



SHATTO MILK COMPANY

www.shattomilkcompany.com

August 2006

Making Milk Fun

It is our goal to make milk fun, not only for the youngsters that enjoy our products, but for the adults as well. The three ways we are striving toward reaching this goal is through our offering of a diverse line of fun and YUMMY flavored milks and by providing our customers with the opportunity to come see where their milk comes from and by allowing our visitors to participate in the process.

We offer a wide variety of flavored milks ranging from Root Beer and Orange Dream to Strawberry, Banana, and Chocolate. While these products taste wonderful, they also make one's milk drinking experience fun by offering something new and by reinventing what milk can taste like. Kids and adults contact me at the farm, stop me in the grocery store and call stating that they do not typically drink milk, but they tried our flavored milk and are now dedicated Shatto Milk drinkers.

While I am excited that those people are now Shatto Milk Company supporters, I am even more excited that they have found a milk product they enjoy and will consume. Milk is obviously good for us as it is a great source of calcium, vitamins and nutrients, but it can be fun as well.

If you have not had the chance to try our fun milk

flavors, please considering trying some the next time you are at the store. If for some reason your store does not carry one of our many flavored milks, please ask your dairy manager to begin stocking it for you.

Outside of trying a new fun flavor of Shatto Milk, there is no better way to have fun with dairy products than to visit our local family dairy farm. We host on average 30,000 people per year at our farm. We host groups ranging from Scout troops, church groups and school groups to senior citizen bus tours and families.

Visitors to the farm are provided with the opportunity to see how milk gets from our cows to the store. Our tours include: the opportunity to see, pet, and feed the baby calves, see where the cows live and what they eat, milk a cow and then walk just a few feet to the bottling plant where you can see how we process our YUMMY milk and bottle it in our famous glass bottles.

A tour of the farm is not only educational, but fun as well. It is my hope that between the fun flavors and the outstanding tours, our customers are able to enjoy their milk drinking experience and look forward to the next time they get to pick up an ice cold bottle of Shatto Milk Company Milk.

All of us at Shatto Milk Company are committed to making your milk drinking experience fun and memorable.

From Our Family to Yours

**Thank you for supporting our
local family dairy farm!**



Where Can You Find Shatto Milk?

Milk from our local family dairy farm can be found in over 60 stores throughout the Kansas City and St. Joseph areas. Shatto Milk Company products are available at all area Hy-Vee Stores, most Cosentino Price Chopper locations, Wild Oats, Whole Foods, Dean and Deluca as well as many other fine retailers in the area.

A complete list of all stores that carry our products can be found on our website, www.shattomilkcompany.com. All of us here at Shatto Milk Company are appreciative of the relationship we have with each of the stores that carry our farm fresh products.

Be sure to let your local store know how much you appreciate them supporting our local family dairy farm.

Join Us in Supporting the Ronald McDonald House Charities

Shatto Milk Company is a proud sponsor of the Ronald's House "Rock the Plaza" as Ronald McDonald House Charities celebrates 25 years of building on their community's commitment to serve more children and their families.

Join friends for an adult-only evening of fine food and beverages from many of Kansas City's finest restaurants, while listening to the sounds of local musicians, including The Karen Davis Project.

Plaza Pzazz is a wonderful opportunity to have fun and help the children and families of Ronald McDonald House Charities.

Plaza Pzazz
Sunday, September 17, 2006
6 – 10 pm

Country Club Plaza on Ward Parkway
Between Wyandotte and Wornall

For ticket information, please visit www.rmhckc.org or call 816.842.8321 ext. 151.



What's Happening On The Family Farm?

What an extremely hot past few weeks. All of us here at the farm are just trying to stay cool and make sure our happy cows get as much water as they need. Many ask about the cows and how the heat affects them. As many would guess, the extreme heat makes them very hot, thus they do not produce as much milk as normal.

With temperatures in the high 90's and low 100's, our wonderful dairy staff spends a great deal of time making sure the cows have access to the sprinklers that keep them damp, and provide them with the opportunity to get under shade and in the path of one of our many high powered circulating fans. Between the sprinklers, shade, and fans the cows are as comfortable as they can be under the circumstances. I can assure you we do all we can to ensure that our cows are provided with whatever they need in order to stay comfortable in this extreme weather.

At the bottling plant we rolled out our newest product this month, **Banana Milk**. Many of our stores are already carrying it and customers all over the metro are letting us know how much they enjoy it. Please give it a try and let us know what you think.

We continue to schedule hundreds of people for tours each week. We are now taking reservations well into the beginning of 2007. If you, your family, your school or class, or any other group is considering Shatto Milk Company as a fun field trip, please contact us as soon as possible. Dates are filling up well into September. If I can ever provide you more information about our tours please contact me at the farm, (816) 930-3862.

Upcoming Farm Events

In next month's Moosletter we will be announcing the dates of future farm events for you and your family to enjoy.

As many of you know, we typically host an annual Easter Egg Hunt in addition to our annual customer appreciation event, Family Day at the Farm. We have been giving a lot of thought to our options for the next 12 months and plan on offering even more opportunities for you and your family to come and experience what our local family dairy farm has to offer.

In the mean time, if you or your family would like for us to help you in putting together your own fun event at the farm, like a birthday party or business outing, please let us know.



DRAWING CONTEST

I am proud to announce the following winners of the Barnyard drawing contest:

First Place: Abbey Cottingham

Second Place: Cameron Peters

Third Place: Brice McDonald

Each of these individuals will receive a gift pack from Paramount Pictures and Shatto Milk Company.

We greatly appreciate everyone's participation in this fun contest. We will be offering more contests over the course of the next few months, so be sure to watch the Moosletter carefully so you can participate.

Mooarvelous Drawings Everyone!

Bovine Employee of the Month



Deana

Hi everyone, my name is Deana and I am one of the newest baby calves here at Shatto Milk Company. I arrived not too long ago and am having a great time getting to know all of the other happy cows here on the farm.

I am so amazed at all of the wonderful people that stop by my area to feed me, pet me and play with me. They are all so kind and always want to take my picture. Not sure why, but it is kind of fun.

Many wonder what I eat on a daily basis, well, I drink a lot of milk from my mommy and eat a little bit of hay and corn. Everyone says I will eat more of that when I grow up, but for now I really enjoy the milk the most.

Other people ask what I do for fun. Well, let me tell you, my other baby calf friends I have a great time telling stories, making fun of the older cows and even jumping around and playing in our comfy straw beds. I also like to moo a little every once in a while as visitors love it when I do. It is truly a lot of fun to live here, you should come visit.

Be Sure to try our outstanding Juice and Tea products.

Now Offering:

Lemonade
Fruit Punch
Orange Drink
Iced Tea