

started crying. You, Officer \_\_\_ will need all the indulgence and patience you can muster to raise a daughter born on my birthday and I thank you for expressing it to me

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**Another tip from Michael Pollan** (Omnivore's Dilemma) - "Avoid food products containing ingredients that are unpronounceable, unfamiliar, more than 5 in number or that include high fructose corn syrup." This vigilance is warranted because 17,000 new "food-like products" are introduced to our supermarket shelves each year - products constructed purely around profit.

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**What the heck is Joe's about anyway?**

Establishing who you are as a business is not as easy as one would think. We have, from the get-go (2002), provided a comfortable unpretentious atmosphere combined with uncompromising food quality. In 2008, Joe's spent over \$30,000 **on locally produced foods from New Mexico farmers and ranchers**, more than any other restaurant in Santa Fe and probably in all of New Mexico. In spite of decreased revenues, in **2009, we increased our local purchases to \$50,982. a 69.9% increase.** This reflects the strength of our commitment to local sustainable food production. This, more than anything else, is what Joe's is all about. So, after 7 years of operation the best way to say it is -

**"Joe's, where local farming and great food come together".**



**Joe's hand-made French chocolate truffles.** They are divine. Who do you know that wouldn't LOVE a little red bag of truffles? Or a few nestled in a Joe's Latte cup? \$1.79 each and 5 for \$7.49. ♥

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*Joe's*

2801 Rodeo Rd at Zia Road Santa Fe, Nm 87507  
505-471-3800 [www.JoesSantaFe.com](http://www.JoesSantaFe.com)

## ***"Dija Know..."***

Joe's Restaurant Newsletter 24



St. Patty's Day Wed. March 17<sup>th</sup>

Joe's serves one of the best St. Patrick's Day Corned Beef and Cabbage dinners in town, available at both lunchtime and dinnertime - perfect with a pint of Guinness. Remember every Wednesday all beers are 1/2 price.

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New Mexico Restaurant Week was a wonderful success for all restaurants involved and all guests who took advantage of the varied offerings all over town. Many thanks to Michele & Lucien at Wings Media Network. They did a comprehensive and splendid job of marketing the event. Joe's lobster ravioli and roast duck were the biggest sellers.

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**Sunday Brunch at Joe's** (9am-2pm) is often a family and group affair. Church groups, as well, gather after services for our delicious Brunch dishes. Roland's recent favorite is Potato Latkes topped with our house-smoked salmon, poached eggs and Hollandaise, best served with a salad instead of home fries. mmm...

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Wake up gently on Sunday mornings to Alan Hutner's 26-year running Sunday morning program on KBAC FM 98.1, **Transitions Radio Magazine, that he hosts with his partner Elizabeth Rose ("Rosie") - 8AM - 11AM.** We are happy to be the newest sponsor!

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**Eating oil** - most supermarket food travels an average of 1,500 miles to get to your plate. In a typical frozen dinner at least 5 of the

ingredients are shipped in from a foreign country. On the other hand, Farmers market foods are typically grown within 50 miles of your dinner table.

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**Have we forgotten how to eat?** How to eat slowly, how to savor our food, how to share it with people we love? 19% of all meals eaten in America today are eaten in the car. We snack more than we dine. We eat over the kitchen sink to save time and to save washing dishes. The enjoyment of a well-prepared meal, truly savored is still one of the deep and simple pleasures of life.

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I remember the first, the only, time I saw a cow slaughtered. I was 7 and had fallen asleep in a car at a Sunday farm family gathering. At dusk I peered over the car window sill to see 4 or 5 men in overalls leading one of the older milk cows toward a vertical rig. They tied some straps around her belly and haunches and under the rig they shot her right between the eyes. It was a quiet shot, a pop really, not loud. As she slumped into the leather straps, they hauled her limp body upward so they could skin and dress her. I guess she was no longer a good milker and perhaps not breedable. Later that evening, four farm families went home with a quarter of beef that would feed them for quite some time. Next time the cow (sheep, pig) would come from another family and be shared the same way. That's how it was done. Was I traumatized? No. Even at 7, I knew it all seemed in proper order. No fear, no panic. I could not say the same if I were to witness the current practices at National Beef or MacDonald's or other industrial plants. This is not intended to offend vegetarians or animal rights persons. It's simply my experience and for those who do eat meat, I wish we could go back to those integral practices.

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Joe's is a sponsor of the **Wednesday Night SF Farmers Market Movies!** The next one is Mar. 17<sup>th</sup> - "Burning the Future, Coal in America". [www.Farmersmarketinstitute.org](http://www.Farmersmarketinstitute.org)  
As **corn increasingly dominates and**

**pervades our food chain** (in hidden forms), some "experts" have attributed the alarming increase in childhood obesity to the ingestion of high fructose corn syrup (a cheap corn based sweetener). In 1971 5.8% of US children were obese. In 2006, that increased to 17.3%.

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Michael Pollan's profound insight on food in his engagingly wove tale, **The Omnivore's Dilemma**, articulate so accurately how we feel about food, that we offer it for sale. It goes well beyond food and is a must-read

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**NAFTA is killing our chile!** Your choice of New Mexico Red or Green is in jeopardy. Our precious, defining, indigenous chile crop production is reducing each year. Why? because of cheaper imported chiles from China India, Peru and Mexico. However, there truly is nothing that compares in flavor and in freshness with our own chile. But I don't have to tell you that. Ask for and buy NM grown chile. The Farmers Market, La Montanita Co-op and road-side vendors can be good sources. Bueno is one company placing emphasis on using NM grown chile.

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For those of you who have been anticipating with us **the EESystem** technology we deeply regret that project will not go through at this time. We do have the **EES pendants for sale** and for those of you who saw the demonstration with the pendant, it was pretty impressive.

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**A Santa Fe story.** I recently had a birthday - a very special occasion for me as I have one only every other year. The next morning, for some odd reason, I was stopped by a motor cycle cop and cited for two violations - speeding and no registration sticker. In my defense, I had the registration sticker (on my kitchen table) and as for speeding - well, everyone was going the same speed! I didn't try any drama like tears or pleading. After writing me up the officer approached the car. I was dreading both the fine and the increased insurance rate. He gave me a polite warning on both offenses and let me off! Why? Because I share a birthday with his 5 year old daughter. That's when I