

thriving, which is why they are pumped full of antibiotics in feedlots. Corn fed and finished meat has a disproportionate amount of Omega 6's and saturated fat - yes this is the marbelling we so adore, but it is highly implicated in heart disease and diabetes. The meats we buy from Pecos Valley Ranch, Wild West Buffalo and Shepherd's Lamb are grass fed and finished. These three are among the very few sold in New Mexico that meet that standard.

**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. Over the years we have found out what we are not - we are not really a diner! Who knew? Most expect diners to be greasy spoon and cheap. But we remembered the Fog City Diner (San Fr), Empire Diner (NYC) - really good food at reasonable (not cheap) prices. 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".**

**Archived newsletters** - if you wish to read any past editions, they are displayed in the book on the front table.

**Joe's hand-made French chocolate truffles.** They are divine and just the right petite sweet finish to a meal when you really don't want a full dessert. \$1.79 each and 5 for \$7.49.

**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 newsletter #20**



Joe's Roast Duck

**Super Bowl Sunday** - yes we have a big HDTV in the Red Room for you to enjoy the game. Go for it!!

Joe's will participate in the **first New Mexico Restaurant Week Feb 28 - March 6.** Watch for our special menus.

<http://newmexicorestaurantweek.com/>

**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...

In deference to the economy and your budget please check the **EXTREME SPECIALS** daily. Ask your waiter or see the posted white board. Tuesdays - Spaghetti Bolognese, Caesar Salad and a 1/2 liter of great Chianti for the **astonishing price of \$29.95 for two.**

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.** It is beautifully paced and highly

informative. We are happy to be the newest sponsor! Alan will also be hosting discussion groups in The Red Room in anticipation of, and post installation of, the EESystem which he is looking forward to. The first will be Feb. 28 - join him after noon.

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**On Jan. 29<sup>th</sup> Joe's hosted** a dinner for 65 representatives of local Farmers Markets from all over the state of New Mexico. We were honored to do so.

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Joe's is sponsoring the **Wednesday Night SF Farmers Market Movies!** The next one is Feb. 17<sup>th</sup> - "No Impact Man".  
[www.Farmersmarketinstitute.org](http://www.Farmersmarketinstitute.org)

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We now offer **gluten-free pizza**. If you are GF, please ask your waiter about other GF items that have always been on our menu. One suggestion is **Calamari**. We dust it with rice flour, and then flash fry it.

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Some **stunning new technology** is coming to Joe's. "Be all that you can be" could take on new meaning for guests of Joe's. Feeling really good all the time, relaxed but full of energy and mentally alert, will be a possibility, even probability soon by spending time at Joe's. It's called the EESystem. A quote from Dr. Dr. Gurudey Ballesteros puts words to what motivated us to install it here at Joe's *"I feel that we are now in a time in this world where we need to be treating 10, 20, 30, 40, 50 people at a time, trying to elevate their vibrational frequencies to their highest possible extent and regenerate their entire energy. That is the reason why I came to investigate the Energy Enhancement System. After compiling all the research for some time, I feel that this is the answer that I've been looking for. Even if the person does not know their diagnosis; is not aware of what's going on, but knows that they are not in harmony with themselves – they will benefit from exposure to the EESystem."*

This will be a whole new concept for Santa Fe, a new business model - Energy Enhanced Dining. The benefits to our guests who choose to dine in the Red Room (the main dining room will remain unchanged) will be enormous. Joe's is the first in

the world to do this and we have the enthusiastic support of the developer Dr. Sandra Rose Michael. **We are offering a super special introductory pre-paid pass as well as many other options. Becoming a FOUNGING MEMBER affords some incredible privileges.** Q&A and info are available on front table. If you are in need of a "tune-up" (I'm grossly understating what it can do!) read the info displayed and check website [www.santafehealer.com](http://www.santafehealer.com).

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**Gift Cards** - always used, always appreciated, Joe's gift cards bring the purchaser a gift too! **Purchase \$100 worth of gift cards, and get a free \$10 gift card for yourself!**

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Again drawing on Michael Pollan's writings, here's another little eating guideline - **Don't eat anything incapable of rotting.** Normal natural ways of preserving, like smoking, fermenting and pickling have long been used. But industrial processing is what confounds and tricks the body. These food-like products are inevitably more fattening and far less nutritious. It becomes important that we learn to distinguish between FOOD and "food-like products."

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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. As well we offer the young person's edition. We are thinking it should be required reading for any one who works here. What do you think?

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**Grass fed and finished.** Why is that important? First of all, no we can't do it 100% yet at Joe's. It's far more expensive, worth every penny; however there is not yet a big enough demand and market for locally raised (not shipped in) **grass finished** meats, as opposed to corn finished. The research on grass-fed meats shows that a grass-fed and finished cow's meat profile is very much like that of wild venison and elk. It has fewer Omega 6's and saturated fat, more Omega 3's and CLA (conjugated linoleic acid). Ruminants

evolved to eat grasses, not grain or corn. If they eat much corn or other grains they stop