

thriving, 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, 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.

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**What the heck is Joe's about anyway?**

We have, from the get-go, provided a comfortable unpretentious atmosphere combined with uncompromising food quality. Over the years we have found out what we are not - we are not really a diner! Who knew? Most people expect diners to be greasy spoon and cheap. But we recalled the Fog City Diner, SF & Empire Diner NYC - really good food at reasonable (not cheap) prices. So, after 7 years of operation the best way to say it is -

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

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. The figures are in for **2009**. In spite of reduced revenues, **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.

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**Archived newsletters** - if you wish to read any past editions, they are displayed in the book on the front table.

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**Joe's hand-made French chocolate truffles.** They are divine and just the right petite sweet finish to a meal when you really don't want a full dessert. \$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](http://www.JoesSantaFe.com)

***“Dija Know...”***  
**Joe's newsletter #18**



Joe's Deluxe Pizza, an eternal favorite

Joe's will participate in the **first New Mexico Restaurant Week Feb 28 - March 6**. Watch for our special menus.

<http://newmexicorestaurantweek.com/>

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**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...

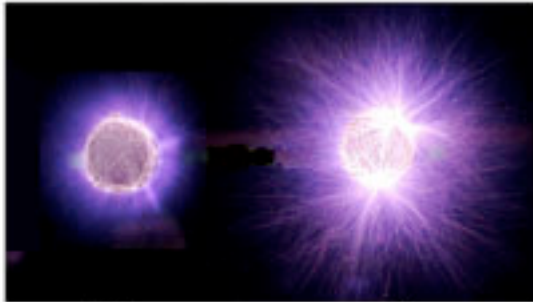
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In deference to the economy and your budget please check the **EXTREME SPECIALS** daily. Ask your waiter or see the posted white board. Tuesdays - Spaghetti Bolognese, Caesar Salad and a 1/2 liter of great Chianti for the **astonishing price of \$29.95 for two**.

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**Joe's has been selected to host** a dinner for 60 representatives of local Farmers Markets from all over the state of New Mexico. We are honored.

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We are delighted to be a major sponsor of the **Wednesday Night SF Farmers Market Movies!** [www.Farmersmarketinstitute.org](http://www.Farmersmarketinstitute.org)

Soon we will be sponsoring Alan Hutner's 26-year running Sunday morning program on KBAC FM 98.1 called **Transitions Radio Magazine** which he hosts with his partner **Elizabeth Rose ("Rosie")**. Alan will also be hosting discussion groups in The Red Room in anticipation of, and post installation of, the EESystem which he is looking forward to.

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**Enhanced Product**



Before After

exposure to the EnergyEnhancementSystem

"Be all that you can be" could soon take on a new meaning here at Joe's. If you've forgotten what it feels like to feel really good all the time, to feel relaxed but full of energy and mentally alert, you may be vitally interested in the cutting edge technology we are bringing to Joe's. It's called the EESystem (Energy Enhancement System). We are offering a super special introductory pre-paid pass. If you are in need of a "tune-up" (I'm grossly understating what it can do!) read the info displayed and check website [santafehealer.com](http://santafehealer.com). We are proud and excited to be bringing a new business model to Santa Fe - Energy Enhanced Dining. Q&A and info are available on front table.

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**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!**

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**Positive news for 2010:** From The Trends Journal edited by Gerald Celente, we find some sane, welcome and timely **predictions**. Celente has been very accurate in predicting trends for decades. **First** - we are becoming more discriminating in our eating habits, **eating less and eating better** quality (see our comment, the High

*Price of Cheap Food in Newsletter #8*). Glad to hear it! We have shortchanged ourselves for decades with fast non-food, cutting corners with our food budgets and paying higher and higher costs for treating diseases that may well have been prevented by eating good, real, whole un-messed-with food. **Second, he also predicts a revival of elegance** - quality clothing and fashion. Gosh, I hope that means young men will ditch the baggies and pull up their pants! **And third, the buy local habit will be practiced by more and more of us.** Good food, elegant fashion, shopping at local merchants - sounds encouraging!  
<http://www.trendsresearch.com>

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 Again drawing on Michael Pollan's writings, here's a neat little eating guideline - **Don't eat anything your great grandmother wouldn't recognize as food.** This is a great rule of thumb in groping our way through the hazy maze of corporate pushers and marketers of "food-like products." Consider the Twinkie, Yogurt in a Tube, Yoo-hoo drink, Coco Puffs, Cheerios, Healthy Choice's anything, chewing gum, "nutritional" bars, etc. --- not food, but food-like products. I'll betcha granny would not recognize any of them as something with which to nourish her family.

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 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.

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**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 stop