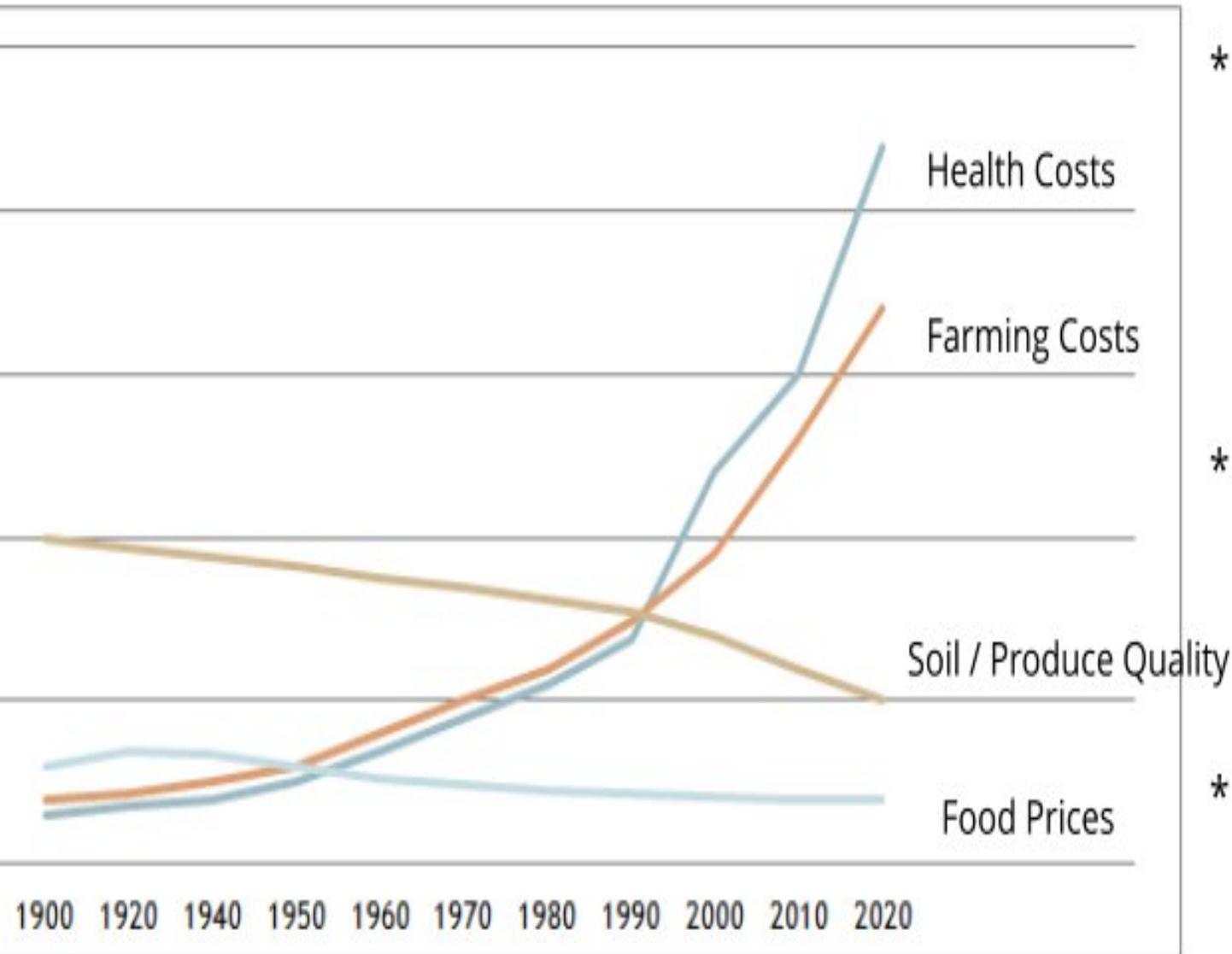


FindGoodFood – a 24x7 Farmer’s Market system ...



FGF allows anyone to find, buy, sell or share “good” food, avoid ‘bad’, however they wish to define these - appearance, opinions, certifications, farming methods or “objective” measurements

Rough Indicators / Macro Trends



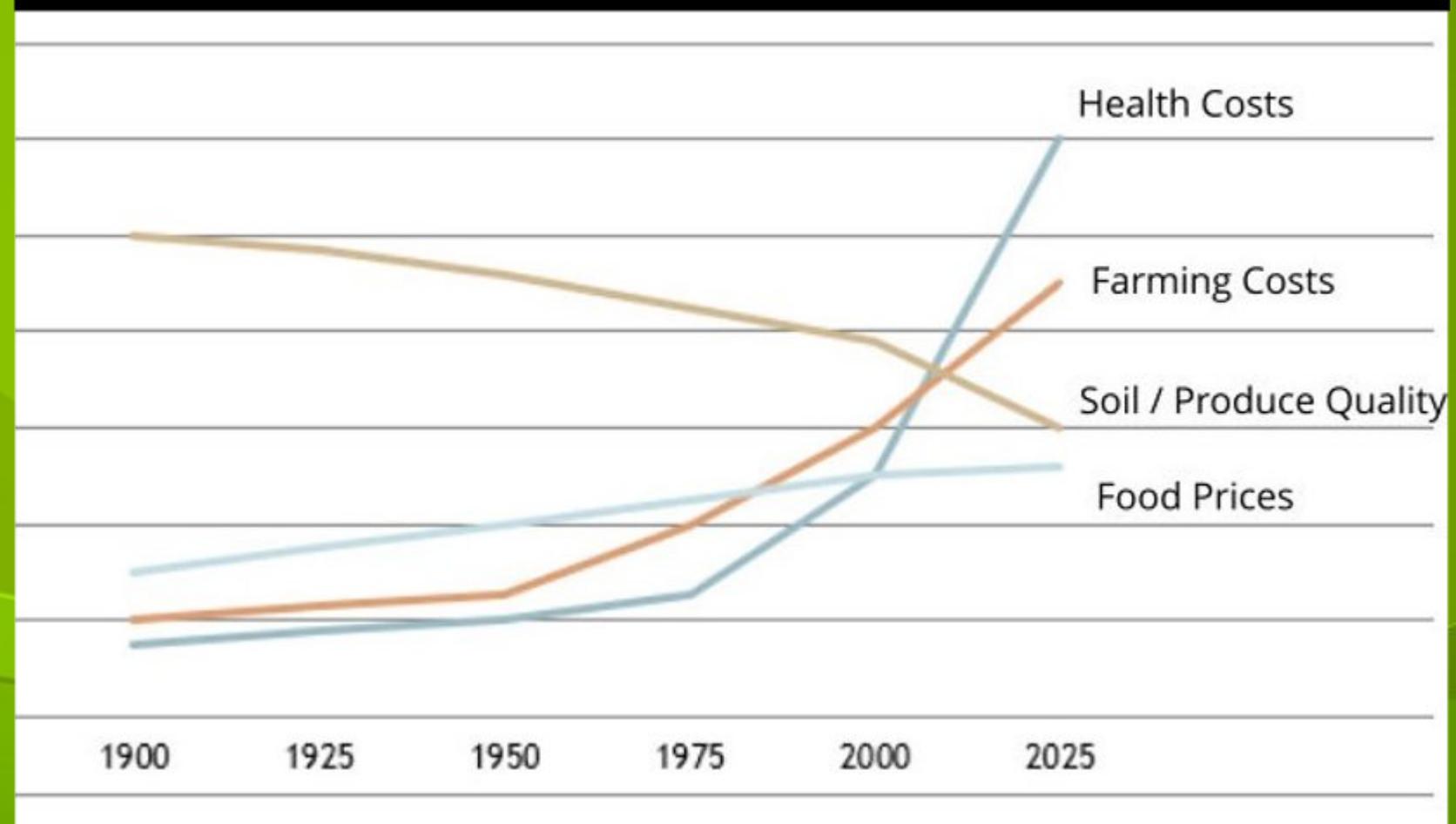
- * Consumers' / Nations' Health Bills are rising fastest
 - quality of food and produce decreasing
 - more chemicals, GM, etc in food and produce
 - variety and volume of ailments increasing
 - western medicine now revolves around pharmaceuticals
- * Farmers face diminishing returns rapidly;
 - use & cost of chemicals increasing,
 - soil quality & crop quality decreasing
 - food quality and prices going down
- * Chemical Companies are making more money
 - out of both consumers and farmers.

Our* Main Focus - Health of soil, produce and humans!

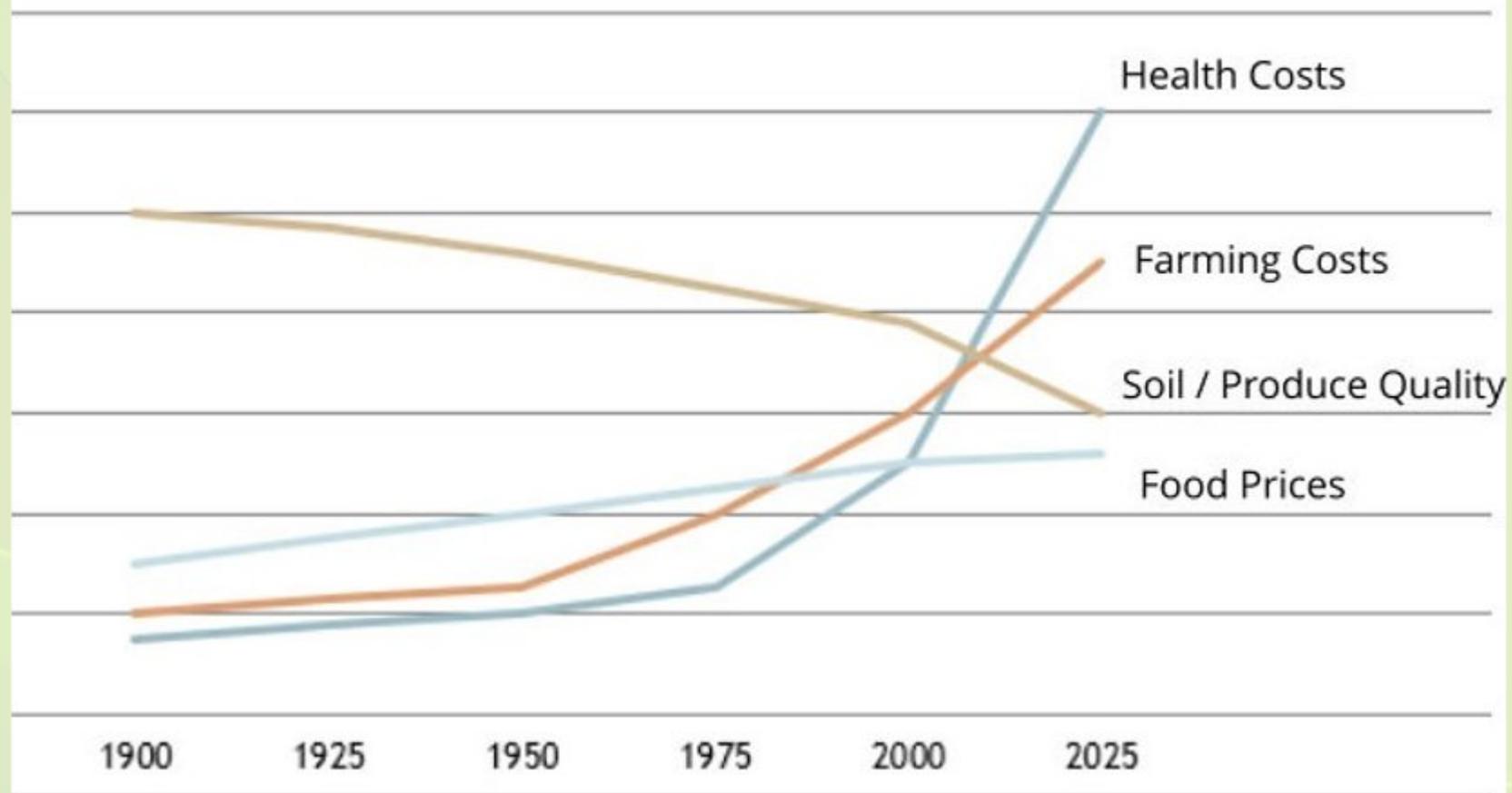
- The more 'industrially' farmed, chemically laden, genetically modified produce and food we eat, the sicker we are getting!
- And then we go to the Doctor to get more chems!
- This gives us the opportunity to
- ***“Let food be our medicine, and medicine our food!”***
Hippocrates, 500BC, the Founder of Modern Western Medicines

•*

Draw your own conclusions !



Draw your own conclusions !



Main Problem – Broadacre tillage

The Great Dustbowl – USA 1929

... the cause of the 1930 Great Depression

The USA has 60 years of good soil left, before becoming another 'dustbowl'

Australia has 30 years of good soil left, before becoming a desert like the Sahara.



What Aussie women want?

A 2019 survey* of Aussie women (18-65) indicated that they wanted:

- **Taste and Food Value for money?**, 95%
- **Local, Regional?**, 80%*
- **GM-free?**, 65%*
- **Gluten-free** , 45%
- **How many food miles?**
- **Fungicide-free?**
- **Herbicide free?**
- **Ethically produced?**
- **RSPCA approved?**
- ... and so on, ... and even ... - **Australian produced?**
- and even ... **how farmed?** (chem-free includes organic, biodynamic, permaculture ,
- **Chem-free?**, 90%*
- **Nutrient dense?** (Delicious, nutritious) 75%*
- **Seasonal, fresh?**, 60%*
- **When picked / harvested?**
- **Glyphosate-free?** (Round-up)
- **Pesticide free?**
- **Fungicide free?**
- **Humanely produced?**
- **Low GI?** (Glycemic Index)
- **Australian owned and operated?**...

* NB: These are likely to be higher, post-COVID, due to the greater focus on healthy eating, improving immunity, feeling better, living longer, etc.

Farmers' are getting less and less!

.

	Percentages of Retail prices		
	<u>1970</u>	<u>2000</u>	<u>Reduction%</u>
Milk	55%	20.9%	62%
Bread	14.5%	3.5%	76%
Apples	56%	16.6%	72%
Beef	41.6%	20.9%	52%

Contributing factors :

Sales by Supermarkets	40%	76%
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Dilley, Stev (2004) : Family farms : "The next endangered species"

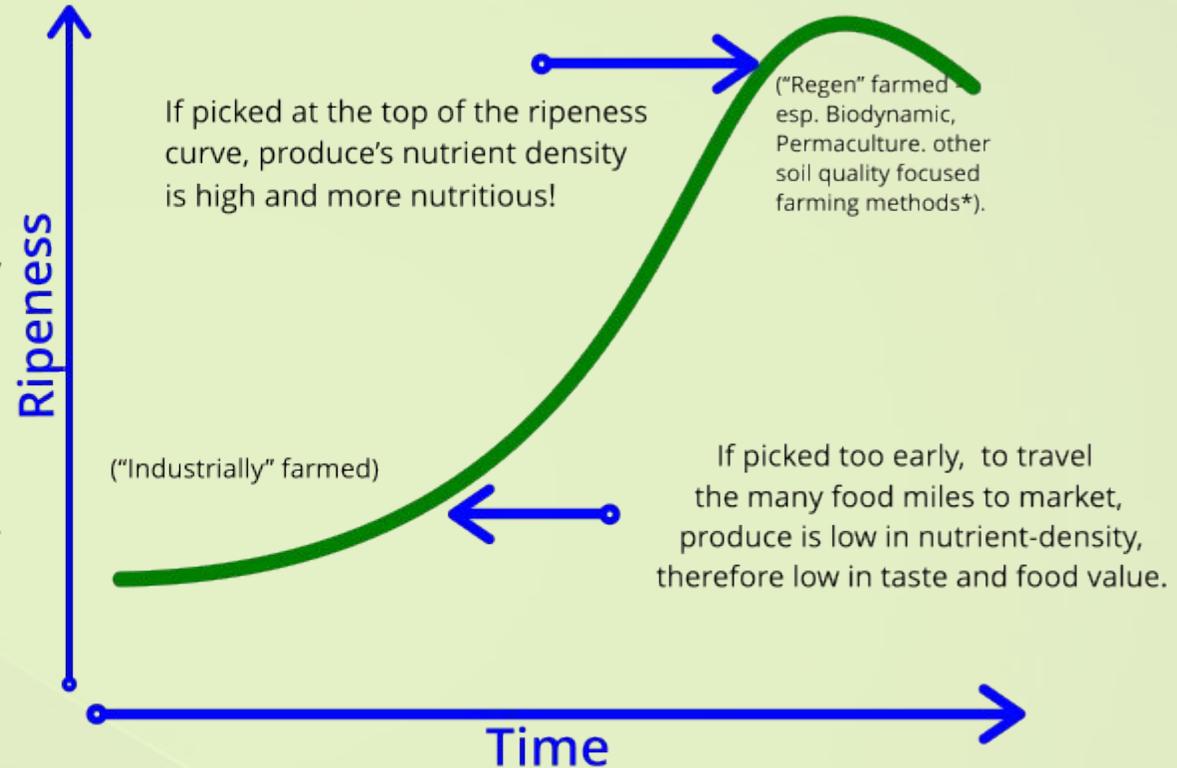
www.nuffield.com.au/report/2000/-05/steve-dilley-2001-report.pdf

The Ripeness Curve

This curve is an indication of how natural produce ripens over time.

Factors that influence:

- Seasons :
 - All produce has seasonal variations
 - consult planting calendars for your region.
- Sunlight :
 - provides the photosynthesis all plants need to grow
 - plants vary in their requirements to grow, to ripen
- Soil :
 - Plants have different nutrient requirements
 - Test your soil's appropriateness for each plant.
- Freshness
 - Most produce drop in nutrient density, once picked.
 - It becomes less delicious, nutritious
- GMO (Genetically Modified Organisms)
 - Initially, GMO produce was 25%-40% of the nutritional value, taste and food value of natural produce. However, they are now being GM'd to produce high BRIX values, by increasing the sweetness (sugar content).
- Hydroponic produce is now being treated in the same way as GMO'd produce, using GMO in order to obtain significantly higher BRIX ratings than previously.



* "Certified Organic" produce was originally low in BRIX / nutrient density, as the focus was keeping the soil free of chemicals, but not feeding the soil naturally. This appears to be changing. We have been monitoring since 2010.

The BRIX scale in refractometers has been regarded by food and soil scientists as the best objective measure of food quality for the past 200 years.

Nutrimeters use the term "Nutrient Density Index" (NDI = BRIX) as consumers understand these terms better than BRIX. NDI is very useful for calculating objective Food Value for Money Indices (VMI) for food values for \$ comparison purposes.

NBS and FGF can now answer these questions!



9

NBS and FGF are focused on connecting the dots (the metrics) from soil to gut!

Our NutriBalance SMART tools to measure / balance soil, produce and human health are not just teco smart, but also medically SMART. As is our Find Good Food System!

We use the medical SMART acronyms and principles of:

- **Specific** – *Goals must be precise and clearly defined, stating exactly what needs to be achieved.* We measure the NDI (Nutrient Density Indices) and SDI (Sugar Content Indices) of 450 varieties of produce available in ANZ, not just the 50 odd families of produce as generally accepted, with ratings of 'poor', 'average', 'good' and 'excellent', been collected since 2010.
- **Measureable** – *Goals should be quantifiable, allowing for the tracking of progress and evaluation of success.* We believe that 'objective' measurements are better than opinions or certifications, as Consumers can check the BRIX, NDI's, SDI's when ordered and received online.
- **Achievable** – *Goals must be realistic and attainable based on the individual's resources and abilities.* I.e. food qualities and health goals must be realistic and attainable
- **Relevant** – *Goals should be meaningful and align with the individual's broader health priorities.* E.g. our RNI (Recommended Nutrient Intake by our NHMRC is based on your age, sex, height, weight and physical activity as a base for individual weightings.
- **Time-bound** - *Goals must have a clear deadline to create urgency and ensure accountability.* Our goals are 24 hour fresh produce from farmer to consumer.

Our Smart tools to measure / balance soil, produce and human health are not just teco smart, but we also use S.M.A.R.T principles in FindGoodFood wherever applicable.

Soil



Produce



Human Health



What are SMART Tools, Systems?

What are SMART Principles and Practices?

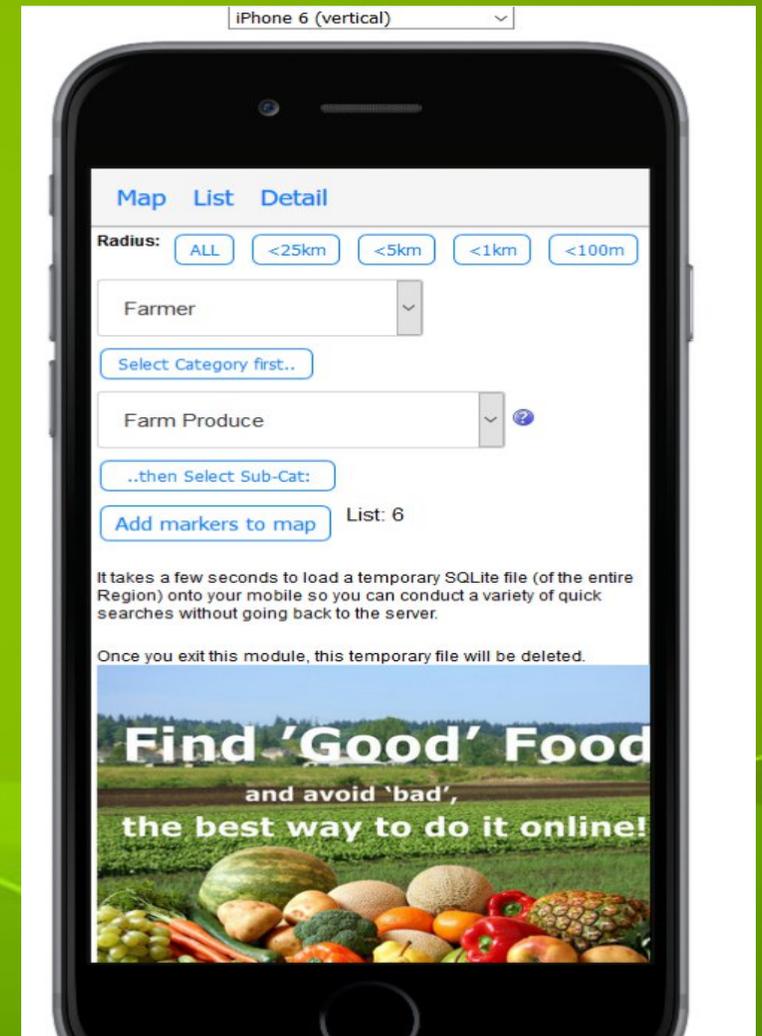
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- **Measurable** – Goals should be quantifiable, allowing for the tracking of progress and evaluation of success. We believe that 'objective' measurements are better than opinions or certifications, as Consumers can check the BRIX, NDI's, SDI's when ordered and received online.
- **Achievable** – Goals must be realistic and attainable based on the individual's resources and abilities. I.e. food qualities and health goals must be realistic and attainable
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6a. Differentiation

- What sets us apart from our competition?
 - 4 levels of drill-down in finding **Providores*** :
 - **Providore Type** (6 types)
 - **Providore sub-Type** (varies)
 - **Food Category**
 - **Food Sub-category**
 - FGF is very 'open' - 24x7 Farmer's Market
 - Originally developed in 2015 to drive people to Farmer's Markets. Now to local Food Hubs.
- * **Providores** : Farmers, market gardeners, growers (incl. home growers), producers and those Eateries and Food Outlets which support local.



- Google Map capabilities : can walk into a food store :

Proximity Map Search for Victorian Rural Regions Search

Map Satellite

Location

Supplier Type: Farmer

Supplier Sub Cat: Farm Produce

Records per Search: Select Value

Clear Search Criteria Search

Records: 7

Biz Name	Prov. Type	Sub Cat	Produce
Guthrie K	Farmer	Farm Produce Unknown	
L.G. Shaw & Sons	Farmer	Farm Produce Wheat	
Fraser W R	Farmer	Farm Produce Unknown	
Miller A G	Farmer	Farm Produce Unknown	
Cosgrave L G	Farmer	Farm Produce Unknown	
E R & J W Campbell	Farmer	Farm Produce Unknown	
Miller L R	Farmer	Farm Produce Unknown	

New Record

If 'no records' are found for a particular search, it is because we use dynamically loaded drop downs from the entire Victorian Rural database, which would not have applied in your specific Search area. We are working to minimize the number of times this occurs.

Detail View

Detail View

Details Locale Contact Categories If grower, producer Availability

Biz Name: Guthrie K

Story: Providores (farmers, growers, producers, and those food outlets and eateries who support 'local') can enter their own story here .. promoting their establishment, farm, their produce, the type of farming or preparation methods, etc. (Adding pics, audio's and/or video's comes in Phase 2 of FGF about July, 2020)

Support Local: Yes

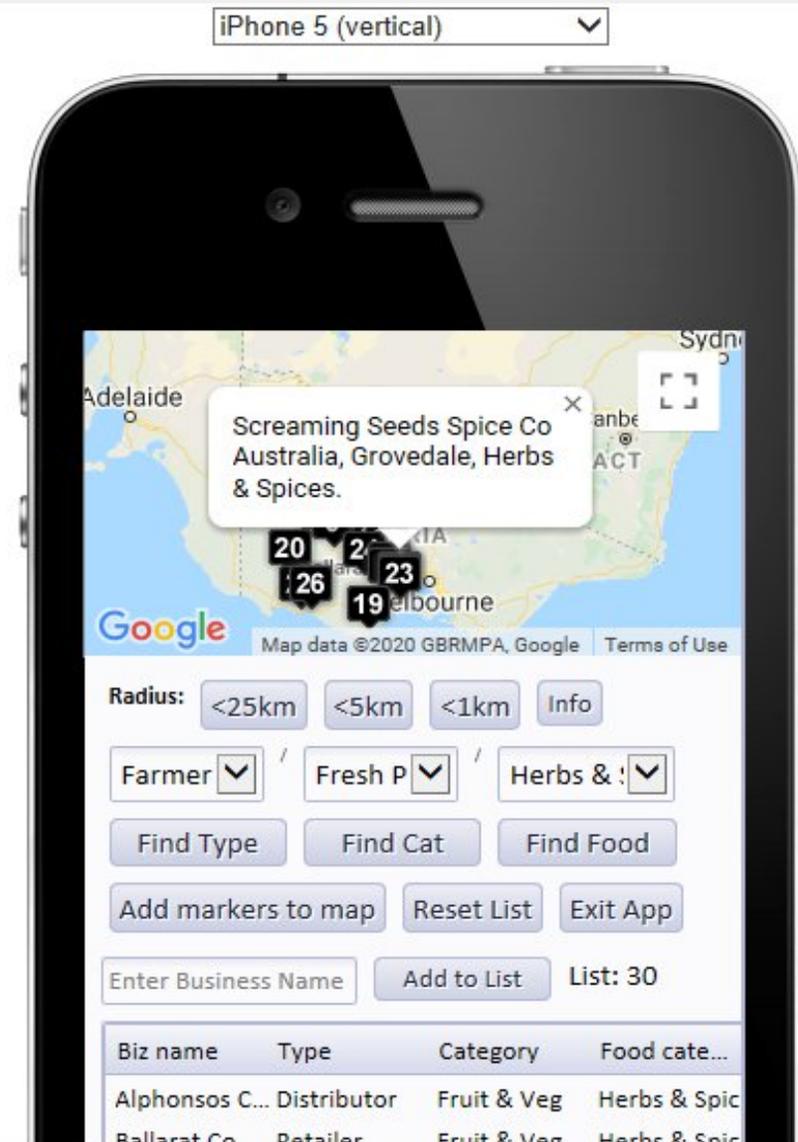
Farmers Market Assoc: A Providore (farmer, grower or producer)

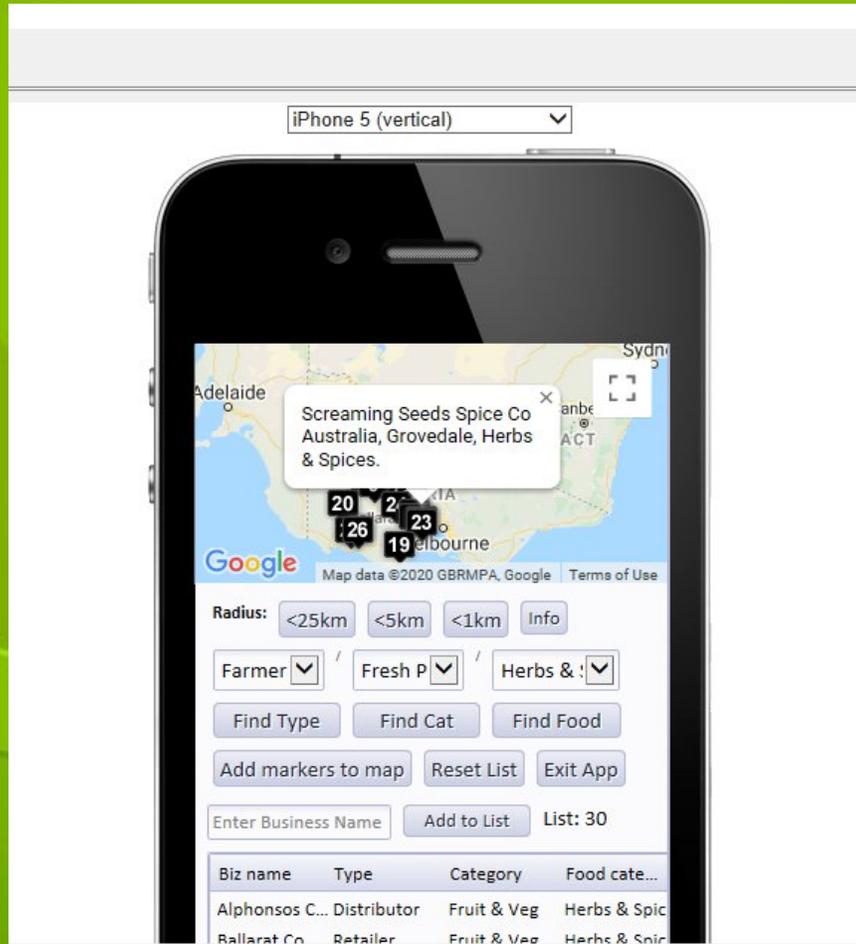
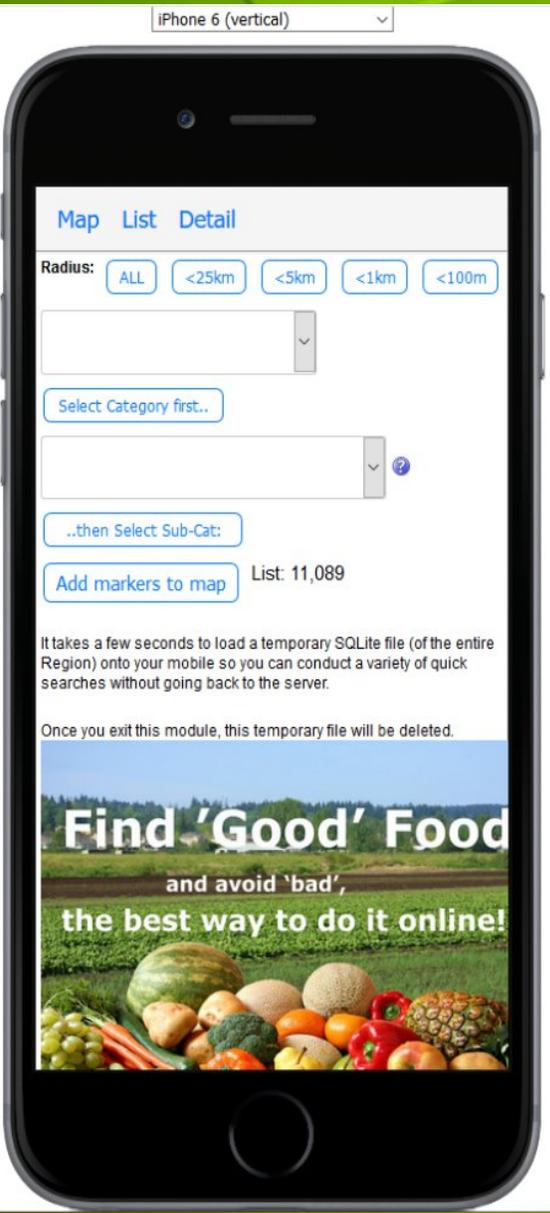
Updated: 05/05/2020

Prov Id: 3094

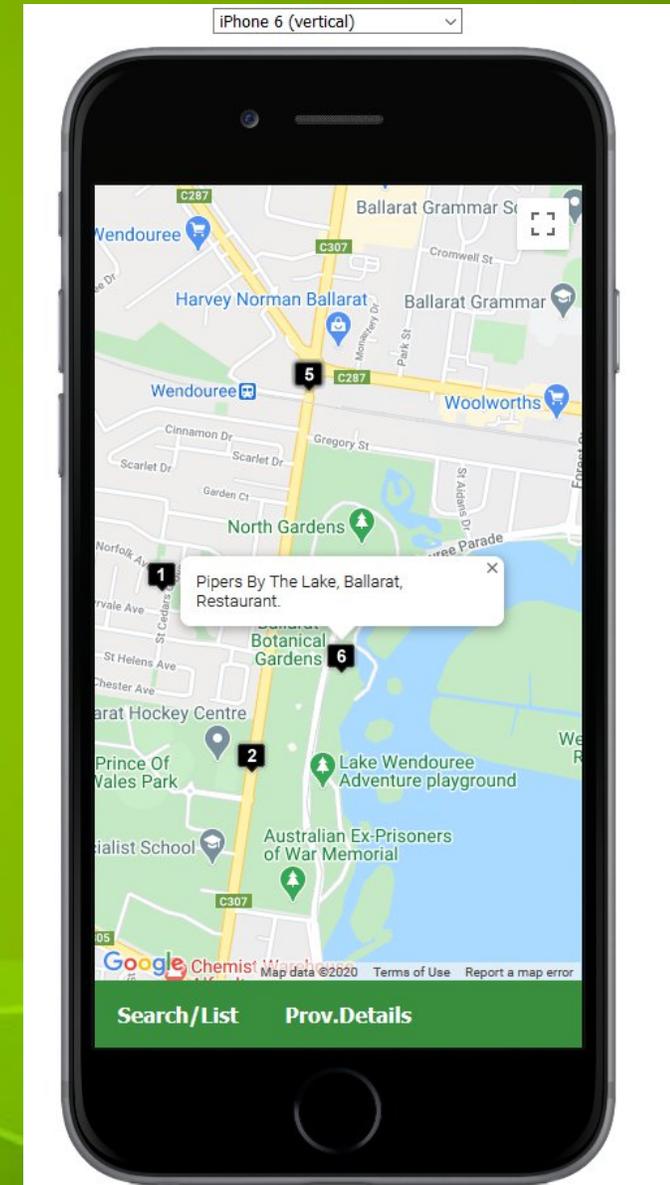
6b. Differentiation

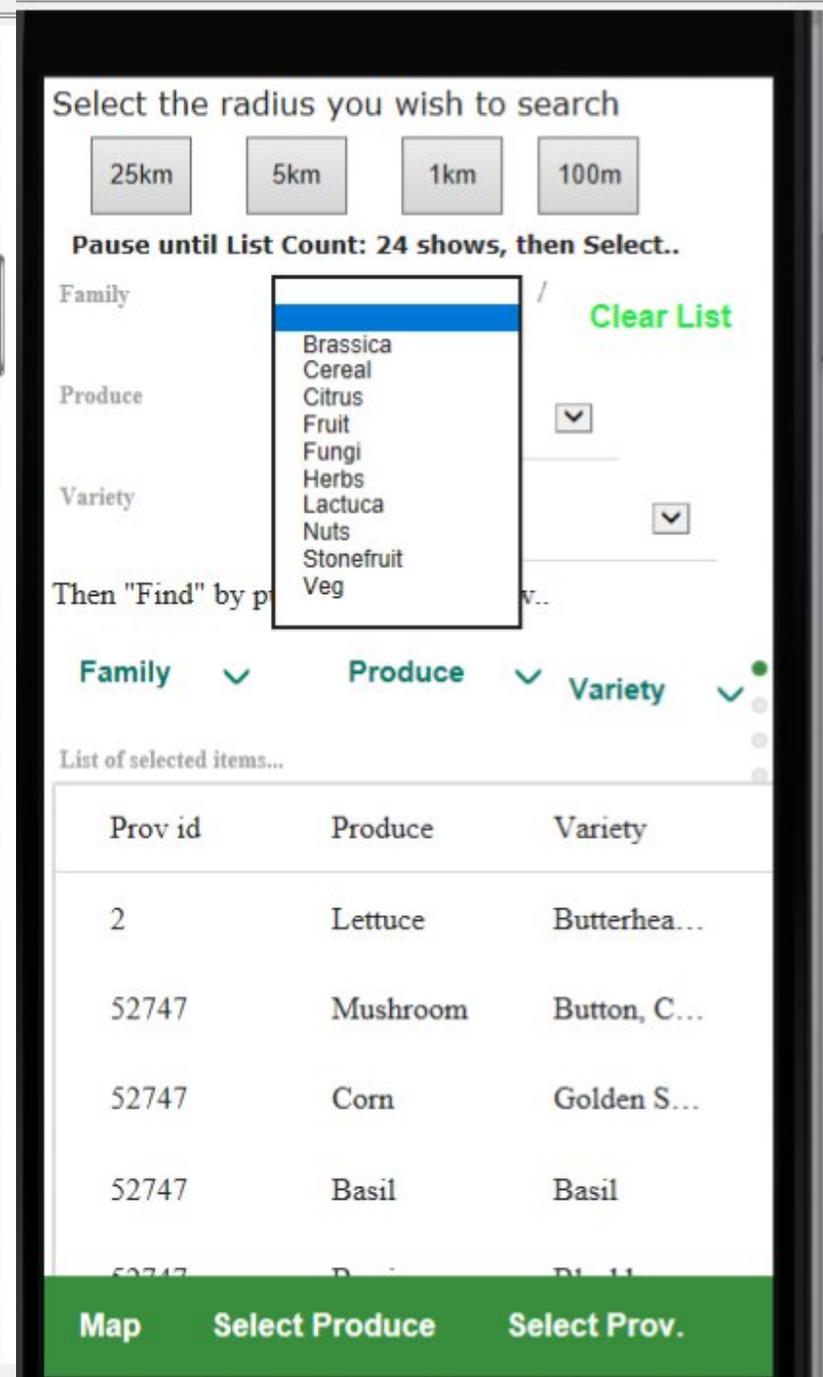
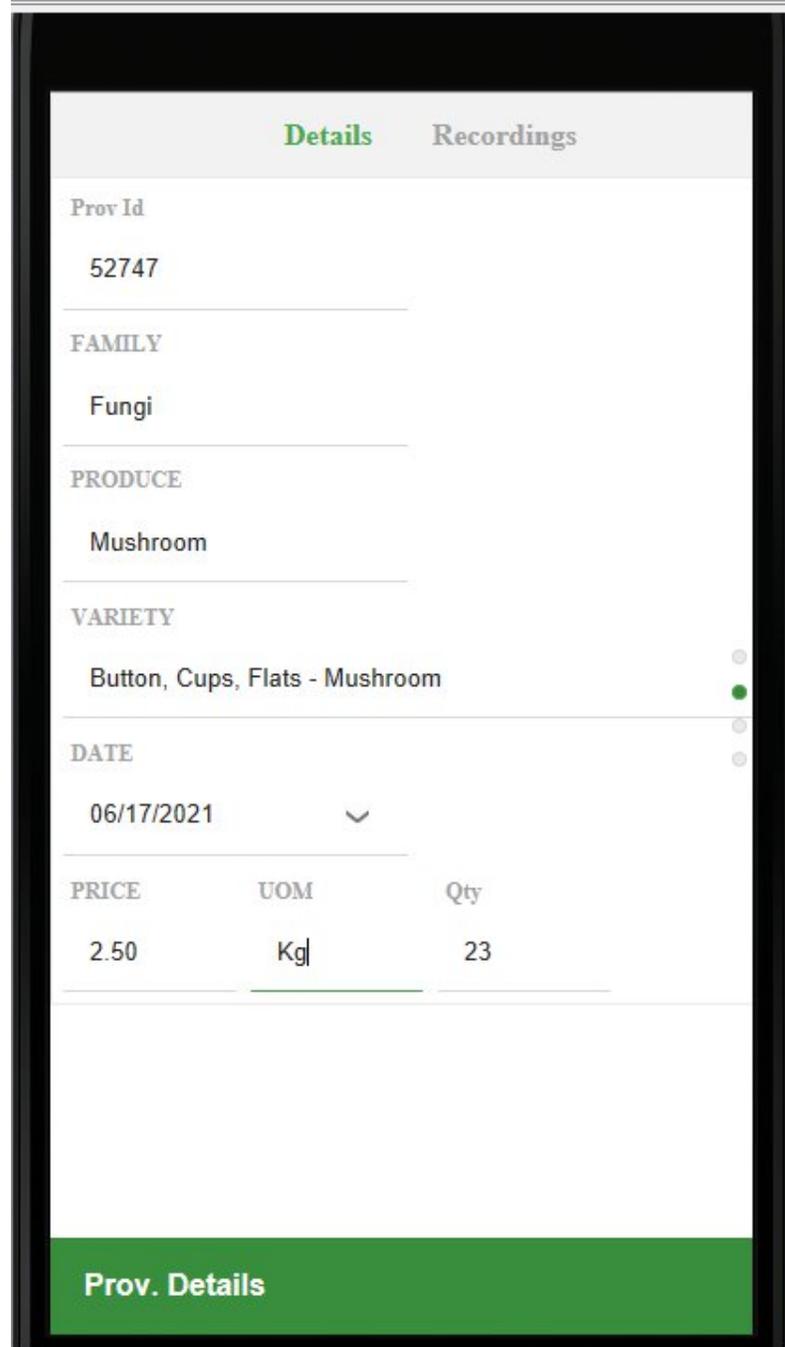
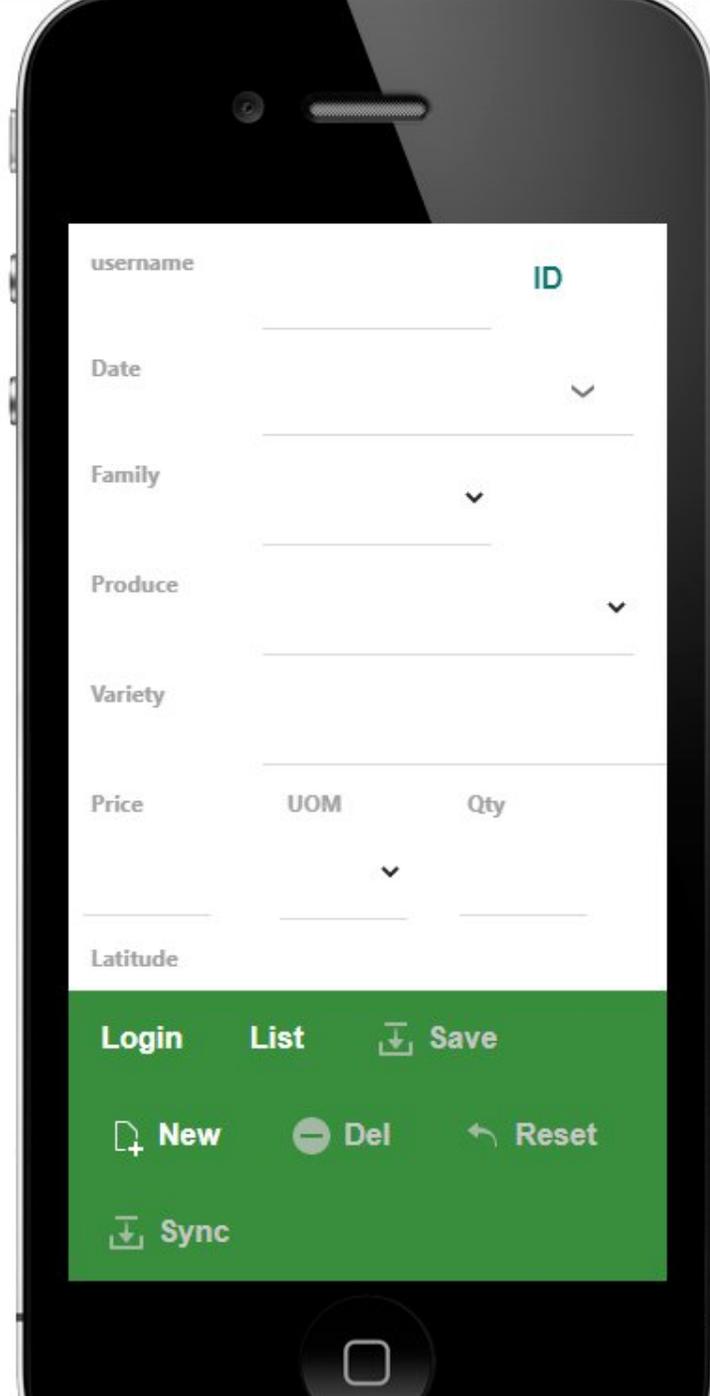
- What sets us apart from our competition?
- Consumers can be specific about exactly
 - what produce and variety they want,
 - within selectable distances
- If they have ailments, what are the best natural foods to cure, and where to find them.
- Can periodically check how their and/or their diet (RNI) is balanced, no matter what dietary regime.



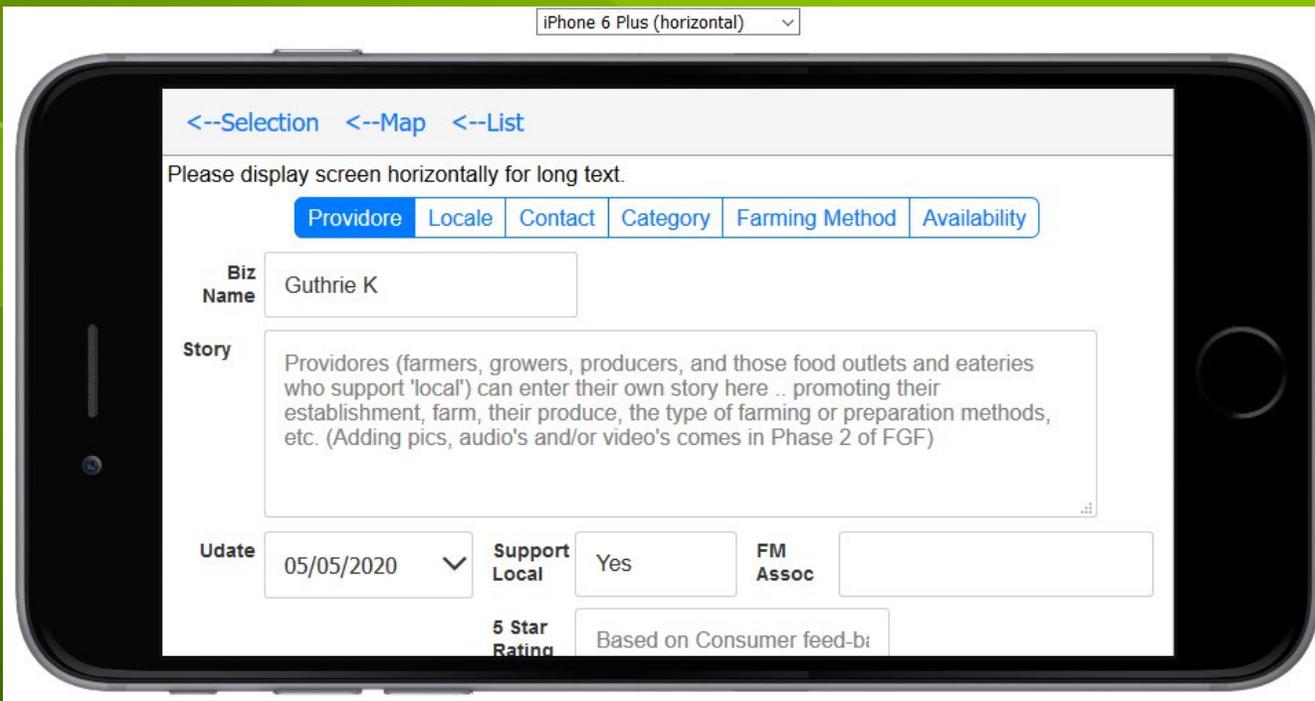
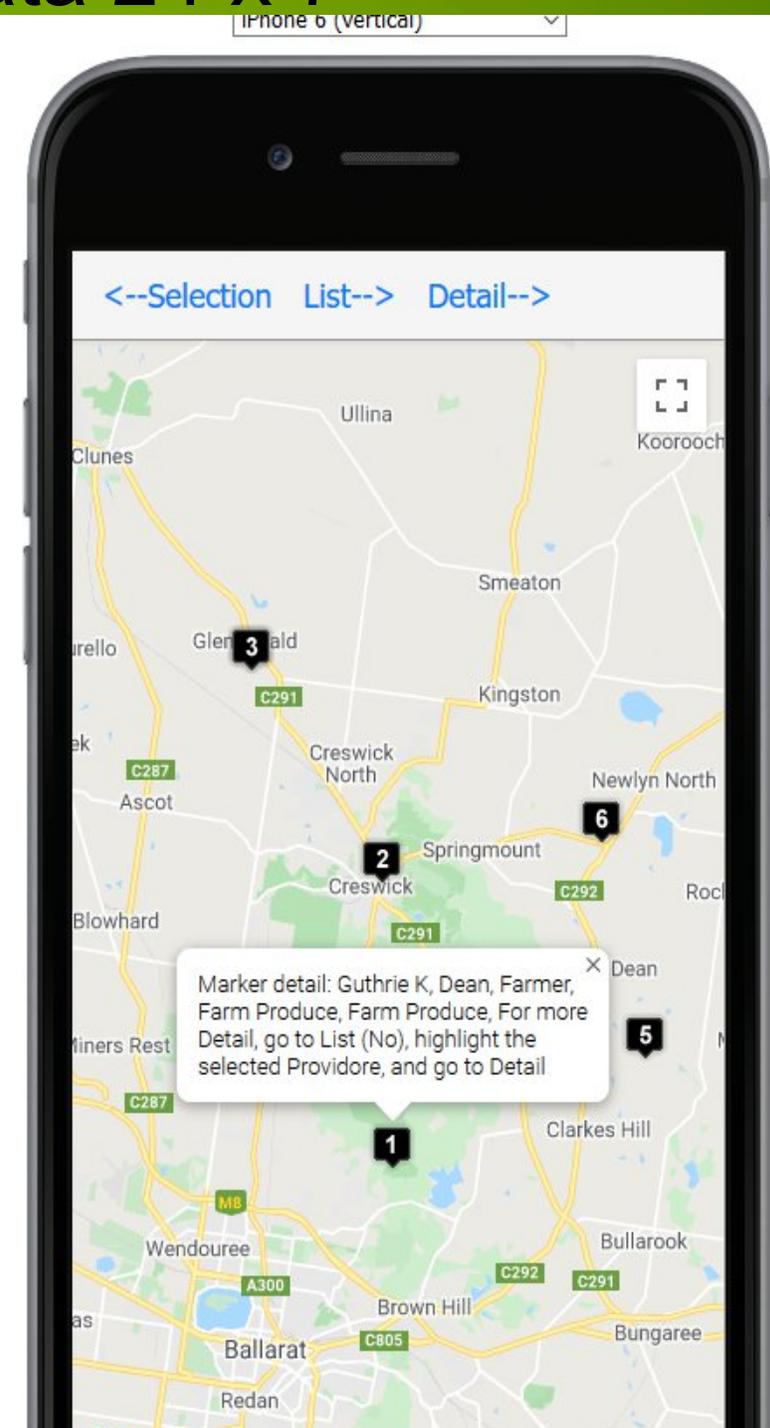


Live Preview is currently using: [Internet Explorer](#)



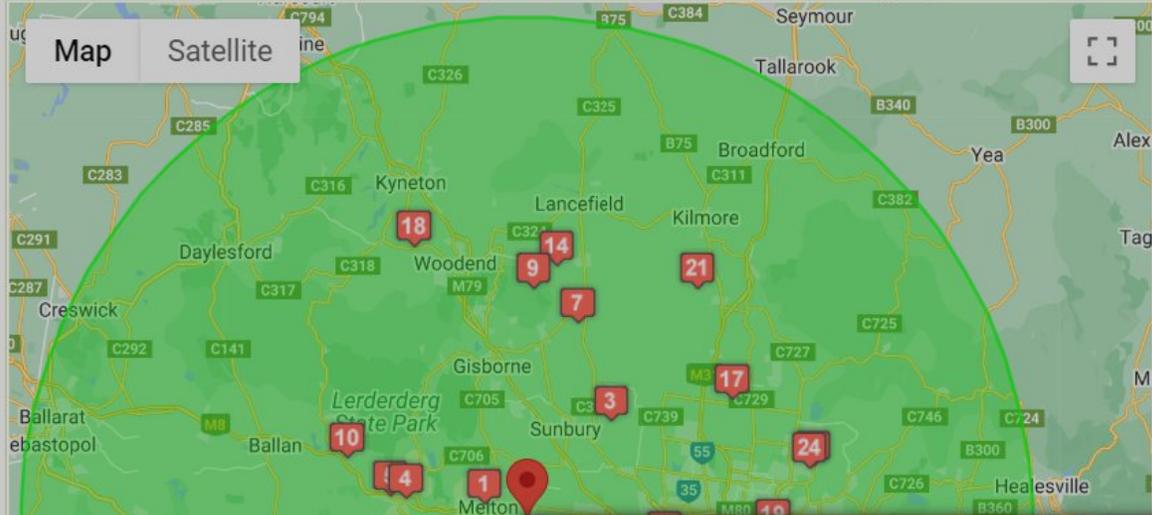


- can take pics/videos/audio's to add below.



Radius Search whilst travelling...make your selections at anytime, decide your radius of search and 'selected items/farmers will pop up dynamically ahead of you whilst you travel. Look up their "Availability" and phone ahead.

"Nearest to Marker" / Polygon (see ? below LHS) Searches for Eggs (only 100 nearest mapped)



Click on Provideore for Detail view..

Records: 50

Biz Name	Supplier Type	Food Sub Cat	Free Range	Farm Method	Stocking / ha.	Stock Ref
Alby's Eggs	Farmer	Eggs	Yes		100	Consumer Choice
Just Organic Free Range Eggs	Farmer	Eggs	Yes			
Free At Last Free Range Eggs	Farmer	Eggs	Yes			
Chicken Talk	Farmer	Eggs	Yes			
Perfectly Petite Treats	Retailer	Eggs	Yes			
Valley Designer Cakes	Retailer	Eggs	Yes			
Madelaide's Eggs	Farmer	Eggs	Yes		250	Consumer Choice
Family Homestead in Myrningong	Farmer	Eggs	Yes		750	Consumer Choice
Josh's Rainbow Eggs	Farmer	Eggs		Other		
Eggceptional Free Range Eggs	Farmer	Eggs	Yes		1000	Consumer Choice
	Retailer	Eggs	Yes			
	Retailer	Eggs	Yes			
	Farmer	Eggs	Yes			
	Farmer	Eggs	Yes		50	Consumer Choice
	Farmer	Eggs	Yes		1250	Consumer Choice
	Retailer	Eggs				
	Farmer	Eggs	Yes			
	Farmer	Eggs	Yes			
	Farmer	Eggs	Yes			
	Retailer	Eggs	Yes			
	Distributor	Eggs		Unknown		
	Retailer	Eggs	Yes			
	Retailer	Eggs	Yes			
	Farmer	Eggs	Yes	Other		
	Farmer	Eggs	Yes	Other		

Detail View

Detail View

Details Locale Contact Categories If grower, producer Availability

Biz Name Alby's Eggs

Name

Chose

ACTIVE

User Cat

Story

We are a free-range egg farm called Alby's Eggs located on the outskirts of Melton about 50km west of Melbourne. We are passionate about what we do. Our aim is to sell all eggs produced on-farm direct to the public, via our family partners..... and hopefully to you.We are a free-range egg farm called Alby's Eggs located on the

Support Local

Farmers Market Assoc

Community Group

Prov Id

1011487

Center Info Search type: Radius Radius: 75

Produce type (eggs only)

Free Range

Polygon Search before you travel....if traveling between Frankston (in the SE) to Daylesford (NW), mark out your route, make your selections and phone ahead.

Save Save Page Open New Remote Test Publish Web Projects SQL Close

Design Live Preview Working Preview

"Nearest to Marker" / Polygon (see ? below LHS) Searches for Eggs (only 100 nearest mapped)

Map Satellite

Produce type (eggs only) Eggs

Free Range

Click on Provider

Detail View

Detail View

Details Locale Contact Categories If grower, producer Availability

Biz Name Weseggs

Name

Chose ACTIVE

User Cat

Story Our vision at WesEggs is to be a family owned producer and purveyor of genuine and true, pasture raised free range eggs. To be an industry leader, that is economically successful and socially responsible, by using sustainable and regenerative farming methods. : <https://www.weeklytimesnow.com.au/agribusiness/farm->

Support Local

Farmers Market Assoc A Provider (farmer, grower or prod

Community Group

Prov Id 1011469

Diamond Valley Eggs					
Yarrambat Doreen					
Kossies Free Range					
Josh's Rainbow Eggs					
Taranaki Farm					
Melita Free Range Eggs					
Daylesford Organics					
Pero's Wines					
Natures Dozen Distributors Ltd					
Kinross Farm Pty Ltd					
Eggceptional Eggs					
Eggs+					
Free Range Eggs Geelong					
Rocklea Free Range Eggs					
Mini Bakes and Cakes					
Talking Hens	Retailer	Eggs	Yes		
Sagechoice in Bannockburn	Farmer	Eggs	Yes		
Citrus At Beaumaris	Retailer	Eggs	Yes		
Weseggs	Farmer	Eggs	Yes	450	Consumer Choice
Woolabraipet and Farm Supplies Store	Farmer	Eggs	Yes		
Babe's Farm Fresh Eggs	Farmer	Eggs	Yes		
Candlelight Productions	Retailer	Eggs	Yes		
Cupcake Central	Retailer	Eggs	Yes		
Butcher Shop Café	Retailer	Eggs	Yes		
Sylvia's Take Home Meals	Retailer	Eggs	Yes		

First Prev 1 2 of 2 Next Last

As we use a 'drop downs' from the entire Australian Provider database (100K+ records), it is possible that a result of 'no records' can appear for your area and categories selected.

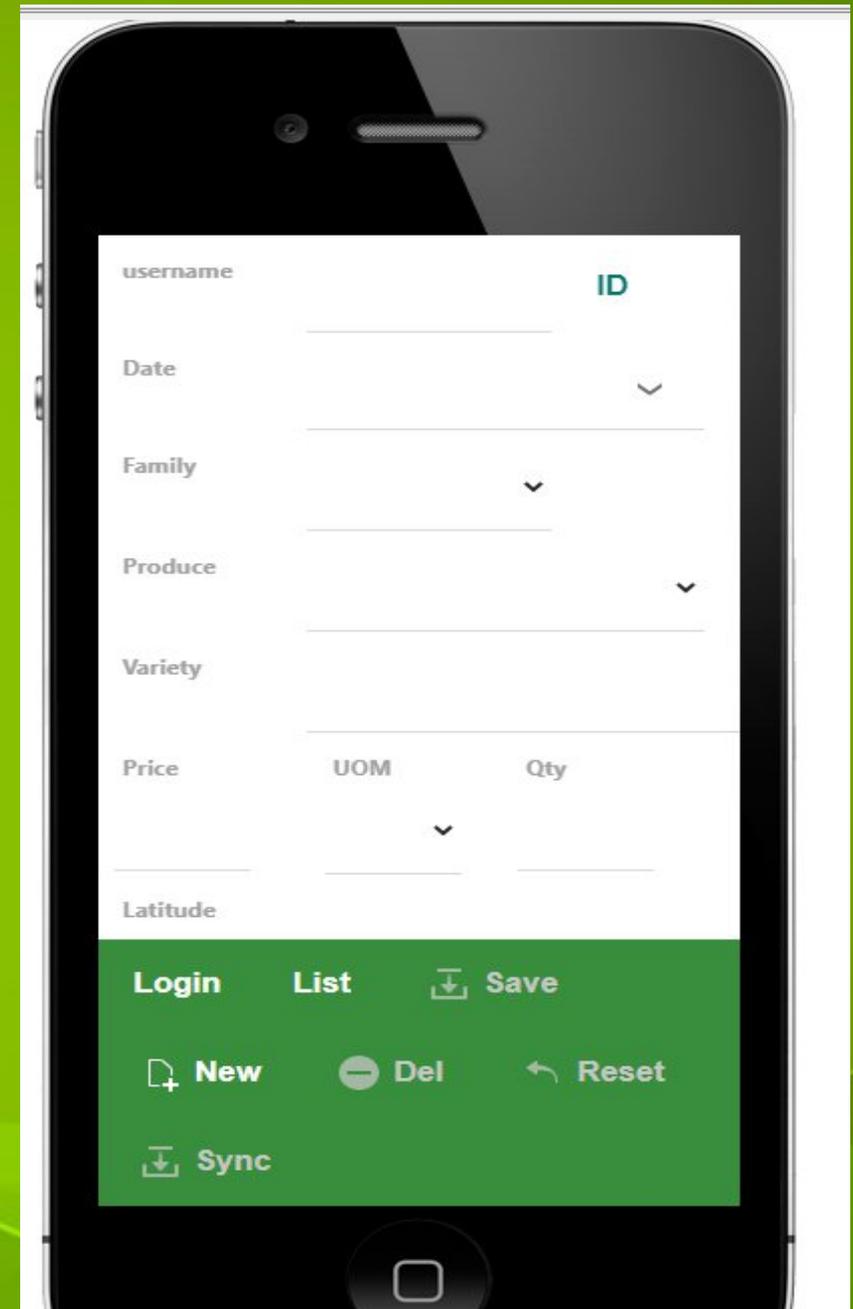
6c. Differentiation

- What **truly** sets us apart from our competition is our focus on **produce quality**?
 - based on refractometry, the best measure of produce quality for past 200 years,
 - Used by Australian Farmers for past 70 years to improve their soils by measuring the quality of their outputs
 - grains, fruits, veggies, honey, eggs
 - using “Readings and Ratings” chart
- developed and accepted in the USA 70 years ago.
- After using hand-held spectrometers (TRHS)
- for past 5 years, we are building NutriMeter X,
- which we believe will be 5 times more useful @
- 15 -20% of the cost.



6c. Unique Differentiation

- But what **truly** sets us apart from our competition is our focus on **produce and produce quality**?
- After all, food produce is what we eat, what we should be looking for, not the Providore!
- This mobile app (2019) allows Providores to:
 - Take a pic, video and/or audio of his produce / product
 - If a batch to be harvested, sample of his produce
 - Rate it quality objectively or subjectively
 - Price it, add quantities available or to be harvested
 - Maintain qty's as he sells, change prices, etc.
 - Immediately he posts, a SMS "alert" can be sent out to those Consumers who have ticked the right boxes, to get first dibs.



'Value for Money'



- **Tomato A**
 - ... looks perfect, costs only \$3.00 / kg, but
 - measures a nutrient density index (NDI = BRIX) of 3.0
 - rates 'poor' on the Ratings scale
 - is **tasteless and nutritionless**, due to being
 - mass-produced in depleted, over-fertilized, nutritionless soils
 - sprayed with herbicides, pesticides, fungicides, etc.
 - picked too early to ripen on the way to the market
 - travelled many food miles, kept in cold storage, etc, so is not 'fresh'.
 - But it looks great, having been GM'd for shape, firmness, colour and long shelf life.
- **Tomato B**
 - ...does not look perfect, and costs more @ \$4.00 kg (33% > A), but
 - - measures a nutrient density of 12 (rated "excellent) and is
 - - nutritious, delicious, due to :
 - Free of chemicals, fertilisers, GM, etc.,
 - has natural fertilisers, such as composts, or worms (induced by worm juices or castings)
 - is fresh, being locally or home-grown, and
 - picked at the right time of its natural ripeness curve, has a high sugar level (natural preservative), and
 - is grown in well composted, soils, appropriate for tomatoes
 - This is a heritage tomato, and not a "one-size / variety fits all" type

The Market Potentials

•1. Uniqueness of the idea

- FGF's methodology – new, novel, unique and very useful to both Consumer and Grower - was patented and Trade Marked in 2017.
- We will be using hand-held tools
 - based on 200 yr proven 'food quality' metric, refractometers
 - Based on 40 yr old scanning "spectrometers"
- To read and rate
 - 250 Produce Varieties.

•2. Market Potentials

- Anyone who eats and wants to feel better and live longer.
- A trial market in Ballarat pre-COVID taught us much.
- Next target is the USA – same farming methods, some food supply chain processes, same consumer behaviour, etc.

•3. Market adoption and business model

- We have designed our business model to be organically growing, self-organising and self-sustainable, driven by incentivized Affiliates by Post code.
- The basis of our business model is adding value to both Consumer and Providers (subs @ 3% of perceived value add.)

Our Vision ... has been inspired by this quote :

- *“What we need are organically growing, self-organizing, self-sustaining grassroots movements if we are to save this nation from ‘bad’ food”* Dr Charles Massy, OAM, leading thinker on food and farming systems. 2017.
 - Hence we have fashioned FindgoodFood accordingly, as a platform / vehicle to rebuild, re-unite Australia around local food communities and economies.
 - By positively promoting ‘good’ food to enable people to feel better, cure ailments, live longer, etc.
 - And hope you will join us on this journey?
-
- Close off the story you began with, end with an inspiring quote, lead them to the bigger vision for the company.
 - Leaves them as excited as they were when you started.

Oct 10 - Oct 13, 2011

Month

Week

Day

Next 4 Days

W2C View

Mon, Oct 10

Tue, Oct 11

Wed, Oct 12

Thu, Oct 13

October, 2011

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Hide / Show

- Calendar1 A
- Calendar2 A
- Calendar3 A
- Calendar4 A

6 AM

7 AM

8 AM

9 AM

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM

4 PM

07:15 AM - 09:15 AM

event3

09:30 AM - 01:15 PM

event2

- The free range egg plan
- The Govt supports BigFood
- We say 35 -500 birds / hectare
- CSIRO say max 1 500 / hectare
- Govt say max 10 000 / hectare
- And local GOvt stamp down
- Why True free range?
- Twice as delicious, nutritious
- Quality of feed
- Great source of protein
- Community building

- Affiliate plan
- Incentivised to sell subs, services and devices.
- Training Course
 - Activator plan
 - Looks after a ‘local market area’
- → FGFood Hub operator