

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.

It's not easy to make monumental changes in eating habits. But little by little we can see (and feel) the benefits of eating foods that are **fresh, in season and grown without chemicals**.

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. ♥

Joe's

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

"Dija Know..."

Joe's Restaurant Newsletter #26



Easter Sunday April 4th marks the end of Lent and April 6th the end of Passover. On Sunday, Joe's will offer a **special Prix Fixe 3-course meal** for 24.95 per person. 11AM - 8PM. Reserve now!

First Course, choice of:

- ✧ Soup (3 choices) or
- ✧ Salad of Seasonal Greens

Main Course, choice of:

- ✧ Roast Leg of Lamb infused with thyme and roasted garlic with fingerling potatoes and Farmers Market spring vegetables
- ✧ Lobster Ravioli in a saffron cream sauce with asparagus
- ✧ Natural Chicken Ballentine (stuffed with local feta and spinach) on orecchiette primavera

Dessert, choice of:

- ✧ Warm Schwaebisch Apple Cake with Cream
- ✧ Tiramisu
- ✧ French Chocolate Truffles

Anne Hillerman's new book, *Santa Fe*

Flavors, is out and available here at Joe's. The subtitle tells all - "best restaurants and recipes." If you love to cook, you'll enjoy replicating Santa Fe's restaurants' signature dishes.

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...

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.

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 MacDonal'd'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.

Joe's is a sponsor of the **Wednesday Night SF Farmers Market Movies!** The next one is April 19th - "Food Stamped". It explores eating for \$1 per meal in Santa Fe - what a challenge!
www.Farmersmarketinstitute.org

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

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.

Omega 3 fatty acids, a critical component in our diet, are finally becoming understood. Fish oils are the commonly accepted, but hardly the only, source. Omega 6's are an essential fatty acid as well, however, in our SAD (standard American diet) there is no shortage of them - soy, canola and corn oil being the pervasive sources. We used to be able to count on Omega 3's being in meat, dairy and eggs. Grass is replete with beautiful 3's. Beyond seafood, animals that eat grass (not feedlot corn or grain) supply this to us. Omega 3's do wondrous things - reduce cardiovascular disease and depression, support mental development, visual acuity and keep inflammation at bay. Because of the preponderance of fats from seeds (Omega 6's) the 3's are being squeezed out and overbalanced by 6's. The good fats then are - butter, olive oil (cold pressed virgin being superior), lard from cleanly raised grass-fed animals, coconut and palm kernel oil. The human body recognizes these molecular structures and can utilize them properly. Avoid seed and grain oils (eg - soy, corn, canola etc.) Engaging in some of these choices will help balance omega 3's and 6's in your body.