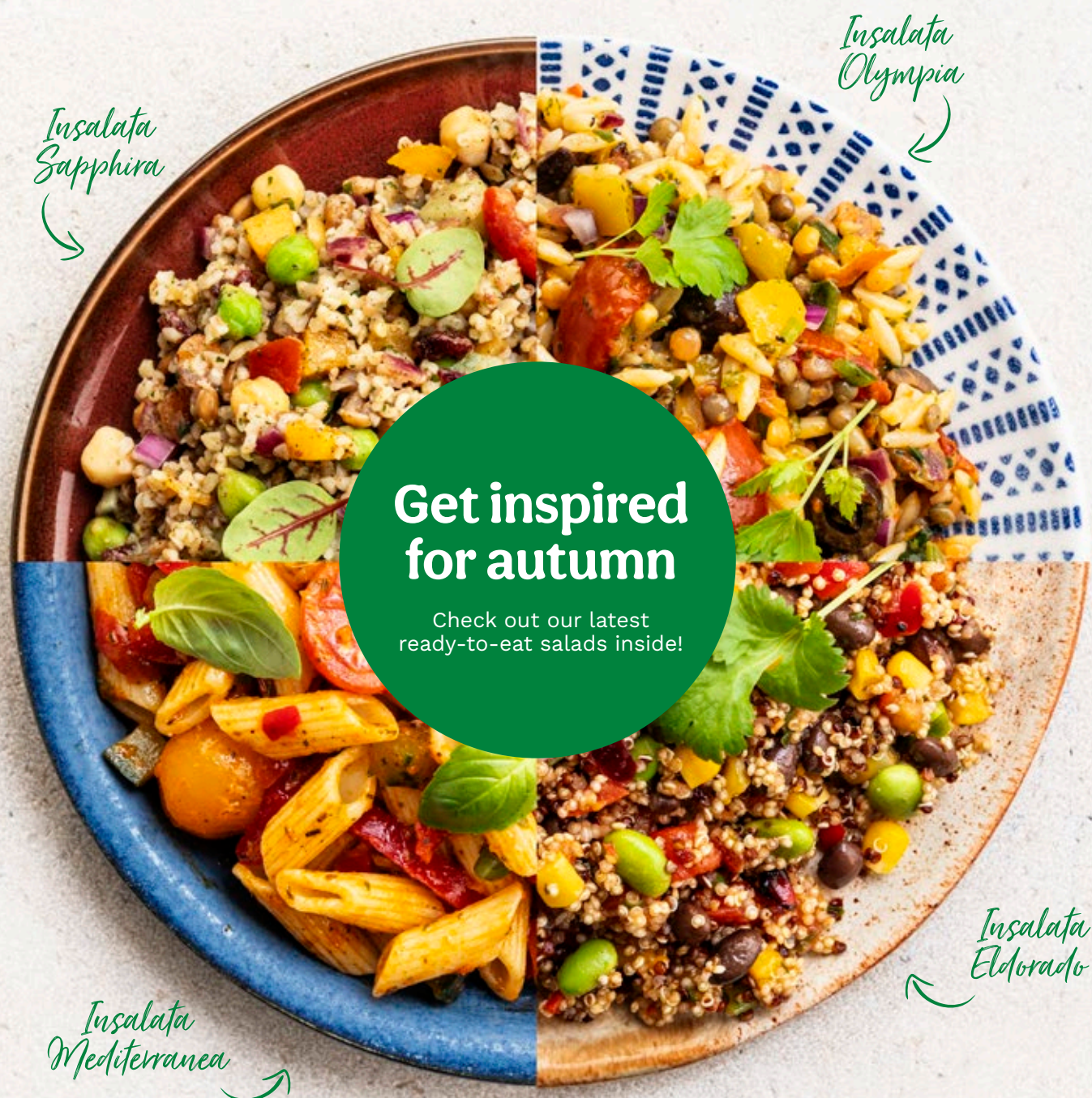




We preserve nature's gifts

# Actual

Newsletter — No. 93 — Volume 31 — September 2025



## Get inspired for autumn

Check out our latest  
ready-to-eat salads inside!

### Will we see you at one of the autumn trade fairs?

Visit our stand and be surprised by our new arrivals!

**GASTVRIJ  
ROTTERDAM**  
Rotterdam  
Netherlands  
22/09 — 24/09  
Stand 5.303

**ANUGA**  
Cologne  
Germany  
4/10 — 8/10  
Hall 04.2  
Stand E011

**ALLES FÜR DEN GAST**  
Salzburg  
Austria  
8/11 — 11/11  
Hall 10  
Stand 10-0305

**HORECA EXPO**  
Ghent  
Belgium  
16/11 — 19/11  
Stand 8215

**PLMA 2025**  
Chicago (IL)  
USA  
16/11 — 18/11  
Stand F415

**HORECAVA**  
Amsterdam  
Netherlands  
12/01 — 15/01

**HIP**  
Madrid  
Spain  
16/02 — 18/02

**AFFI-CON 2026**  
San Diego (CA)  
USA  
21/02 — 24/02

# A look at the latest food trends

What is happening in the food world today? Ardo's category management team follows the developments closely. In this edition of Ardo Actual, Sari Van Daele and Elke Huyghe give us a sneak peek at their jobs. They explain how they translate market insights into fresh ideas and concepts that enable Ardo to meet the needs of today and tomorrow – from inspiring product innovations to smart category solutions for our customers. And of course, Sari and Elke will also talk about the trends that are worth keeping an eye on right now.



Elke Huyghe and Sari Van Daele

**Elke:** "Ardo is strongly committed to understanding what our customers are really looking for. We conduct extensive research into popular products, analyse consumer behaviour and adapt our range accordingly. We use test panels, for example, to find out what works best."

"We help our customers keep up to date on what's happening around them by **including global and local trends into our product range**. Our solutions have to be creative as well as commercially viable. So what is important to both chefs and consumers in the food industry right now? **Health, ease of use and sustainability**."



Discover our range at this autumn's trade fairs or on [www.ardo.com](http://www.ardo.com)

## Trend 1: Healthy food

Healthy eating is increasingly important to consumers, as is clearly reflected in the expectations in Food Service and Retail. We see two clear developments. First, there is a growing demand for more plant-based food. **Restaurants, for example, benefit from actively promoting and describing their plant-based dishes in an attractive way.** How about a *Green power bowl with roasted chickpeas and tahini*, or some *Sun-drenched tomato pasta with roasted vegetables*? These descriptions focus on flavour, experience and quality rather than the lack of meat.

Supermarkets can also make an impact by **presenting vegetables, pulses and other healthy options as the norm** rather than the exception. So, no more "veggie corner": our Creamy Spinach, for example, can be found on the regular shelves among all the other products. **It makes plant-based options an obvious choice.**

And secondly, **personalised nutrition is gaining importance.** Consumers are looking for nutrition that suits their personal goals, from **weight management** to muscle building and **giving their immune system a boost.** Fruit, vegetables and herbs are the perfect foundation for this, which is why we want to offer as much variety in that regard as possible.



### Pulses

Pulses come in all shapes, colours and flavours and are bursting with nutritional value. **They are packed with protein, taste delicious and are a surprisingly versatile meat substitute.** They are full of flavour, can be heated very quickly and are ready to eat!



### Freshly frozen fruit

Perfectly ripe – exotic or local – fruit and fruit mixes with full, sun-ripened flavours and natural textures. Always ready to be used in breakfasts, desserts or smoothies. And **our fast freezing process optimally preserves the flavours and nutrients.**



## Trend 2: Ease of use

Ease of use is becoming an increasingly important factor for food professionals. It helps to **manage staff shortages efficiently** and ensures the same quality of food without the effort.



That's why our fresh-frozen range focuses on practical solutions that meet the needs of chefs without compromising on quality or taste. They enjoy the **convenience of pre-cut, pre-cooked and portioned options** such as grilled vegetables, pre-cooked pulses and ready-made fruit and vegetable mixes. This saves time, reduces stress and minimises food waste.

The same applies to consumers. **By offering them ready-to-eat fruit and vegetables, we help them to prepare healthy meals faster** without the hassle of washing, cutting or prepping. This makes healthy choices also the easiest, and that is what Ardo is all about.

### Ready-to-eat salads

Perfect for buffets, barbecues or healthy lunches. **Our four new ready-to-eat salads bring worldly flavours to your plate. Simply defrost and you're done!**



**Insalata Mediterranea**  
Art. code: 10004898  
4x1.5kg



**Insalata Eldorado**  
Art. code: 10004908  
4x1.5kg



**Insalata Olympia**  
Art. code: 10004907  
4x1.5kg



**Insalata Sapphira**  
Art. code: 10004897  
4x1.5kg

## Trend 3: Sustainable food

Sustainability remains top of mind for both consumers and food industry professionals. Using **seasonal products** really makes a difference. We grow and harvest in the right regions at the right times, when the products are naturally at their best. It is an easy and simple way to take responsibility for the environment.

**Food waste** is also a growing concern. Our fresh-frozen products are the perfect response to this: our raw ingredients are grown and harvested at the appropriate times in suitable growing regions and are immediately frozen. They also allow you to use only what you need and save the rest for later."



### Broccoli cuts

A mix of broccoli florets and nutritious stems, which reduces food waste by an average 30% compared to traditional floret mixes. **The results are less waste, a 10% reduction in carbon emissions and less water consumption per kilogramme.**



Art. code: 10004878  
4x2.5kg

**Less CO<sub>2</sub> and water\***



\* Less CO<sub>2</sub> and water consumption thanks to 33% less food waste

Art. code: 10004790  
4x2.5kg



### Spinach Mediterranea

A Mediterranean mix with spinach, cherry tomatoes, grilled peppers and onions, flavoured with aromatic herbs. Delicious in pasta, risotto or as a side dish.



### Herbs

Fresh-frozen herbs and herb mixes with the aroma, flavour and colour of freshly picked herbs and the convenience of always being available. **Convenient, always fresh and always ready to use, they are the perfect solution for incorporating the flavours of the world into your dishes.**



Art. code: 10004739  
10x1kg



# Market & harvest reports

edition: July 2025

## (Very) warm & dry weather across Europe

### VEGETABLES IN THE NORTH

In the North of Europe, we got sunny and quite dry weather, with alternance of some rainfalls since spring time. As a result, crops developed well with few diseases and good yields.

The **peas and spinach** crops grew faster than average in all regions. The continued high temperatures made it challenging to harvest the fields at the optimum maturity. We had to harvest the fields earlier, resulting in a lower yield and a higher cost per ton, but producing better quality. The production plants were running at maximum capacity. These actions were unfortunately not always sufficient, especially during the heat wave at the end of June, and there were quite a lot of fields to be by-passed in some areas.

Sunny weather is good for many crops, except for **spring cauliflower**, because the leaves are smaller and the head is getting yellowish due to the heavy sunlight.

### VEGETABLES IN THE SOUTH

In the South of Europe, June was very hot and dry. The **pea season** finished on target with good quality in the South of France and Spain, but with low yields in Portugal.

The **spring broccoli** season is also very difficult in Portugal and the South of Spain, due to late planting and the very hot conditions in June.

Both the **zucchini/courgette** and **sweetcorn** season look good. Due to late planting caused by the dry & hot weather, the outcome of summer crops like **peppers** will largely depend on the weather in September, making it a potentially risky situation.

### HERBS

**Herb production** is good in the region of Brittany (FR). In the UK, however, some herb crops are facing difficulties, partly due to drought. Growers have already used 60% of their water reservoirs and are concerned about the upcoming summer period. In the South of France, the crops are slightly impacted by the

weather, resulting in fewer perennial plants. A big part of the **basil** needed to be re-drilled. On average, the herb season started quite normally.

### WHAT'S NEXT?

Weather conditions at the beginning of July have been favourable with rainfall helping to ensure a smooth end of the pea season and a good start of the bean season. **As we're still in the early stages for many crops, it's difficult to predict how they will develop and what the outcome will be.**



## Always close to our customers

Ardo consciously chooses to be close to its Food Service, Retail and Food Industry customers. Thanks to our own sales outlets across Europe and beyond, there is always a member of our sales team near you. This allows us to **respond quickly to questions, make proactive contributions to our customers and offer support with tailor-made solutions.**

## A strong, international network

Our production, packaging and distribution sites are located in the world's most fertile growing regions in the north, south, east and west. By strategically spreading 16 sites across 7 countries, we can **produce locally for regional markets and also have international distribution operations. One of our major strengths is the short distance between our growing regions and processing locations:**

the products are frozen within a few minutes of being harvested. This optimally preserves the natural flavour, colour and nutritional value and guarantees the consistent quality our customers rely on.

# How does Ardo promote sustainability?



## Introducing Greet, our new Sustainability Director

Greet offers a fresh perspective and lots of experience, but also has a clear ambition to achieve sustainable progress together with our customers and partners.

“During my first week, I visited the Ardooie site and experienced the entire process from cultivation to processing up close. What caught my attention was how much sustainability is embedded in every link in the chain: from sustainable agriculture to reducing carbon emissions, saving water and environmentally friendly packaging.

“I’ve been genuinely impressed by the commitment to sustainable agriculture, carbon emission reductions, water conservation and more eco-friendly packaging.”



The proud new owners of the unique tote bags

However, sustainability goes well beyond the environment alone – it is also about people. For example, we recently partnered up with Tordale, an organisation that supports vulnerable young people and adults, to turn old fabric we used at trade fairs into stylish tote bags. **Sustainability is increasingly becoming a strategic focal point in collaboration with our customers.** Some examples of this are regenerative agriculture and the SBTi carbon reduction plan. We can only tackle these challenges through intensive collaboration. We want to be in the Champions League of sustainability together with our customers.”

## Ardo takes part in The Biodiversity Shift

Ardo is joining The Biodiversity Shift, an initiative of a Belgian network of sustainable companies called The Shift and WWF Belgium to help companies put nature and biodiversity at the heart of their strategy and day-to-day operations.

Our Sustainability Coordinator Stephanie Cobbaert represents Ardo on this learning path.

“Over the course of a year, we work with companies from a wide range of sectors – from construction to transport and energy – to combine certain theoretical and practical aspects. We are guided by experts who explain important concepts to better integrate nature into the company’s strategy.”

The group’s cross-sectoral composition ensures valuable peer-to-peer exchange. It opens our eyes to what is beyond the boundaries of our own industry and yet again confirms that every company depends on healthy ecosystems – some directly, some more indirectly.

**We want our participation to strengthen our positive impact on the environment and work with other companies to build a future in which nature and biodiversity receive the attention they deserve.**

## MIMOSA+ programme wins Changemakers Award

Our regenerative agriculture programme MIMOSA+ has won an award! The Changemakers Awards recognise Belgian companies that excel in their commitment to a more sustainable economy, and we received the **people’s choice award.**

With MIMOSA+, we help farmers to restore soil health, protect biodiversity and make food production systems more resilient to climate change. By rewarding them financially for their regenerative practices, we support their future and contribute to long-term food security.



The Ardo team proudly receiving the Changemakers Award



# Ardo – a partner for everyone in the food industry

Ardo works together with a wide range of customers. We are a reliable partner to every type of customer, whether they are active in Food Service, Food Industry or Retail. So why do they choose Ardo?



## Ease of use for every chef

From brasseries to commercial kitchens, Ardo follows the latest cooking trends closely, so we can help every type of chef serve delicious and healthy meals quickly.

- **One-stop-shop for fresh-frozen food:**  
everything you need for a complete dish
- **Ease of use:**  
products that are already washed, cut and portionable
- **Nutritious:**  
rich in vitamins and fibre
- **Always innovative:**  
new products that meet your needs

## Tailored to consumers

Retail clients can count on Ardo to offer a wide range of products that suit their customers' lifestyle and changing habits. We make proactive contributions, respond to trends and offer flexible products for the freezer compartment.

- **Always innovative:**  
constantly looking for new trends and products
- **Extensive range:**  
a colourful and varied range of fresh-frozen products
- **Flexible branding options:**  
choice of co-pack and private label
- **Variation in packaging:**  
from gusset bags to doypacks
- **Different packaging sizes:**  
tailored to each type of customer

## Consistent quality

Our food industry customers count on us for reliable, top-quality products that are tailored to their production processes. Ardo delivers this type of quality, meeting the strictest HACCP standards and focusing on sustainability.

- **Wide range:**  
vegetables, herbs and fruit in various cuts
- **Food safe:**  
a strong focus on food safety and consistent quality
- **Sustainably produced:**  
based on our MIMOSA (Minimal Impact Maximal Output Sustainable Agriculture) programme's integrated farming practices
- **Availability:**  
fresh-frozen delicacies that are available regardless of the season



More info about how Ardo uses your data:  
<https://ardo.com/en/privacy-policy-customers-and-suppliers>  
FOLLOW ARDO AT [WWW.ARDO.COM](http://WWW.ARDO.COM)



We preserve nature's gifts