



SHATTO MILK COMPANY

www.shattomilkcompany.com

April 2008

Thank You

"Thank you" is a very simple phrase, but it is one that has a profound meaning. I hope you know how sincere I am when I express to you my appreciation for your support of our small local family farm.

When I met our very first customer and listened to the true enjoyment that the person shared with me related to our local family farm and our YUMMY products, I promised myself that I would not let a day go by where I did not remind myself of how fortunate we are to have such wonderful customers.

With that, I wanted to take a moment to remind you how thankful my family and I are for your support of, and dedication to, our local family farm. There is not an email I read or conversation I have with a customer that does not remind me of how special Shatto Milk Company customers are. You are tremendous; you are all friends and are all people that I would do anything possible for. You are truly the best neighbors a family could have.

I look forward to seeing many of you at the farm this year whether it is for a tour, just to visit or for Family Day. It is truly the best part of the day when I have the chance to talk with you or exchange emails about your lives, your thoughts and your interests. It truly makes what we do fun.

I think you will be pleased with some of the surprises we have for you this coming year. I am hopeful that we will be able to unveil our first big surprise in the next 2-3 months so stay tuned.

Again, thank you. Thank you for your support, your dedication to our local family farm and for being the best neighbors a farmer could ever have. We look forward to providing you and your family with the best tasting milk available for generations to come.

Successful Easter Egg Hunt

On March 23rd, many of you came to visit us on the farm for our annual Easter egg hunt. Even though the weather was a bit chilly with an occasional snow flurry, we had just fewer than 600 people at the event.

We hope everyone that attended had a great time. I think petting the baby calves and having the opportunity to milk a cow was a highlight. Visitors to the farm can see and pet the baby calves every day of the year, no tour is necessary.

We did offer hot dogs, chips and juice at the event as we have in years past. For the first time we also offered Hot Chocolate! It was a huge hit since the weather was a bit on the chilly side.

I just want to thank everyone for taking the time to make Shatto Milk Company a part of your Easter Holiday celebration. It was truly a pleasure hosting you at our local family farm.

I also would like to take this time to invite everyone to our next farm event. On June 21 we will be hosting our annual family day at the farm. The event will take place from 11 a.m. – 3 p.m. I hope each of you will be able to make it out to the farm for this outstanding event on our local family farm.



Quench that Springtime Thirst with Something Fun

Now is that time of year where we all get very anxious for the warm weather to arrive. In doing so, we begin to thank about all of those great summertime drinks that we often like to enjoy while we are outside doing all of the things we individually appreciate.

I hope a few of those products that you are thinking about are our wonderful **lemonade, sweetened tea, fruit punch** and **orange drink**.

Each of these products are available in our famous glass bottles and are sure to help you get into the springtime mood. I hope you will consider our terrific juices when you are looking for something fun and delicious to add to your drink list. I am certain you will enjoy them as much as you do our milk products

Making Shatto Milk Caps Fun

Customers often contact us to share their unique way of using our bottles and/or caps. This past month we received information and pictures from a family that has a lot of fun with Shatto Milk caps so I thought I would share their excitement with all of you.

Jim, Marie, Alisa and Jimmy, all Shatto Milk enthusiasts use Shatto Milk bottle caps, painter's tape on their table top to play their own version of shuffleboard.

They tape off two end zones (about 4 inches wide) worth 50 and 100 points. The players alternate play one cap at a time as the intent is to keep their respective caps in play on the highest point total as possible. Bumping your opponent off the end is allowed! First team to 1000 wins.



What's Happening on the Family Farm?

Spring is coming and everyone around the farm is ready. The grass is starting to green and in other places starting to grow. The cows are enjoying the more moderate temperatures and of course all of us humans are just glad that the snow has stopped.

At the country store, things are getting very busy as we have hit the height of our season. We are seeing over 100 people at the farm every day for tours. In addition, the country store has several new items that people are coming from all over to enjoy.

At the dairy parlor things are going well. We got twenty new cows this past month so we are busier than ever. The cows continue to enjoy their new barn, but are even more excited to see some new grass begin to grow in our fields.

At the bottling facility things are also picking up. We are making 100% of our products and just made our latest batch of cheese curds this past week. For now our curds are only available at our country store, but we hope to offer them to select stores very soon.

As for my wife, Barbara and I, things are just very busy and we cannot seem to find enough time in the day. We are enjoying our last few free weekends as our summer schedule consists of taking part in a variety of events which will begin very shortly.

As in every edition, I encourage you and your family to come visit us on the farm for a tour as we would love to show you around and allow you to see what makes Shatto Milk Company so different.

Labeling Bill Update

Many of you have asked that I keep you up to date on the happenings related to the legislation that would keep people like us from being able to label our products as no growth hormones used. If you missed last month's edition, all of the history in the March Moosletter.

In Missouri, both a house and senate bill received a hearing over the past few weeks. I attended both hearings and have been told many times that nothing is likely to happen with this issue this session. We remain concerned and will continue to watch this legislation to ensure that it does not negatively impact us or any of you.

In Kansas, things are going a bit differently. After SB 595 had a hearing a month or so ago, the Ag Chair sent this issue to the Secretary of Agriculture to write a regulation to address the concerns of companies that do not want people to know if a product comes from a cow treated or not treated with artificial growth hormones.

We have been invited to a stakeholders meeting to discuss this with the Dept. of Agriculture later this month. We are still very concerned about this process and truly hope to get some assurance that we can continue to use our existing bottles.

Local Partnership

I always like to point out the small unique local partnerships that we have the chance to participate in, so I thought I would share with you our latest partnership with a new local restaurant.

Blanc Burgers and Bottles just opened in Westport, actually at 409 Westport Road. This new restaurant contacted us due to their interest in offering their customers the "best of what Kansas City has to offer".

We now provide this outstanding restaurant all flavors of our milk and customers can either enjoy a bottle of Shatto Milk right off the menu or enjoy it in a delightful milkshake or float.

We are extremely excited about this new venture and wish Eddie, Ernesto and Jenifer the best of luck!

Bovine Employee of the Month



Mary

Age: 6 years old

Weight: 1350 lbs.

Birthplace: Shatto Milk Company

Birthday: September, 2001

Eyes: Brown

Hair (Fur): Black and White

Owner: The Shatto Family

Favorite Food: Hay

Amount Eaten Per Day: 60 - 90 lbs.

Daily Milk Production: 8 gallons

Favorite Season: Spring

Dream Job: An engineer. I could use a Cow-cu-lator all day long.

Favorite Shatto Milk Company Product: Rootbeer Milk

Favorite Joke: Where do cows go to get their lunch? The Calf-a. Get it, calf-a, like a baby calf. I just love this joke as I heard it from a visitor to the farm this past week. If you have any good cow jokes I would love to hear them.

Save the Date

Family Day at the Farm
June 21, 11 a.m. - 3 p.m.

More Details to Come