct **contact with end consumers in the Food- Service market**.

After a busy autumn at trade fairs, this international team came together in early December to **share their experiences within each of the different markets and define the new culinary trends they discovered**. They are Ardo's face in the food service market and, thanks to their almost daily contact with end consumers, we can easily pick up on new developments. Their feedback from the markets is therefore very important, not only for our sales and marketing but also our product development.

We also welcomed two new colleagues to the team: **Niels Deprez** for the **Belux** team and **Jiří Horák** for the **Czech** team.



From left to right above: Matthias, Mette, Bavo, Peter, Niels, Etienne, Jill, Hanns-Joachim
From left to right below: Christian, Stefan, Jiří, Marc

New products

There is no better place to launch new products than at Sial, the internationally renowned food exhibition. Ardo presented thirteen new products to international visitors during the exhibition: from our new Festive Mix to our smoothie mixes. Variety is the spice of life!

new

Pak Choi mix
MPC610 - 4x2,5 kg



new

Sweet potato fries
AZ1210 - 4x2 kg



new

Festive mix
MFM610 - 4x2,5 kg



new

Wellness mix
MWN610 - 4x2,5 kg



new

Duo of rissoles
MDA210 - 4x2 kg



new

Salad Greek style
USG310 - 10x1 kg



new

Quinoa vegetable stirfry
UQG310 - 10x1 kg



new

Smoothie mixes
GSM75B - RSM75B - YSM75B
10x750 g



Herbs mix tartare
UTK010 - 8x250 g

new



new

Thyme
TJ010 - 8x250 g



new

Passion fruit puree
PAP510 - 5x1 kg



Culinary Ardo

Do you want your breakfast to give your day a boost? Are you looking for a good way to add some vegetables to your breakfast? Allow us to present you with a top trio of **breakfast alternatives**. How about a unique smoothie or pancakes made of sweet potatoes? Embrace originality and enjoy a tasty and healthy start to your day.

Breakfast smoothies with fruit, vegetables and herbs

Green smoothie with Ardo Green Smoothie Mix (GSM75B), Greek yoghurt and coconut milk.

Yellow smoothie with Ardo Yellow Smoothie Mix (YSM75B), Ardo precooked quinoa (QUN310) and rice milk. **Red smoothie** with Ardo Red Smoothie Mix (RSM75B), cream cheese and orange juice.

AWARD
GROUND-
BREAKING
PRODUCT

During Horeca Expo (BE), a panel of judges selected the most innovative products from around 120 submissions. For its three new smoothie mixes, Ardo won the 'Baanbreker' Award, which is presented to groundbreaking products. The smoothie mixes are the ideal way to kick off breakfast and are perfect as a refreshing pick-me-up between meals.

Vanilla-quinoa yoghurt with granola, pomegranate and a duo of strawberries and blueberries, combined with chia seeds and passion fruit syrup

With Ardo precooked quinoa (QUN310), Ardo strawberries (XAR310), Ardo blueberries (XBO310) and Ardo passion fruit puree (PAP510).

Sweet potato pancake with bacon, apples and blueberry yoghurt

With Ardo diced apples (XAP310), Ardo blueberries (XBO310) and Ardo sweet potato mash (A2Z610).

Detailed information and recipes are available on www.ardo.com under the Culinary Ardo section.



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