

◆ **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 signature latte cups, beer glasses and wine glasses can be yours. Yup they are all for sale. Ask your waiter.

◆ **Gluten free pizza** is available in the 10" size - any combination! Also GF crab cakes, meatloaf on Wednesdays, GF calamari and if you like your sandwiches gluten free ask your waiter for "eggplant bread".

◆ **Every Wednesday, all day, beer is 1/2 price at Joe's!**

◆ Joe's is a sponsor of the **Wednesday Night SF Farmers Market Movies!** The next one is May 19th. www.Farmersmarketinstitute.org

Joe's

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"Dija Know..."

Joe's Restaurant Newsletter #30



Mom and me (circa 1900's sometime)

Mother's Day May 9, 2010 - Joe's will offer a special Prix Fixe three-course meal 11am - 8pm. 24.95 per person. Please reserve.

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 roots au gratin (scaloped potatoes) and Farmers Market spring vegetables
- ✧ Crab-filled Tilapia fillet on rice pilaf primavera with a white wine beurre blanc
- ✧ Natural Chicken Breast Milanese with asparagus and potato salad

Dessert, choice of:

- ✧ Tiramisu
- ✧ Fresh Strawberries with Lemon Cake
- ✧ French Chocolate Truffles

◆ **New! Breakfast at Joe's!** from 7:30 until 11:00 AM Tuesday through Saturday.

To make service as speedy and efficient as possible, guests are asked to order and pay at the **RED COUNTER** then take their coffee and choose a table. When your food is ready it will be delivered to you. Ask to see the menu. There's free WI FI and endless coffee, so make yourself comfortable. (Sunday Brunch will remain as it is - 9AM until 2PM).

◆ Have you tried our Sticky Buns? We bake a few every morning. Mmmm.

◆ We are not trying to be a health food restaurant. The longer we are in the food industry the deeper grows our respect for food - it's power to sustain, to bring joy and pleasure, to nurture community and even to heal. This respect is for whole, unfractionated, non-synthetic, real, local, unmessed-with, often organic, non-GMO, non-irradiated, sustainable and...delicious food. And of course its complement - good beer and wine. To bring this quality of food to you is our purpose.

◆ **Congratulations to Rick and Mitzi at Milagro Vineyards in Corrales.** Their Chardonnay was the Gold Medal winner out of 4912 entries in the largest annual American wines competition - the San Francisco Chronicle event held in February each year. All the fruit in this wine was grown in Corrales, NM. Their wines are available here at Joe's. **By the glass we pour their delightful and beautifully blended Corrales Red.**

◆ **Catering** - planning a party, an office meeting or any special event? Nobody does it like Joe! Roland has years of experience behind him, cooking for two to 3,000 people. He truly can do anything.

◆ Food has become an increasingly political and profit issue. I wish otherwise, but that is not the current truth. The **subject of GMO** is power-complicated. Keeping it simple (and apolitical ...ha!) is challenging. Genetically Modified Organisms, GMOs are lab produced by Big Agra (the same companies are also Big Pharma, by the way) to change plant and farm animal genes to create products that produce novel proteins or other substances with which the human body has no prior experience. GMO plants, for example, may contain non-plant genetic material that may cause the plant to make never-before-encountered chemicals which the body has no way to deal with. In searching for the truth in this subject - I am counseled, "follow the money." WHY? and WHO? become the questions. With the staggering variety, unique beauty and infinitely superior nutritional profile of heirloom varieties that once comprised our food supply, WHO would want to tamper and WHY? The untenable position of the US gvt is that GMO "foods" do not have to be labeled as such, and that

GMO-Free foods are forbidden from being so labeled! This position is contrary to US law and the spirit of the First Amendment. An equally important issue is - that every independent GMO feeding study, shows grave health problems associated with consuming GMO foods. (GMOs, are known to damage organs, cause infertility and the death in utero, auto immune disease and a host of other serious and sometimes lethal illnesses.) And yet another issue is that of "Terminator seeds" - these are genetically engineered to be sterile after first harvest so farmers cannot use the seed the next season, forcing annual seed purchase (mostly from Monsanto) and concentrating even more power in the hands of major corporations. Heirloom seeds are at risk of becoming...are you ready...illegal to keep and plant! In our current economic climate, this is tantamount to survival threat. In concert, our govt and the giant Monsanto have done a good job of intimidating the small organic farmer. We personally know two who gave up farming this year in NM due to expensive and meaningless over-regulation, which cut out any hope of modest profit. Ok...so where do we go from here, presuming that is, that we even care?! If we educate ourselves, if we choose to spend our food dollars on heirloom or non-GMO produce, ASK questions of our growers and if we undertake to grow our own food -- we can render impotent the hijinx of Monsanto. Join the urban gardeners who are coming together to grow their own food. 43 million Americans, including First Lady Michelle Obama, are doing so! Buy locally, support our farmers and ranchers and if you have the time, plant a garden using non-GMO seeds then save your seeds for next year!

◆ **Is it really local?** All kinds of businesses are jumping on the "buy local" bandwagon now that it's becoming chic. The only way to really know how committed a business is to buying locally, is if they divulge (honestly) their purchase figures. How much do they really spend on local goods? When grocery shopping, look at stickers on produce, ask at the meat market, determine for yourself if it is truly local. I can think of at least one grocery chain here that touts that it buys a lot of local produce. Not! Now, it just isn't possible to exist totally on locally produced goods - after all, life would be unbearable without chocolate! But we can take the next step - who made it into chocolates or cake? Was it Nestle? Or perhaps Santa Fe's own Senor Murphy or C.C. Higgins or Joe's?