

◆ **Are you on Joe's check list?** Are you using your credit cards less frequently? I know we are and somehow it is liberating. Who knew! Far less paperwork and tracking and fees and possible fees and more fees and out of control fees. Then there are the "regulations". Credit card regulations change frequently and ALWAYS in the BB's (big banks) favor. We as taxpayers have already contributed to the BB's bailouts and their CEO's mega bonuses. Well, enough is enough. Here at Joe's we are going retro and will do what we can to encourage guests to pay by **personal check** and of course time-honored **cash** and **precious metals!** So if you are a regular and wish to pay by check, please ask to get on the list.

◆ **Joe's new Tee shirts are hot and available!** They are organic cotton by a wonderful company, Anvil and printed locally by Gael and Michael at SF Screenprinters.

◆ An update on Mickey, Roland's Arabian horse who foundered (laminitis) in May. At the time he was in such severe pain from the lamina structures pulling away from the hoof wall (in some severe cases, the horse loses its hoof) we seriously considered putting him down. This condition until recently has been poorly understood, but now it's found to be a metabolic condition – related to diabetes, insulin resistance, Cushings and Syndrome X. The vet recommended some very well formulated supplements from Figuerola Labs (figuerola.net) – no prescription needed. These supplements combined with a low starch diet and very skilled hoof management by our farrier, Jodi Vertz, have brought this horse back to a soundness I have not seen for 3 years. We are so grateful. No we do not own Figuerola stock! They also have human, feline and canine supplements for many life-threatening conditions. Hope this info helps other horse owners.

["I bought Michael Pollan's book The Omnivore's Dilemma here, and now I can't eat out anywhere else but Joe's."](#) - recent guest comment to Roland

JOE'S

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

"Dija Know..."

Joe's Restaurant Newsletter #47 JAN 2011
(archives available at JoesSantaFe.com)



A mischievous Christmas elf. Robert is out on Rodeo Rd no matter what the weather, luring you in to Joe's with his engaging energy and smile. Like so many of you, we too love Robert.

◆ **A Christmas Story continued** – Pay it forward from last issue - to our knowledge there were two more occasions in which diners anonymously paid it forward for others eating at Joe's. Wow!

◆ The more one knows about **GMO foods**, the more hopeless it seems to avoid them. To wit: according to the USDA 93% of soy, 93% of cotton, 90% of canola and 86% of corn grown in the U.S. are GMO; and there are commercially produced GM varieties of sugar beets, squash and Hawaiian Papaya. Consequently GMOs are now present in more than 80% of packaged products in the average U.S. grocery store. 30 countries around the world, including Australia, Japan and all of the EU countries restrict and/or completely ban the production of GMOs because they are not proven safe. By contrast, in US, the FDA **approved** commercial production of GMOs **based on studies conducted by the companies who created them and profit from their sale.** (!!!)

One pivotal issue is labeling. Most people want to avoid GMO foods but it is virtually impossible to do so, since the government prevents GMO labeling. Without proper labeling, avoiding GMO foods is like trying to find your way out of a maze in pitch-black darkness. However light is emerging, and as is customary, it is self-initiated and self-funded from the grass roots and private sector.

1.) **Jeffery Smith** (expert advocate for non GMO – see his book Seeds of Destruction) has compiled a resource for us to avoid the government block of information. It is the free. Download and print it from nongmoshoppingguide.com

2.) **The Non-GMO Project** is a non-profit organization, created by leaders representing all sectors of the organic and natural products industry in the U.S. and Canada, to offer consumers a consistent non-GMO choice for organic and natural products that are produced without genetic engineering. With the help of technical consultants, FoodChain Global Advisors, and fueled by the passion of a dynamic array of industry leaders, the Non-GMO Project has successfully created a collaborative non-GMO verification program that began enrolling products in the fall of 2008. Working at every level of the supply chain, all the way back to the seeds, the Project's role is to inspire and ensure viable non-GMO alternatives long into the future.

Dr. Mercola (mercola.com) suggests a hopeful action scenario. He says - "The Tipping Point is Near - How many Americans do we need to convince to avoid eating genetically modified foods to achieve the same victory in the US as in the EU? We believe it's only about 5% of US shoppers! So, changing the shopping habits of about 5.6 million households may be sufficient to eliminate GMOs in the US."

This whole GMO issue is one central reason why we at Joe's put such emphasis upon, and our purchasing dollars toward, buying from local small farmers and ranchers who choose to be non-GMO and often organic.

◆ **What we are doing here at Joe's**, what drives and inspires us? Roland and Sheila established Joe's (2002) as a diner - our intent being to offer an unpretentious comfortable atmosphere for locals who demand high quality local food, uncompromising quality of ingredients offered at a fair price. To that end for many years we have dedicated ourselves to utilizing Farmers Market products (the farmers say we are Santa Fe's leading restaurant purchaser and our expenditures prove it). In 2008 we spent over \$30,000 on locally produced foods. In 2009, despite decreased revenues, we increased our local purchases to \$60,000. To the end of October 2010 our local purchases are up to \$70,000. What you our guests, are demanding is clearly in line with our passion for a local healthy

sustainable food supply. Your demands have enabled and fueled us to keep expanding our Farmers Market purchases. 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, fruits, veggies, sprouts, wines, beers, coffee, desserts and breads.

◆ **Grass finished and grass fed** - what is the difference? Think about it. There is no such thing on this continent as a cow that is NOT grass-fed. Cattle are raised in areas where grasslands are vast - the US West, Argentina, etc. All cattle are grass fed for at least a portion of their lives. So "grass fed" as a label is hardly a distinction. Furthermore, conventionally raised cattle then spend months in a CAFO (concentrated animal feeding operation) where they are stressed, grain-fed, bedded in manure, breathing toxic ammoniated air, lacking exercise, injected with hormones and antibiotics ...and all the rest you probably know. In contrast, cattle that are **grass finished** to the very day of their demise assure the consumer of meat that is high in Omega 3's (the excellent fats) and numerous other healthy benefits derived from a natural bovine diet and life-style. Also, local ranchers who **grass finish** their stock, routinely send animals to processing plants in small "family" groups, thereby not disrupting the herd order. This reduces the herd stress as they are comfortable with their buddies with no need to sort out pecking order issues in the last days of their lives. This reduction in stress along with being far more compassionate allows for more tender meat, as tissues are not filled with adrenaline. Joe's grass finished beef is from Soaring Eagle Ranch, lamb is from Antonio and Molly Manzanares and bison from LaMont's Wild West Buffalo.

◆ **Gluten free?** Ask for our GF menu. Sheila is into her 3rd month of GF eating to experience the challenges faced by "gluten-freer's". To that end we have introduced GF desserts. My aim is to create desserts that are so delicious it becomes irrelevant that they are in fact gluten free! I am using alternative ingredients - nut flours instead of wheat flour that create a high protein dessert with reduced carbohydrates. Some of these desserts are also egg free, lower in carbs and sweetened with agave nectar having a low glycemic index – suitable for some diabetics. These are truly food-desserts!