



SHATTO MILK COMPANY

www.shattomilkcompany.com

April 2009

We Want To Hear From You...

We've known for a long time now that we have the smartest customers around. We're hoping that you'll share some of your smarts with us by filling out a survey we've cooked up. We want to introduce a new Shatto Milk Company product, and we want your help to do it correctly.

This survey will only take about five minutes of your time. We thank you in advance for investing your valuable time with us. If you don't have the 10 minutes to spare right now, it's OK. The survey will be available until Thursday, April 23.

So, when convenient, pour yourself an ice-cold glass of Shatto Milk, settle in and click on the link to get going. Oh, and rest assured that your privacy will be protected like it's our own. We won't ask for any names with the answers. Just the facts.

As always, we appreciate your support very much and always welcome your ideas, thoughts and suggestions. We are hoping to provide more formal surveys like the one below more often. This will ensure that you have the chance to share your thoughts and ideas with us. We take your opinions seriously and continue to strive to make our local family farm the best it can be.

The following link will take you to the survey. Feel free to click on it or cut and paste it to your browser. Both will take you to the survey. The prompts will lead you to answer all of the questions.

Thanks again for your time and continued support!

<http://www.shs.vovici.com/se.ashx?s=0B8814ED25B57D78>

2009 Easter Egg Hunt

On Friday, April 10, we had to announce the cancellation of our annual Easter Egg Hunt.

While we hated to cancel this fun and popular event, we felt it was the only appropriate thing to do. The cancellation came due to the large amount of standing water that had made its way onto our egg gathering field. The area for the hunt had become very soggy and was not safe for visitors to run through. This soggy condition in combination with the prediction of more rain on and before Easter Sunday gave us no choice but to cancel the event.

The last thing we wanted was for someone to get hurt hunting eggs or for someone to get their nice Easter Sunday attire all muddy during the hunt.

We are sorry about the cancellation, and appreciate everyone's understanding of the situation. We are optimistic that the weather will cooperate a bit better in 2010 and that we will see you on the farm for the next Easter Event.

Until then, we hope you mark June 20, 2009 on your calendar as our next regularly scheduled annual event- Family Day at the Farm. We hope all of you will make plans to attend.

We will provide more detailed information very soon!



New Locations to Buy Shatto Milk

As of the past couple weeks, there are a few new stores that will be carrying Shatto Milk.

Two weeks ago we made our first delivery to the GreenAcres Market at Briarcliff. During that same week, we also began delivering our milk to the new Hy-Vee store in Raytown. This is a beautiful new store built with the intent of closing the old Hy-Vee in Raytown. The third store that we have committed to is the new Liberty Cosentino Price Chopper set to open its doors in late April. Like the stores mentioned above, we are very excited to be in this new store and we look forward to helping them all grow their business.

Need Help, how about this?

We receive emails time to time from our wonderful customers commenting on our bottle caps. Usually they state, we love your milk so much, but we sometimes find the caps very hard to get off.

We have been working with our cap supplier for years trying to find a new and easy way to make the caps easier on the hands. To date, they have added a new flip tab and are now looking into other new options. Until we see those engineering modifications, I thought I would let you know that we do offer these nifty cap removers for sale at the farm if you are interested.

They are only \$4.50. If this is something you would be interested in, just let us know. We can take payment via phone or via mail and put them in the mail for you that same day.



What's Happening on the Family Farm?

The past 30 days have brought a lot of rain, thus muddy pastures. As you have heard we had to cancel our Easter Egg Hunt, which was very upsetting to all of us here at the farm.

Outside of that event, things have gone off without a hitch. We continue to welcome thousands of visitors to the farm for tours each week. Folks are having a wonderful time, learning some interesting farm and milk facts, and of course getting a terrific hands-on experience.

As noted in another article, we have also taken on a few new stores this past month. That too is keeping us very busy. Things at the bottling facility are busy as we continue to perfect our cheese curds recipe with the hope of getting this new product on local shelves very, very soon.

At the milking parlor, things are going well. We have been doing some "spring" cleaning and have been very busy meeting and greeting all our groups.

In the community, things are picking up. We have many events planned this coming week for Earth Day throughout the city and we also have a number of other fun events we will be a part of in the community over the course of the coming month. We hope to see you at some of them.

I must acknowledge the picture above. This came to us from Hannah. She came out to tour the farm this past week and had a great time. This is her with one of our baby bovines, Kimmy.

Kansas Labeling Bill Update

Many of you have asked for an update on the Labeling bill that was discussed in a recent KC Star article. As many of you know, the Kansas Legislature has been considering a bill for the past few years that would make those of us that do not treat our cows with artificial growth hormones place a disclaimer on our packages stating that the FDA has found no significant difference between milk from cows treated or not treated with these artificial growth hormones.

As you can imagine, we think if our milk comes from cows naturally, no disclaimer is needed, thus we have opposed the bills. Just this past month, the bill did pass both the House and the Senate in Kansas. The bill, HB 2121 is now to the Governor for her review, signature or veto.

If the bill passes, the bottles that we have already in circulation will be grandfathered, but bottles purchased after 2010 will have to be modified to meet this new law.

That is what we know for now. We will keep you up to date on future happenings with this bill. But rest assured we do not use artificial growth hormones and we never will.

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 couple new locally owned shops.

“One More Cup” just opened in Waldo. This new coffee shop contacted us due to their interest in offering their customers the “best of what Kansas City has to offer” and also just because they love our products personally.

Right around the corner, “The Sweet Guy” just opened a shop where they now offer sandwiches, drinks and of course sweets of all types. They also contacted us as they wanted to offer a local premium milk to their customers.

We are extremely excited to be in both of these small locally owned businesses. They are both run by wonderful people and we wish them all the best!

Introducing Our Newest Employee



Many of you have already had the chance to meet our newest employee, Gary. Gary is a long time family friend who just moved back to the area to join us here on the farm.

Gary has an extensive background in business and just recently owned his own home improvement business near Osage Beach, Missouri.

We are very happy to have Gary on board as we look to find new ways to make our operations more efficient. Gary is dedicated to maintaining our outstanding quality, and helping to make it even better.

Gary can be seen daily at the bottling facility helping out where needed, making cheese from time to time and meeting and greeting those of you on tours.

Please join us in welcoming Gary and be sure to give Gary some trouble when you are at the farm and see him. Oh, I almost forgot, Gary will also be at the City Market with us this year. So be sure to ask him for a sample when you come by our City Market spot – look for the Shatto Milk Truck.

Save the Date

**Family Day at the Farm
June 20, 11 a.m. - 3 p.m.**

More Details to Come