

to thrive, 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, LaMont's 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. 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 – past editions are displayed in the book on the front table.



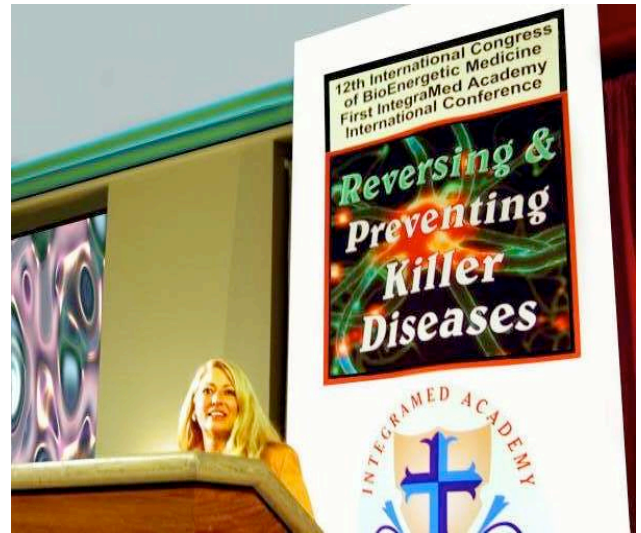
Joe's hand-made French chocolate truffles. They are divine. Who do you know that wouldn't LOVE a little red bag of truffles for Valentine's Day? Or a few nestled in a Joe's Latte cup? \$1.79 each and 5 for \$7.49. ♥

Joe's

2801 Rodeo Rd at Zia Road Santa Fe, Nm 87507
505-471-3800 www.JoesSantaFe.com

"Dija Know..."

Joe's newsletter #21



The Honorable Dr Sandra Rose Michael, inventor of the Energy Enhancement System

Join us on Monday Feb. 22nd at 6PM and meet Hon. Dr. Sandra Rose Michael when she gives a presentation on her EESystem here at Joe's. This highly regarded international figure is currently involved with Haitian relief and is kindly donating her time to help us launch the EESystem here at Joe's in Santa Fe. If you have been reading our updates you will know that what we are doing here is ground-breaking. Please help yourself to literature displayed on the front table. Although the EES is not treating disease or making claims, this bio-scalar invention is so advanced, it helped: a severed spinal cord patient to walk again <http://www.youtube.com/watch?v=P6xRBDGowws> a "permanently" blind patient see again http://eesystem.com/docs/EES_ResearchResults.pdf and a Parkinson's patient having tremors for decades eliminate all motor dysfunction after a 2-hour session (<http://www.eesystem.com/testimonial>) The scope of reported benefits represents countless conditions that have responded over the 10 years it has been in use in various venues around the world. Now...coming to Joe's! The first restaurant to offer it for their guests' benefit. See our website www.SantaFeHealer.com.

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 ½ 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 EESytem which he is looking forward to. The first will be Feb. 28 - join him after noon.

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.

Joe's is a sponsor of the **Wednesday Night SF Farmers Market Movies!** The next one is Feb. 17th - "No Impact Man".

www.Farmersmarketinstitute.org

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.

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%.

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!**

Trees are not the only **carbon eaters**. Grasslands remove carbon big time from the atmosphere. If the 16 million acres now used to grow corn to feed cattle in the US became well-managed pasture, that would remove 14 billion pounds of carbon from our air each year, the equivalent of taking 4 million cars off the road.

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?

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 fail