



# SHATTO MILK COMPANY

www.shattomilkcompany.com

August 2010

## 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 two major ways we are striving to reach this goal is through offering 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.

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 us at the farm, stop us 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 we am excited that those people are now Shatto Milk Company supporters, we are even more excited that they have found a milk product they enjoy and that comes from cows not treated with artificial growth hormones. Milk is obviously good for us as it is a great source of calcium, vitamins and nutrients, but it can be a tasty treat.

If you have not had the chance to try our fun milk flavors, please consider 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 our dairy products than to visit our local family dairy farm. We host on average 50,000 people per year at our farm that enjoy formal tours or just stop to look around on their own, and enjoy the nice country setting.

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## Shatto Ice Cream

Did you know that our local family farm now offers Ice Cream? Well, if you did not you are not alone. And, for that reason we have began a new marketing effort to let all of our valued customers in on this fun and yummy fact.

This month we will start applying some fun hang tags on our bottles that share with each milk drinker the fact that we offer this product line. Currently we offer both Vanilla and Chocolate varieties. Our ice cream comes in pint containers and has been offered to all of the stores that carry our milk.

If you do not see our ice cream in your local store, please request it from your store manager. At the end of the day it is up to each store to decide if they would like to carry a product or not. They value your opinion as a customer very much and will likely work very hard to get you what you request.

We are certain you will enjoy our ice cream and truly look forward to hearing your thoughts on this new yummy treat.

Until then, we hope you stay cool and are able to enjoy the warm summer weather that we are all experiencing. Thanks for your support of our local family farm.



## Join Us in Supporting the Ronald McDonald House Charities

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

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

**Plaza Pzazz**  
**Sunday, September 19, 2010**  
**6 – 10 pm**

**Country Club Plaza on Ward Parkway  
Between Wyandotte and Wornall**

For ticket information, please visit [www.rmhckc.org](http://www.rmhckc.org)  
or call 816.842.8321.

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## It is School Time Again

Whether we like it or not, school season is starting up again. This means back to the old routine, getting up early, eating a healthy breakfast and then off to school.

We truly hope that our local family farm can be a part of your morning routine, whether it is a glass of our white milk, white milk on your cereal or dare I say a glass of one of our flavored milks before school.

In addition, many parents and teachers alike have emailed asking if it is possible for school groups to set up a tour of our farm during the week. The answer is absolutely. We host many school groups from all over the metro ranging in group size from 15 to 250.

If your school or teacher is looking for a fun, educational and unique field trip experience, please feel free to give us a call as we would love to show you around our local family dairy farm.

We hope your summer was a good one and wish you the best during your coming school year.



## What's Happening on the Family Farm?

It has been very HOT as all of you are aware. With that, much of our time at the dairy has been spent working to keep the cows comfortable. The good news is that when they come in to the barn where we have sprinklers going and some very large fans, the temperature is about 20 degrees less than the actual temperature outside. This is great news for the cows as they would much prefer it be 50-60 degrees vs. the current 90-100.

With the hot weather has come a decrease in milk production as is normal. Understanding that fact, we have had to short a bit of our flavored milks in order to ensure that our white milk production stays the same. We are of course sorry for the inconvenience, but hope you understand that the cycle the cows go through is natural and one that we do not want to mess with. Mother Nature tends to know better than us.

At the bottling plant things are going very well. We are working to improve efficiency in a lot of areas and also looking to hire a plant manager for the first time. If you know of anyone that has a background in such work, please let them know of the opportunity.

We will be out and about at a number of local events in August and September. If you see us at your local event, please stop and say hello as we always love hearing from our wonderful customers.

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.

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

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## It Is All About Being Fresh

All of us here at Shatto Milk Company take great pride in providing our customers with the freshest and best tasting milk possible. As you know our milk can get from the cow to the store in as little as 12 hours. I am sure you are also aware that we do not add any preservatives or whiteners to our milk and we actually go to great lengths to make sure that our milk maintains its pure and original flavor.

While our milk is the freshest in the Kansas City area, keeping it fresh may have to do with your refrigerator. Your refrigerator's temperature has a lot to do with how long your milk will last. I would encourage you to test your refrigerator and make sure that it is set at the optimal temperature range of **between 35 – 37 degree F**. If you maintain this temperature you can be assured you are maintaining the freshness of your dairy products.

As always, please let us know if you have any questions or thoughts related to our local products.

## Bovine Employee of the Month



Sarah

**Age:** 5 years old

**Weight:** 1200 lbs.

**Eyes:** Brown

**Hair (Fur):** Spotted  
Black and White

**Favorite Summer Activity:** Hanging out under the sprinklers – It is so hot this year.....

**Favorite musical composer:** Moootzart

**The country I want to visit the most:** Ummm, Greenland, it just sounds so grassy and cool. It makes me hungry just thinking about it.  
YUMMY!

**Thing most looking forward to this fall?**

Cooler weather, beautiful trees changing color and of course my birthday!

**Favorite drink?** Well, you probably think I should say milk, right? Nope, good old natural water is what I like and prefer. That good stuff cools me off and helps me produce milk for you to enjoy.

**Who is your best friend?:** Tough question, that is like asking which child is my favorite. I like everyone, as we are all special!

## Become A Fan:

Shatto Milk Company is now on Facebook: get up to date information about our special events, where we are in the community and when we will be in your area.

<http://www.facebook.com/pages/Shatto-Milk-Company/22383143368>