



Danish Agricultural Marketing Board  
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丹麥農產品經銷局

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23rd July, 1976.

Dear Sirs,

The export of Danish Cheese exceeded last year 100.000 tons, and the figures for the beginning of 1976 indicate that a new record may be reached also this year.

In the Asian countries more and more people are recognizing cheese as a valuable part of the diet, and we would like to take the opportunity to re-captulate the main points of the cheese-ingredients:

CALCIUM: The body of an adult is containing between 1 and  $1\frac{1}{2}$  kg of calcium, and about 20% has to be replaced every year. In a natural diet the cheese and milk is covering about 90% of the calcium-demand, and while the daily need of an adult is 1 gram of calcium, it is considerable higher for children in their years of growth. Expectant mothers need 1,5 gram per day and nursing mothers even 2 grams per day.  
1 kg. of 30% Danish Cheese contains 9 grams of calcium.

PHOSPHORUS: No other food contains as much calcium and phosphorus as cheese, and the quantity of those two minerals in our body is the double of all other minerals combined - in the bones alone they make up 95% of the total quantity of minerals. However, eating a diet plentiful of calcium is of no use if not combined with a certain proportion of phosphorus, which is strictly necessary for the body to absorb the calcium. The genius of nature has here created the ideal combination of those two minerals in cheese and milk.  
1 kg. of 30% Danish Cheese contains 6,5 gram of phosphorus.

VITAMIN A: The vitamin A is necessary for the child's normal growth, and is in general preventing infections and eye-diseases.  
1 kg. of 30% Danish Cheese contains 4.200 i.u. of vitamin A.

VITAMIN B<sub>1</sub>: Preventing loss of appetite and the Beri-Beri illness (disturbance in the nerve system, paralysation, convulsions etc.) just as the ability of reproduction could be affected.  
1 kg. of 30% Danish Cheese contains 250 i.u. of vitamin B<sub>1</sub>.

VITAMIN B<sub>2</sub>: Being one of the special nutrients mainly contained in cheese and milk, this vitamin is absolutely essential for all human beings - as also for animals - since a total lack of Vitamin B<sub>2</sub> in the food promptly will lead to the sure death. Unsufficient supply may effect the growth and the sight.  
1 kg of 30% Danish Cheese contains 3.000 i.u. of Vitamin B<sub>2</sub>

PROTEIN: The billion of cells constituting the human body can only develop when supplied with valid protein substance, minerals, vitamins and other necessary substances. The valid protein is containing essential amino-acids, which are all found in cheese along with certain other life essential amino-acids. Amino-acids are the key in the nerve-system, for the blood, and are influencing almost any part of the body. Protein is built up of amino-acids, and a human being needs in average 1 gram of protein per kilo body-weight per day. During sickness the need is higher, just as an ample supply is necessary for building up an antidote against infection diseases.  
1 kg of 30% Danish Cheese contains 310 grams of protein.

FAT: Everybody is today aware that fat must be eaten moderately, however the system can not do without fat either. The fat in cheese is naturally milk fat and as such very easily digestible. This is a completely natural product.

As some amino-acids are essential also fat-acids are imperative, and the vitamins A, D, E, and K, indispensable for the system, are using fat in the process of being carried to and absorbed by the intestines.  
1 kg of 30% Danish Cheese contains 150 gr. of fat.

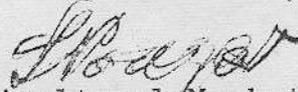
Note: 30% is calculated as the fat in dry matter whereas the normal water contents in cheese makes the absolute figure much lower - in this case by half.

Apart from the above the healthy Danish Cheese contains also iron and Vitamin D.

The first traces of cheese production in Denmark dates back more than 4000 years, so we have had ample time to reach the perfection with our present superior quality. Denmark can supply a big variety of wholesome cheeses and we take the liberty to enclose a copy of a leaflet describing the use and the taste of some of them.

Can you think of any more delicious way to keep healthy?

Yours faithfully,



Danish Agricultural Marketing Board  
Hong Kong Office Soren Padkjaer

P.S.: In case you have no suppliers of Danish Cheese please drop us a line and we shall immediately arrange for a suitable connection.

Encl.