The availability of hand-held devices allows you to objectively :

- measure the nutrient density of the fruit, veggies, or any liquid based food (incl coffee!)
- rates them as "poor", "average", "good" or "excellent" (70 yr old International Scale), as below:

BRIX or Nutrient Density Index (NDI) is a measure of all dissolved nutrients in food.
These include sucrose, fructose, vitamins, minerals, amino acids, proteins, and other solids.

High Readings = great soil quality, ripeness when picked, freshness since picked.
High Readings = Great taste (in almost all cases)

NDI Chart

	Poor	Aver.	Good	Excellent
Fruits				
Strawberries	6	10	14	16
Tomatoes	4	6	8	12
Watermelon	8	12	14	16

	Poor	Aver.	Good	Excellent
Vegetables				
Peanuts	4	6	8	10
Potatoes, Irish	3	5	7	8
Potatoes, Red	3	5	7	8

- and calculate and compare "Food Value for Money Indices" (FVMI)

Tomato A looks perfect, costs only $3.00 / kg, but

- measures a nutrient density index (NDI = BRIX) of 3.0
- rates 'poor' on the International Ratings scale
- it 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, colour and long shelf life.

Tomato B:

Tomato B does not look perfect, and costs more @ $4.00 kg (33% more than 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
- and is probably a heritage tomato, and not a “one-size / variety fits all” type

'Food Value for Money' indices (FVMI – patented methodology):

- Tomato A = 3.0/$3.00 = 1 FVMI
- Tomato B = 12/$4.00 = 3 FVMI

So, if Tomato B is **3 times** the FVMI of Tomato A, and **nearly 4 times** tastier and more nutritious than Tomato A,

which would you buy?