

## 1. NutriMeter – Funding & Movement Pathway 2025

### *Food Truth in Your Hand*

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by NutriBalance Systems – regenerating soil, produce, and human health through measurable nutrition.

#### **Mission**

NutriMeter empowers citizens and producers to measure food quality directly, locally, and without gatekeepers. It delivers practical tools that reconnect people with the true nutritional value of their food — building self-organising, self-sustaining communities regenerating the health of soil, produce, and people.

#### **Vision & Inspiration**

Inspired by the vision articulated in 2017 by Australian farmer and author Dr Charles Massy OAM — that 'self-organising, self-sustaining grass-roots movements' are essential to restoring the nation's food and health systems. NutriMeter turns that call into measurable reality.

#### **Scientific Heritage**

The NutriMeter and FindGoodFood platforms continue the practical work begun by Dr Carey Reams in the 1940s, who established the first consensus BRIX standards for produce quality across the United States. His rating chart — 'Poor, Average, Good, Excellent' — remains the international reference for measuring true food quality and nutrient density. NutriBalance Systems has used this BRIX chart for over 15 years as the benchmark for nutrient density measurement.

#### **Affiliate Community Model**

NutriMeter's growth is driven by a global network of Affiliates — local champions who build and sustain regional food communities. Affiliates receive 25% of NutriMeter product sales and 50% of FindGoodFood subscription revenue in perpetuity, rewarding long-term commitment and community engagement. They are our local ambassadors — connecting consumers, providores, growers and those food outlets and eateries which support local, under a shared mission of measurable nutrition.

#### **FindGoodFood (FGF)**

FindGoodFood (FGF) is the digital platform that makes BRIX meters and NutriMeters more useful. It allows consumers to select produce based on measurable quality, nutrient density, farming methods, and proximity. As more purchasing moves online, consumers can use affordable BRIX meters to check the quality of what they buy, rated as 'Poor', 'Average', 'Good', or 'Excellent' according to Dr Reams' chart. Food authorities globally reference the 'Average' rating, yet few realise that nutrient density can vary fourfold between 'Poor' and

'Excellent' produce. FindGoodFood closes that knowledge gap, enabling consumers to adjust their intake and farmers to gain fair prices for superior quality.

### **Funding Pathway**

NutriMeter's funding roadmap is intentionally independent and mission-driven:

- Seed phase – self-funding and early supporter capital to complete pre-production units.
- Crowdfunding – a community-focused campaign to finance first manufacturing runs.
- Strategic partnerships – alliances with ethical investors, regenerating food networks, and local manufacturing partners.

This pathway ensures control remains with NutriBalance Systems and the communities it serves — not venture capital.

### **Health & Food-System Context**

Across the developed world, the curves for fertiliser and chemical input costs track almost perfectly with the rise in diet-related chronic illness and national health expenditure. NutriMeter and FindGoodFood provide the practical bridge between these realities — measuring food quality transparently, empowering healthier decisions, and rewarding practices that regenerate nutrition from the ground up.

### **Safeguards & Ethics**

NutriBalance Systems operates on principles of transparency, cooperation, and neutrality. We collaborate constructively with Providores, Health Authorities (NHMRC and FSANZ), Nutritionists and Consumers to ensure that food quality measurement remains open, factual, and beneficial to all.

### **Call to Action**

NutriMeter invites Consumers, Providores and local food advocates to join a self-sustaining movement for measurable nutrition. Together, we can regenerate soil, produce, and human health — and bring food truth into every hand.

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