

Introducing the amazing **NutriMeter™**

Here's a quick, simple way to measure and **find, buy, sell or grow good food** – just add a few drops of juice and look through the eye piece.

The Nutrimeter measures the density of sugars, salts, minerals and other dissolved nutrients in any fresh produce. The better the quality, the fresher, the more ripe, the more nutrient dense, the higher the reading!

In a shop, fruit and veggies may look good, but may have been grown in poor soils, been chemically treated / GM'd to look good, or picked too early, kept in cold storage, and travelled many food miles to markets, etc.

Nutrient density is **best measure of produce quality** (for 200 years!). And is preferred by 75% of shoppers (chem-free (90%), GM-free (70%))



NutriMeter™

Testing as simple as

1. Squeeze a drop of juice from the produce.
2. Place a drop of juice on the testing strip.
3. Read the Brix % on the scale.
4. Use the Grade chart to determine quality.

Grade			
Orange	6	Poor	
	10	Fair	
	16	Good	
	20	Great	✓

Applications:

- **Shoppers:** Select "Good" and "Great" produce on the BRIX chart if you want great taste and a high Nutritional Density Index (NDI).
- **On-line shoppers:** Using NDI measures and BRIX ratings as an objective measure of soil quality, ripeness and freshness. Far better than pretty pictures. Also a very good indicator of local and seasonal produce!
- **Farmers' Markets / Green Grocers:** Keep your buyers buying loyal by keeping them informed on how fresh, healthy and tasty your produce is!
- **Gardeners:** A high NDI means great taste, 99% of the time. Check on the varieties you plant and the quality of your soil from year to year.
- **Farmers:** Measure the readiness of your fruit, vegetables, hay, cereals and other produce for harvesting and/or picking.
- **Moms and Dads:** Help your kids learn when foods are in season, which are local. They will want to eat foods that have taste and food value!
- **Teachers:** Create interesting science projects: Compare the following: fresh vs. frozen? Local vs many food miles? Organic vs other farming methods? How do different soils (same produce)? The 5W's and 1H of high nutrient density?

Advantages of NutriMeter:

- Helps you be a smarter shopper if health is important to you!
- Measures the nutrient and mineral richness of produce.
- Light, portable and compact.
- Use in the field, in the kitchen or at the market.
- Quick guide to best quality foods!

New Mobile Technology : NutriMeter VI & beyond...!

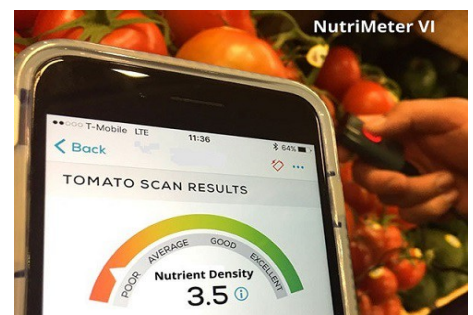
Scan for the most '*delicious, nutritious*' or for the '*best value for money*' apple or tomato as you walk down the fresh produce aisle!

High BRIX = NDI

- = *Great Soils!*
- = *Perfect Ripeness!*
- = *Very Fresh!*
- = *High in Nutrients!*
- = *High in Minerals!*

All makes for Great...

- Taste!
- Nutrition!
- Health!



NB : Wiki says BRIX measures only sugars! This is totally wrong :

Test : Add teaspoons of salt to a glass of water and watch the BRIX or NDI (nutrient density index) reading rise each time. And then ask yourself the question : Does salt consist only of sugar?

Consumers prefer NDI to BRIX as nutrient density is far more meaningful!

Nutrimeter Ratings for each Fruit or Vegetable

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				
Apples	6	10	14	18
Avocados	4	6	8	10
Bananas	8	10	12	14
Blueberries	10	14	16	20
Cantaloupe	8	12	14	16
Casaba	8	10	12	14
Cherries	6	8	14	16
Coconut	8	10	12	14
Grapes	8	12	16	20
Grapefruit	6	10	14	18
Honeydew	8	10	12	14
Kumquat	4	6	8	10
Lemons	4	6	8	12
Limes	4	6	10	12
Mangos	4	6	10	14
Oranges	6	10	16	20
Papayas	6	10	18	22
Peaches	6	10	14	18
Pears	6	10	12	14
Pineapple	12	14	20	22
Raisins	60	70	75	80
Raspberries	6	8	12	14
Strawberries	6	10	14	16
Tomatoes	4	6	8	12
Watermelon	8	12	14	16

Grasses				
Alfalfa	4	8	16	22
Grains	6	10	14	18
Sorghum	6	10	22	30

	Poor	Aver.	Good	Excellent
Vegetables				
Asparagus	2	4	6	8
Beets	6	8	10	12
Bell Peppers	4	6	8	12
Broccoli	6	8	10	12
Cabbage	6	8	10	12
Carrots	4	6	12	18
Cauliflower	4	6	8	10
Celery	4	6	10	12
Corn (Young)	6	10	18	24
Corn Stalks	4	8	14	20
Cow Peas	4	6	12	12
Cucumber	4	6	12	12
Endive	4	6	10	10
English Peas	8	10	14	14
Escarole	4	6	10	10
Field Peas	4	6	12	12
Green Beans	4	6	10	10
Hot Peppers	4	6	10	10
Kohlrabi	6	8	12	12
Lettuce	4	6	8	10
Onions	4	6	8	10
Parsley	4	6	8	10
Peanuts	4	6	8	10
Potatoes, Irish	3	5	7	8
Potatoes, Red	3	5	7	8
Potatoes, Sweet	6	8	10	14
Romaine	4	6	8	10
Rutabagas	4	6	10	12
Squash	6	8	12	14
Sweet Corn	6	10	18	24
Turnips	4	6	8	10

This Chart was originally developed by Dr. Carey Reams, based on the work of Prof. A. Brix

Farmers/Producers and Consumers

Check your produce and see how it compares!