

◆ **When your pie is heated here at Joe's**, it is heated in a regular oven, not in a microwave. We do have a microwave on premises, however it is used very seldom. We have never been fans of the microwave and recent research confirms that microwaves violently rip the food molecules apart rendering nutrients inert or worse, carcinogenic. That's why your pie will take a little longer to heat in the tried and true oven.

◆ **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, meatloaf on Wednesdays, GF calamari** and if you like your **sandwiches** gluten free ask your waiter for "eggplant bread". We tried GF crab cakes. Sorry, it didn't work, the texture was not correct.

◆ Every Wednesday, all day, beer is ½ price at Joe's!

Joe's

2801 Rodeo Rd at Zia Road Santa Fe, Nm 87507
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"Dija Know..."

Joe's Restaurant Newsletter #33

May 2010



Eliza Schmid, local artist

◆ A new local artist graces our walls - well, I mean her paintings do. **Eliza Schmid** brings her magical colorful touch to the restaurant in large and small hangings. She is very prolific so watch for changes. And yes they are all for sale!

◆ **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 order and pay at the **RED COUNTER** then choose a table. When your food is ready Lisa or Myoko will deliver it to you. There's free WI FI and endless coffee, so make yourself comfortable. Sunday Brunch is unchanged - 9AM until 2PM.

◆ **GMO** food is unquestionably devised purely for profit. I see no sustainable or healthy reason to justify tinkering with food at the gene level. Monsanto with its considerable resources - armies of lobbyists and m(b?)illions in marketing dollars - has influenced proponents that genetic modification is necessary to feed burgeoning populations.

Opponents (yes that's us) are alarmed by the irreversible damage to delicate botanical balance and by several other problems GMO's have already created. Genetically Modified Organisms 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 new 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.

My personal eye-opener happened in 2000 when I visited my cousin's 1100-acre Saskatchewan farm. At that time a neighbor of theirs had lost his land in a lawsuit by Monsanto who charged him with not having patents to the "accidental" crop that grew (by blowing) on his land. He didn't want it, he didn't plant it but there it was intertwined with his own, I believe it was, canola. That land had been in his family since his grandparents homesteaded it in the late 1800's. A travesty that left me stunned. Subsequently many stories like that have surfaced. There are so many problematic issues (I understate) with GMO's, but one core issue that must be changed is that the US government maintains the legal stance that GMO "food" does not have to be labeled as such. What!? We don't have a choice because there's no label to read?! Which leads me back to something discussed in a past newsletter - **KYG. Know Your Grower** is paramount if you want to know how your food is raised, what chemicals are used or not used, how animals are fed and treated and whether or not that grower engages the use of Genetically Modified anything. Simple solution - meet your growers at the Santa Fe Farmers Market.

◆ **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. Joe's Black Bean Soup recipe is featured.

◆ Have you tried our **Sticky Buns**? We bake them fresh every morning now. Mmmm.

◆ We are not trying to be a health food restaurant, but the longer we are in the food industry **the deeper our respect grows for food** - it's power to

sustain, to bring joy and pleasure, to nurture community and even to heal. This respect is for whole, real, unfractionated, non-synthetic, 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. And you can read a delightfully written book that articulates how we feel about food by Michael Pollan, **The Omnivore's Dilemma**, offered here for sale.

◆ **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. All the fruit in this wine was grown in Corrales, NM. Milagro's wines are available here at Joe's. By the glass, we pour their delightful and beautifully blended Corrales Red. And...Joe's will be partnering with Milagro again this September for **our annual Wine Dinner** during the Santa Fe Wine and Chile Fiesta, Santa Fe's most fun event!

◆ **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 3 to 3,000. He truly can do anything.

◆ **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? 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 the Nestle conglomerate? Or perhaps Santa Fe's own Senor Murphy or C.G. Higgins or Joe's? santafealliance.com/farmtorestaurant/

◆ Look for a tackling of the "sweetener" issue in a future issue. You can be sure we have an opinion about that, too!