



SHATTO MILK COMPANY

www.shattomilkcompany.com

August 2007

Fire at the Farm

Things this week have been crazy. Early this week we had a fire at the farm as our boiler, a piece of equipment that is vital to the processing of our milk, burst into flames. Luckily our attentive employees saw the fire and were able to put it out quickly, reducing the amount of damage caused to our building and other equipment.

The bad news is our boiler was destroyed. Knowing that we need a boiler to bottle milk, I drove to Oklahoma on Wednesday to pick up a boiler to use until we are able to get a replacement. The hope was to get back to the farm and get this replacement hooked up before we needed to bottle milk again. While we did things as quickly as possible, we unfortunately missed the opportunity to bottle on both Tuesday and Wednesday.

I share this information with you to ensure you have the most up to date information about the happenings at the farm and the efforts that we are undergoing in order to ensure you have Shatto Milk waiting for you at your local store.

We appreciate your support and dedication as we work to recover from this unexpected tragedy. Thanks so much for understanding.

**Cool Off With Some
Ice Cold Shatto
Lemonade and Iced
Tea**

Extreme Heat = Less Milk

In the midst of this record heat wave, it is easy to feel the impact both the sun and humidity can have on those of us that live in the Kansas City area during summer. The impact of the heat is also felt by our happy herd of dairy cows as they graze in the fields and attempt to come in for shade seeking relief.

Since we are a small local farm only selling milk from the local cows that belong to us, we are impacted by the heat more than the corporate companies that buy milk from all over the country and ship it to this location. We count on only those cows that we have to produce our milk, and when the weather is extremely hot as it is now, their milk production decreases.

Understanding that production will likely under serve demand until the heat wave is long gone, we have decided that in order to have enough white and chocolate milk for you to enjoy, we will temporarily suspend production of our specialty milks for the next few weeks.

While I am certain many of you will miss your favorite flavored milks, I can assure you we will be working very hard to ensure our cows are back to full production as soon as possible. We are committed to allowing our cows to produce milk at a natural rate and believe that is the best for them as well as you and your family.

My family and I appreciate your patience with us and our cows as we attempt to get all of your favorite flavors back in full production soon.

Being small and local is great; however there are a few challenges that we unfortunately have to face from time to time. If you have any questions or thoughts related to the impact of the heat on our cows or anything else, please feel free to contact me at (816) 930-3862 or via email at Leroy@shattomilk.com.

Where Does The Food That You Enjoy Come From?

In the United States food travels an average of 1,300 miles from the field to your plate. Thus, it is easy to understand that local food is fresher due to its proximity to you the customer, and this freshness helps retain nutritional value. Most local producers make a concerted effort to open their farms up to their customers to ensure that their customers have the chance to come see where their products come from, how they are handled, and of course to provide folks with the opportunity to sample all of the fresh goodies.

In addition, local food is also more secure, with food often traveling from the farmer's hands directly to the eater. Enjoying local products should give you as a customer a good feeling about the safety of that product, as well as the fact that you are helping the local economy.

As a local family farm that provides food for people in our area like yourself, we encourage you to look at the label on the foods that you enjoy and see where they come from. So, join me in helping the environment, and the local economy while at the same time enjoying the best possible foods available, local foods.

Statewide Recognition

Just last week I was notified that Shatto Butter received the first place blue ribbon at the Missouri State Fair.

While this is the third year we have submitted our butter for this contest and the third year we have received the coveted Blue Ribbon, I must say that each year we work to ensure that our products are even better than the year before.

You, our customers, deserve a lot of credit for this and other awards we receive. We take your thoughts and feedback very seriously, as we work to offer the best tasting products possible. So, as apart of our team, thank you for your help in making Shatto Butter the best in the State!



What's Happening On The Family Farm?

It is HOT! I am certain it has been just as hot at your home as it has been here at the farm, so I do not need to explain how miserable it has been. Everyone at the farm has been spending a great deal of time ensuring that our cows are as cool as possible, making sure they have access to the shade, an opportunity to come inside if they like, an abundance of fresh and thirst quenching drinking water and even sprinklers and fans. This has truly become a full time job.

While I wish we were farther along at this point, we did begin the process of building a new barn this month. Our hope is to build a new barn that will allow us to keep the cows cooler in the summer and warmer in the winter, and of course provide yet another place for our happy bovines to go and get out of the elements if they wish. So, if you make it out to the farm in the coming weeks you will know what is going on. We are truly excited about getting this new facility up and operational as we are always looking for new ways to care for our happy cows.

This past month we have also been very busy out and about in the community. We spent a number of our weekends at different events offering samples of our YUMMY products and plan on being at many more events throughout the rest of summer and fall.

Specifically, we would love to see you at the Kansas City, City Market on September 1st, as we will have a few of our baby calves with us to meet everyone. We look forward to seeing you there.

Old Fashion Wire Milk Carrier

Are you looking for an easy and stylish way to transport your milk bottles to and from your local market? If so, we have just the item – Shatto Milk Company offers **old fashion wire milk carriers** that can hold 2, 4, or 6 bottles at one time. These terrific items can either be purchased by visiting us at our Country Store or by visiting our online store at www.shattomilkcompany.com.

These convenient carriers make it very easy for you to transport your full and empty bottles to and from your home. If you have any questions about them, please do not hesitate to contact us at (816) 930-3862.

Join Us in Supporting Ronald McDonald House Charities

Shatto Milk Company is a proud sponsor of Ronald McDonald House Charities' **Plaza Pzazz**. For more than 26 years RMHC has been reducing the burden of childhood illness on children and their families by providing a "home away from home".

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

Plaza Pzazz
Country Club Plaza
Sunday, September 16, 2007
6-10pm

For ticket or more event information, please visit www.rmhckc.org or call 816-842-8321 ext. 103.

Bovine Employee of the Month



Snuggles

Age: 4 years old

Weight: 1120 lbs.

Eyes: Brown

Hair (Fur): Spotted
Black and White

Favorite Cartoon:
Mickey Moooose

Favorite musical composer: Mooootzart

The country I want to visit the most:
Switzerland, because I love their bell necklaces!

Are you excited about the new barn that is being built for you?
We are all very excited. It will be fun to explore a new comfy place.

Thing most looking forward too this year?
Fall, I cannot wait for the heat to subside a bit. Remember, I wear a leather coat all year long.

Any plans for Labor Day? I hope to be able to relax in the pasture, enjoying a cool breeze and just spending some time with friends.

My personal life motto:
Moo can do it!

Favorite Joke: "Knock, Knock" "Who's there?" "Moo" "Moo, who?" "You don't have to cry about it!"

Coupon:

20% off Shatto Milk Company Apparel

(i.e. shirts, hats, visors, etc.)

*Offer valid from **September 2 – 7, 2007**. The coupon is only good at the Shatto Milk Company Farm Store located at 9406 N. Hwy 33, Osborn MO 64474. Offer is not good on already reduced items.