



We preserve nature's gifts

Actual

Newsletter – No. 92 – Volume 31 – March 2025

A spring full of flavour

new

**Will we see you
at one of the
spring trade
fairs?**

Visit our stand and be
surprised by our new
arrivals!

CFIA

Rennes, France
04 - 06 March
Hall 4 - Stand 4-B64

HORECATEL

Marche-En-Famenne, Belgium
09 - 12 March
Stand 2e17

HIP 2025

Madrid, Spain
10 - 12 March
Stand 8-B221

370 GRAD

Hamburg, Germany
14 - 17 March

INTERNORGA

Hamburg, Germany
14 - 18 March
Hall A4 - Stand A4.310

PLMA

Amsterdam, The Netherlands
20 - 21 May



Ardo salads: easy, nutritious and delicious

new

Spring is calling. Time to swap those savoury oven dishes for fresh and colourful salads! As part of a buffet, with a barbecue, as a side dish or healthy lunch, these **four new ready-to-eat salads** will surprise you with their varied flavour palette **inspired by colourful cuisines** from around the world. **Simply defrost and you're done!**

A must-have in every kitchen!

- **Thaw and serve**
just thaw and serve, it couldn't be easier!
- **Ready-to-eat**
the salads are deliciously flavoured
- **Complete meal**
vegetables, carbohydrates and protein in one meal
- **Plant-based**
enjoyed by everyone – flexitarians, vegetarians, and vegans
- **Cost-effective**
ready to eat and delicious. Perfect for when things are busy or in case of staff shortages
- **Customisable**
the salads are already full of flavour, but can be finished further as desired
- **Small or large**
perfect as a complete meal, side dish or snack
- **Flexibel**
for your buffet, barbecue, take-away, events, on-board catering ...
- **On trend**
a dish full of colour with flavours from all over the world



Just thaw and serve

- Thaw the bag in the fridge for 12 to 24 hours
- Quick microwave defrosting is also possible
- Use within 72 hours after thawing
- Always keep the salads cool



*colourful
(and nutritious)*





*Perfect balance
of world flavours* ↪



Flavours from around the world



Insalata Sapphira

A delicious mix of bulgur, farro, green and white chickpeas, cucumber, diced tomatoes and red onion. Peach and cranberries add a fresh, sweet touch, and the **spicy Persian dressing with sumac and mint** will transport you to the Middle East. A **modern tabbouleh with a feast of vibrant flavours** with every bite.



Art. code: 10004897
4x1.5kg

Insalata Olympia

Colourful, fresh and delicious, our **Greek-inspired salad** is a surprising mix of orzo, marinated sun-dried tomatoes, orange and green lentils, black olives, red onion, grilled yellow peppers and wild garlic. The savoury flavour of the lentils is balanced beautifully with the spiciness of the wild garlic and the soft sweetness of the grilled peppers. The **sweet mustard dressing** finishes the salad. Perfect as a nutritious lunch or varied side dish.



Art. code: 10004907
4x1.5kg

Insalata Sapphira
— MIDDLE EASTERN —

Insalata Olympia
— GREEK —





new

Insalata Eldorado

— LATIN AMERICAN —



Insalata Mediterranea

— MEDITERRANEAN —

Insalata Eldorado

This delicious combination of white and red quinoa, edamame soybeans, black beans, sweetcorn, grilled red pepper, mango, tomato cubes and spring onion is enriched with dried cranberries for a subtle sweet touch. The **fresh and spicy acidity of the Thousand Island dressing** completes the gorgeous palette of flavours and colours. This mix ensures a delicious and colourful meal for every occasion. **Gluten-free.**



Art. code: 10004908
4x1.5kg

Insalata Mediterranea

Go for this **new and improved, colourful and refreshing pasta salad**. Perfect for lunch or as a side dish! This salad is a delicious mix of al dente penne, crispy vegetables such as cucumber, red onion and grilled red pepper, and juicy yellow and red cherry tomatoes. **A true signature classic with an Italian herb dressing.** A colourful treat and pleasant texture for your palate.



Art. code: 10004898
4x1.5kg

More taste, less waste

Broccoli cuts

Be inspired by the versatility of our broccoli cuts, a **mix of broccoli florets and stems**. The **florets** have a mild, delicate flavour, while the **crunchy stems** provide a subtly sweet and distinctive note and contain even more vitamins than the florets. Moreover, these broccoli cuts are a sustainable choice, with **less CO₂ emissions and water usage**. The mix is **the ideal base for puree, soup, stew and other nutritious and tasty dishes that suit a conscious cuisine**.

Discover inspiring recipes with our broccoli cuts at ardo.com



Art. code: 10004878
4x2.5kg

Less CO₂
and water*



* Less CO₂ and water usage thanks to 33% less food waste

Market & harvest reports

edition october - november 2024

After a rainy 2024, we were pleased to have dry weather in the north since mid-October 2024. Despite some delays, we see that constraints for several crops are decreasing and expect to bridge the connection to next season. Regardless, conditions may vary depending on specific crops or quality or cut size requirements.

NORTH

The **beans** season has finished with good results and continuous good yields in Belgium. **Autumn spinach** yields are average to below expectations, depending on the region, in combination with

outcome Spring spinach this results in tight carry over to next season. The **cauliflower** season started slowly but good quality coming from the fields. The **root crops** had delays due to late sowing and winter conditions which were more unpredictable. **Parsnips** and **baby carrots** have suffered a lot because of the wet spring and summer.

SOUTH

We were able to harvest almost all our fields and we will achieve our production programs for most of the vegetables, except a few crops such as **spinach** and **baby carrots**. **Winter broccoli** harvest started end of October in Portugal and south of

Spain with good volumes. Production in the Benimodo region started beginning of November and was somewhat hindered due to the storms, non-the-less no major impact on volumes and good quality.

HERBS

Herbs production was successful in Brittany (France), but **basil** production was problematic in Austria. The production of perennials and basil was impacted by rainfalls and the new processing line in Gel'Pam (France). Overall, there is no impact on availability – although the situation can vary for particular cut sizes or qualities.



Sustainability news



Read our latest CSR report

At the beginning of 2025, Ardo presented its **new Corporate Sustainability Report**, in which we share the sustainability developments for the financial year 2023/24. The report builds on the previous version and takes into account the **EU Corporate Sustainability Reporting Directive (CSRD)** to ensure transparency. Our goal is to be fully compliant with the Directive by 2026. We do this to provide transparent communication about our actions and to show our progress on specific KPIs. **Read the report via this QR code.**



Update MIMOSA+

We are proud to share the next step in our MIMOSA+ programme (Minimum Impact, Maximum Output, Sustainable Agriculture) that aims to increase the climate resilience of our agricultural activities through the adoption of regenerative agriculture practices by our growers.

Starting in 2025, we will introduce financial incentives for farmers who implement MIMOSA+ practices on their fields.

In the first year, these incentives will be mainly applied to extensive crops in our core growing regions of Belgium, Holland, and France, laying the foundation for broader implementation in the future.

This initiative represents a **meaningful step forward in making our agricultural activities more resilient to climate change while reducing our environmental impact.** By empowering farmers to enhance soil health, improve water management, and strengthen climate resilience, **we reaffirm our commitment to fostering a sustainable and resilient food system** for generations to come.



Ardo takes part in The Biodiversity Shift

We are proud to announce that Ardo is participating in The Biodiversity Shift, a Belgian initiative that is part of the global Now for Nature campaign that encourages companies to take action for nature.

We work with other companies that are taking part to tackle biodiversity loss and contribute to a nature-positive world by 2030.

For Ardo, biodiversity is more than a promise – it is essential in the long term. Healthy ecosystems have clean water, fertile soil and natural pollination, which are each crucial to our agricultural activities. By joining The Biodiversity Shift, we are taking concrete steps to work with nature in harmony and to ensure that we reduce the impact of our activities on the environment.





“Everyone in our organisation is responsible for satisfying our customers.”

Sabine Sagaert has been at the helm of Ardo as its CEO since 1 September. We talked to her about her first impressions and future plans for the company.

Sabine, could you briefly introduce yourself?

Sabine: “I was born in Kortrijk, my roots are in West Flanders, and I now live in Ghent with my husband. We have two adult children. In my free time, I like spending time with friends and family and I enjoy art, sports (walking, cycling, swimming), reading and travelling.”

You started in September. What attracted you to Ardo?

Sabine: “I’ve worked in the food industry for years. It’s a world that is very close to my heart. I love healthy food myself. It contributes to a better quality of life, which I am very passionate about. **Ardo appealed to me straight away because of its focus on sustainability, which is really part of the company’s DNA. Ardo’s values – such as ownership, authenticity, passion and customer focus – are perfectly in line with who I am.** Ardo has a strong reputation in the industry as well. Its global presence and growth potential completed the picture.”

What are your first impressions and findings since you started working at Ardo?

Sabine: “I can confirm that everything that attracted me to Ardo is actually true! There’s **a lot of passion and expertise in the company.** Sustainability is not only a priority; it’s also a clear differentiator for our customers.

Our fresh frozen vegetables, herbs and fruit offer many advantages: they are

healthy food that is easy to use, there is no need for any cleaning or cutting, they produce less food waste and they are an affordable alternative to fresh produce.

I’ve also seen several **impressive innovations** already, such as the tricolore veggie fingers, corn ribs, Mediterranean spinach ... I tried all products. Our vegan cream spinach, for example, tastes great, is easy to use and is even more sustainable. I am very excited!

Of course, there are also opportunities we want to take advantage of more. **Safety remains our top priority:** we want each and every employee to stay healthy and safe day after day. In addition, we **focus strongly on customer centricity and service levels to stay a preferred supplier.** We also want to further simplify and optimise our business processes through digitalisation and a more data-driven approach. All of this contributes to customer focus. **Everyone in our organisation is responsible for satisfying our customers.”**

What are your priorities for the coming years? How do you want to encourage innovation and sustainability at Ardo?

Sabine: “We have a clear strategy for the next five years, with **growth being a key objective.** We are also fully committed to the **development of our employees** and are always looking for ways to mitigate climate change risks. One important initiative in this regard is our **MIMOSA+ programme.**

It encourages our farmers to implement regenerative agriculture. It improves soil health, reduces the use of water and pesticides and increases biodiversity. It’s a practical way to embed sustainability in our operations even more.

We also **continue to focus on innovation** in collaboration with our customers. We continue to follow trends closely, and we adapt our product range accordingly.”

This brings us to the next question: what do you think of Ardo’s new range of cold salads?

Sabine: “I tried our new salads of course, and wow, they really are a cut above the rest. They are **perfectly in tune with current nutritional trends and give consumers exactly what they are looking for: easy, healthy meals.** I’m a huge fan!”

Do you have a message for Ardo’s customers?

Sabine: “I do. **We want to stay your preferred supplier in the future.** We like to contribute to and work with our customers to find win-win solutions that are in line with your strategic goals. Our teams of experts are ready to support you in terms of innovation, sustainability and product development.”



More info about how Ardo uses your data:
<https://ardo.com/en/privacy-policy-customers-and-suppliers>
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We preserve nature's gifts