



Walter Mencken's

# SD ON THE QT

Almost factual news

## How Your (Local) Sausage Gets Made

Local restaurateur takes to blog to lambaste local paper over local reporter's decision to quote local merchant's comment on availability of local meat.

OMBUDSMAN'S NOTE: The October 6, 2010, edition of the *Reader* contained an article by Pamela Hunt-Cloyd entitled "Local Harvest," about the local food scene. Nut graf: "All over San Diego, chefs are shunning silver Sysco trucks in favor of pickups packed with farm-fresh veggies. But you don't have to be a chef to fill your fridge with local greens." She also highlighted the availability of locally caught seafood.

But when she wrote that "getting locally raised meat and poultry in San Diego is a bit more difficult. Actually, it's impossible," local restaurant owner Jay Porter smelled a rat. Porter knocked out two posts on the matter for his blog *The Farm and the City*. In the spirit of fairness, and out of admiration for Porter's truffle-pig nose for uncovering conspiracy, we would like to address the second of those posts, "Jim Holman Would Like You To Think You Can't Do Any Better" (Oct. 7, 2010), here. Specifically:

"The Reader is a reactionary paper..."

True. Barbarella is a Mormon! Don Bauder is a clubhouse Republican who has sought at every turn



to coddle the establishment! Matt Potter is a paleocon who longs for the restoration of monarchy! Duncan Shepherd is a fascist who nevertheless harbors a fondness for Soviet propaganda films! And Matthew Alice has never denied being a neo-Nazi!

"...which is owned by a wealthy industrialist..."

True. *Reader* owner Jim Holman rides the bus to work (instead of driving) only because it gives him time to read over his copy of *The Daily Industrialist*, a newspaper about wealthy industrialists available

only to wealthy industrialists! Every week, Holman's Little Italy "news factory" belches forth countless foul reams of words and pictures. It does his industrialist heart proud.

"...whose wealth and status would be threatened by changes to the status quo."

True. Can you imagine what would happen to our paper if women stopped wanting plastic surgery?

"So of course the paper drips with disdain toward forces that might want to empower individuals, improve communities, and make our city healthier and happier. Because if that stuff happens, Jim Holman might become less rich."

True. We run five pages of glossy medical marijuana ads per week because we want to disempower individuals, destroy communities, and make our city sicker and sadder. And those ads make us more rich! Similarly, we write stories about corrupt San Diego politicians and dirty San Diego businesses because it maintains the status quo and makes us more rich! (Just don't ask us how — it's a wealthy industrialist secret.) The point is, more rich. Because when you're dripping with

disdain, you need lots of money for drycleaning.

"Similarly, *The Reader* wants you to believe that there is no local, high quality food available to us."

True. Just look at this, from Naomi Wise's four-star review of Farm House Café: "Fresh, refined, precise French country cooking featuring seasonal ingredients and locally grown produce." "French country cooking" — well, la di da!

"If that doesn't work, they want you to think that where food comes from, and how it's raised, doesn't matter."

True. As Wise wrote when reviewing Porter's own restaurant, back in 2008: "[The Linkery's website] includes a blog by owner Jay Porter that makes fabulously educational reading if you care at all about the quality of what you swallow (and how it affects the planet). At the very least, you should click (in orange, on the right-hand side of the screen) the link to 'The World of Meat.' This gives an in-depth insight into the three distinct modes of meat production in the U.S. — the huge differences between commercial meats, 'branded' meats like Niman, and family farmed. Another blog entry about why restaurants are generally so bad exposes the near-enslavement



relationship between major food-service companies like Sysco and the restaurants that buy from them."

"The Reader is lying to you. Bob Watkins of *San Diego Meats* is lying to you. They want you to eat garbage and be happy about it. Because that keeps their income flowing."

True. That's why we ran a cover story devoted to San Diego's best restaurants. And if that's not proof enough, then just look at some of our advertisers, at whose restaurants we hope you will eat, so

that our income will keep flowing! Brians 24, Sipz Vegetarian, Latin Chef Restaurant, Pier 32 Waterfront Grill, Island Spice Jamaican Restaurant, Ginza Sushi, Puerto La Boca, Jasmine Bistro, Costa Azul, Red Sea Ethiopian, Starlite, Jasmine Seafood, Marrakesh Moroccan, Boat House, Mikko Sushi, and Bob's Big Boy! Purveyors of garbage, every one of them! Step up to the trough, piggies!

And, cheers, Mr. Porter. You got us.



## Gasbags from the Mailbag

Jim Holman Would Like You to Think You Can Do Better

I continue to ponder the *Reader's* jack-assery in, you know, blatantly lying about the availability of decent food in San Diego ("No Pomp. No Circumstance. Just Real Food." October 6, 2010). It's bad enough that I have to read restaurant critic Naomi Wise ramble on every week about Food Trend This and Chef That and Here's The Real Deal About Barbecue. (You want the real deal about barbecue? McDonald's is bringing back the McRib for a limited time this Novem-



Jeffrey Steingarten reacts to the news that he will be dining in San Diego this evening.

ber!) But now you have the temerity to go and devote an entire cover story to this nonsense? I head down Mira Mesa Boulevard every afternoon on my way home from work, and you know what I see? Carl's Jr., Chili's, the occasional Berto's taco shop. As *Vogue* restaurant critic Jeffrey Steingarten wrote about San Diego on

*eGullet.com*: "Chain restaurants and bad restaurants do best." All this Blanca-Rama-Bice stuff sounds pretty pie-in-the-sky. Or egg on your face. (Nice cover!)

Bill Cramp  
Mira Mesa

Special Gasbags from the Mailbag preview of next week's correspondence!

### Woof!

In response to my thoughtful, sober critique of the San Diego *Reader's* restaurant issue (The Farm and the City, October 6 and 7, 2010), in which I

exposed *Reader* owner Jim Holman's fiendish plot to make people eat toxic waste just because it makes him richer if they do, the paper has seen fit to launch a "satirical" attack on me with its (painfully unfunny) "SD on the QT" feature ("How Your [Local] Sausage Gets Made," October 28, 2010). I put "satirical" in quotes because, frankly, it's a long way from Swift's "A Modest Proposal." It's also a typical



Jonathan Swift's satire: funnier than "SD on the QT." Also funnier: Swift's hair.

move: when you're caught being a bastard, point the finger at the guy who caught you, make yourself the victim, maybe whine about being misunderstood. Anything to shift attention away from the revelation of what a jerk you are. I'd like to say that I expected better from the *Reader*, but let's face it, I didn't. Also, I kick puppies.

Jay Porter  
The Linkery  
North Park