

◆ It's important to us that you receive **the pace of service you desire**. Please, if you are **in a hurry**, state that to the host or waiter. We will do everything we can to expedite your meal. By the same token, if you are in for a leisurely meal, indicate that as well and we will pace it accordingly.

◆ **Joe's hand-made French chocolate truffles**. They are close to divine. Who do you know that wouldn't LOVE a little red bag of truffles? \$1.79 each and 5 for \$7.49. ♥

◆ **Tuesday is Spaghetti and Chianti Night at Joe's**. \$29.95 for two will get you Caesar Salad, Spaghetti with Bolognese Sauce (made with local grass-finished beef) and a great bottle of Chianti!

◆ We offer for sale Michael Pollan's delightfully written book **The Omnivore's Dilemma**, which articulates how we feel about food. Required reading for anyone who eats! It will change how you view food forever.

◆ **BNI** - Business Networking International - is a group of business owners and entrepreneurs that holds its **weekly breakfast meeting here at Joe's every Wednesday at 8AM**. The quality and high professional standards of BNI membership is impressive. Please contact Christy Martinez at 660-1224 to obtain an invitation and to see if this is something that can further the success of your business.

◆ One of our newest suppliers of grass-finished beef is **Soaring Eagle Ranch**. They raise Highland beef cattle, a hardy, slow maturing, lean natural beef. Our feta is made by **Tucumcari Mountain Cheese**, our eggs come from **K J Farms** and curd for our fresh mozzarella comes from **Old Windmill Dairy**.

◆ Sat. mornings for a few weeks at about 9:30AM, **Roland will be at the Farmer's Market demonstrating the making of fresh mozzarella** (fiore di latte) with local curd from Windmill Farms. We now get certain of our cheeses from Windmill Farms.

## JOE'S

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## "Dija Know..."

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**Joe's inimitable Margherita Pizza**

◆ **Yes!** The harvest has started - **soil-grown, sun ripened organic heirloom tomatoes from our local farmers**. **Joe's famous Margherita Pizza and Caprese Salad** are now available in limited numbers. As August moves into September, the crops should increase.

◆ **I've had a food epiphany**. And as is the nature of an epiphany, you don't really see it coming but once it arrives, you just know it's right. You know it's the fundamental, elemental, indivisible and irrefutable Truth. Ready? **Here it is - food, real food with all its nutrients and enzymes intact, cannot be mass-produced**. That's it - simple, inarguable and I'll stand by it. You can, for intellectual entertainment, argue that truth, but you would be wrong. Industrialized food production, animal and vegetable, has been an utter failure. It fails on the compassion meter and on the nutrition meter and beyond that it has become dangerously unpredictable. **Industrial food production is not about feeding the masses. It is about the single-minded unscrupulous profiteering of "the few" at the top of our food chain (eg. Mr. Austin DeCoster owner of at least 6 implicated egg operations and hog farms)**. Don't get me wrong. I believe in profit; but not at the expense of human health or our soils' health or at the expense of animals' health and their right to cruelty-free lives. On every front mass-produced food fails. **It is** currently feeding the masses; but take a look at the results - obese but mal-nourished populations suffering daily with chronic diseases in numbers we could never have anticipated! Are you old enough

to remember when it was the rare person in your circle who was considered “fat”? or the rare incidence of diabetes? Or heaven forbid...lupus or MS or HighBP? All of these are common now. Common! Each of us knows several people who live with illness and pain every day - and some are children! What has gone wrong? How did we lose control over something as basic as our food supply? Consider the current egg scare, the recent spinach scare, the tomato scare, the peanut butter scare, SARS, mad cow disease -- what’s next?! All of these demonstrate, sometimes lethally, how we have lost control of our food supply. Let me illustrate -- salmonella bacteria are commonly carried by birds both wild and domestic. A healthy chicken’s temperature is around 107°F. An unhealthy bird, one who is stressed, crowded, inbred, fed a cheap horrendously putrid diet whose very survival depends upon routine antibiotics will register a lowered body temp. Salmonella starts to die off within a living bird’s body at about 104°F and does not thrive upward of that. Bingo - in a healthy bird salmonella becomes a non-issue. Healthy flesh, healthy eggs. I am not advocating sloppy food handling. No no no. I’m merely illustrating how the balance is set up in healthy organisms and it is weighted in our favor. Raising food in smaller batches, be it animals or vegetables, with attention to their natural habitats and needs produces a food supply we can be more confident of and derive more nutrition from. Thank God for our local small farmers and ranchers!! Small truly is beautiful.

**PS** - I just now heard a report on PBS about the salmonella egg thing. The FDA is now going to conduct a long (read that costly) investigation as to “what went wrong”? That really burns me. Let’s employ some clear common sense cause-effect thinking - **get to the source!** What is the cause of the cause...of the problem? No bandaides, no intermediary, in denial, fuzzy reasoning “fixes”. The cause is simple. Industrially raised chickens are fed, bred, kept, slaughtered wrong. Every level of industrialized chicken keeping (and therefore egg production) goes against the nature of “chickenness”. Feed them what they require, give them the space they need, allow them the light and darkness that day and night provide, don’t breed for heavy white breasts under which legs collapse, or for big eggs or for forced production. Study what makes for a happy chicken and I’ll bet the so-called “salmonella problem” will

disappear. More antibiotics and cooking your eggs at 150°F are *not* the answers. This is what I call “bandaide” thinking - but this is what the study will come up with. And I’ll take bets on that.

◆ **Joe’s Wine Dinner** is scheduled for Sept 22<sup>nd</sup>. We are already taking bookings and it will be a very limited seating affair. Roland loves to leave menu planning to the last minute to see what the market has to offer, but twisting his arm has produced this first draft of the menu. Please don’t hold him to it. Hors D’oeuvres of chile blackened local chicken in Belgian endive with onion marmalade, porcini mushroom and reggiano bruschetta, Asian meatball wraps, fried crisp beet and parsnip ribbons, seasonal soup, seared sea scallops wrapped in our house smoked salmon, bison tenderloin with marsala and porcini risotto, Joe’s signature fresh mozzarella and local heirloom tomato salad, a crepe of local fruit & goat cheese crème fraiche with berry Merlot reduction. Wines by Milagro, gold medal winner for it’s Chardonnay - all wines grown and produced in Corrales.

◆ Having a vision of how we want our restaurant to operate and fully executing that vision takes committed teamwork and support. We are always open to **partnering with or hiring top-notch managers** with depth of experience in the food service industry, an eye for detail, a drive for excellence and a sense of humor.

◆ Many of you know exactly **what we are doing here at Joe’s**, what drives and inspires us, but for newbies it bears repeating. Roland and Sheila established Joe’s (2002) as a diner - our intent being to offer an unpretentious comfortable atmosphere where locals would choose to eat high quality food frequently. One of our tag lines is “when you’ve been there and done it all, come on home to Joe’s.” Our intention is never to compromise on quality of ingredients. To that end we have always been the Santa Fe leader in utilizing Farmers Market products (the farmers say it and our expenditures prove it) and we target a clientele who appreciates all of those qualities in a restaurant. We are not a cheap greasy spoon diner. Bringing you **really good quality food locally sourced** whenever possible at a fair price is what we do. We are committed to *our* health (yes we eat our own food daily!) and to *yours*. Service that is friendly, but not overbearing is also what we strive for. These are all important components of our business. Here is a partial list of **local** ingredients we use: **grass finished** ground beef, lamb and bison, chicken livers, chile, eggs, NM organic flour, feta, house made mozzarella from local dairy, fruits, veggies, sprouts, wines, beers, coffee and breads.

**“Joe’s, where local farming and great food come together”.**