



# SHATTO MILK COMPANY

[www.shattomilkcompany.com](http://www.shattomilkcompany.com)

December 2006

## Wishing You and Your Family a Safe and Happy Holiday Season

If you are at all like me, during the holiday season you take a moment and reflect on the past year, give thanks for all of the wonderful people in your life and maybe even look ahead a bit to the coming year.

In thinking about this past year, my mind immediately focuses on all of the wonderful people my wife and I have had the opportunity to meet, become friends with, work with, and of course all of you that support our local family farm. With that in mind, I want to say thank you. Thank you for your support and dedication to our family dairy farm, and more specifically, thank you for your friendship and your belief in us. It is your support and your dedication that has made this past year one to remember forever.

Being your local family dairy, we are at most an hour from each customer that purchases our milk and on average closer than 20 minutes via car. With that proximity in mind, we often refer to you, our valued customers, as our neighbors. Thus, we do not want a day to go by or a sip of milk to be consumed that you do not realize how much we truly care about you, your family and your well-being. I tell people this all of the time and mean it, if there is anything we can ever do for

**Holiday Eggnog is now available.  
This holiday treat is rich, creamy  
and certain to get you into the  
holiday spirit.**

you, please do not hesitate to ask.

This past year has been a good one. We have added a few happy cows to our herd, have hosted more than 35,000 people at the farm, have had the chance to share the Shatto story with many of you around the area, and were named the Small Business of the Year for Missouri and runner-up for the entire United States. We hope you also had a wonderful year and that 2006 fulfilled many of your wishes, brought you happiness, satisfaction and cheer.

We look forward to the many opportunities to serve you in 2007. We have already scheduled many fun farm events for the coming year ranging from the Annual Easter Egg Hunt to Family Day at the Farm. More information about these events and much more will be available on our website soon. If you ever have any questions related to our products, tours or special events, please contact us via phone or email. We enjoy the opportunity to correspond with all of you.

My family and I would like to take this opportunity to wish each of you a Merry Christmas and Happy New Year.

Happy Holidays from our family to yours!



## TMX Elmo from Shatto Milk Company

Would you like to win a TMX Elmo? All you need to do is be signed up for our Monthly Moosletter and be the one that gets the closest to answering the following question:

How many glass milk bottles have been put into circulation by Shatto Milk Company since our first delivery of farm fresh milk in June 2003? The winner will be the person that either submits the exact number or is the closest without going over. If two people submit the correct answer or submit the same answer that is the closest to the correct answer, the person who submitted the answer first will be named the winner. Only one guess per household please. All submissions must be received by December 16<sup>th</sup> at 5 p.m. All submissions must be sent via email to [office@shattomilk.com](mailto:office@shattomilk.com) with Elmo Contest stated in the subject line.

The winner will be contacted by December 20, 2006 via email. Good Luck!

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### Holiday Gift Baskets and Gift Certificates

Shatto Milk Company is proud to offer a variety of great gift ideas for the holidays. Our country store is packed with great items for loved ones, friends, colleagues, etc.

For the first time, Shatto Milk Company will be offering **custom gift baskets**. If you would like for us to create one for you, all you need to do is contact us at the store and we will work with you to not only accommodate your budget, but do so in a way that will bring holiday cheer to the recipient. To create your own special basket, give us a call at (816) 930-3862 or stop by our country store.

**Gift cards** are also available for this holiday season. You can order yours by contacting us via phone. Your order will be mailed the same day.



### What's Happening On The Family Farm?

It's Back! That's right; the Egnog cows have been found. **Egnog is now available** in most stores carrying Shatto Milk Company products. This creamy treat is perfect for getting you in the holiday mood.

Around the dairy things continue to stay busy. Last week I talked about the increased demand for our milk and the fact that we were hoping to increase production, well, we did. We purchased 29 new happy cows that arrived on our farm in late November. They have adapted to our farm very well and have already began helping us catch up on orders.

At the processing plant things are picking up with the reintroduction of egnog. Everyone is very happy to have this product out for the holidays. Our wonderful employees worked hard on Thanksgiving day bottling egnog to ensure that each of you would have some tasty egnog for the week after Thanksgiving.

Lately, the Country Store has been bustling with visitors. Hundreds of folks have been making their way to our Country Store to do some holiday shopping. Butter, cream, and half & half have been flying off the shelf as visitors have been preparing for their family meals.

My wife and I are gradually getting into the holiday spirit. We had the opportunity to help sponsor the Jingle Bell Run at Johnson County Community College in late November. It was an outstanding event that raised money and awareness for the Arthritis Foundation. Above is a picture of one of the many people that enjoyed our milk at this event.

## Going to a Holiday Party?

What is a fun tasty treat to take to those festive holiday parties you have been invited to? Many of our customers have contacted us conveying how big of a hit Shatto Egnog and Chocolate Milk have been.

We would encourage you to make Shatto products apart of your holiday party experience and share the goodness with friends and family this holiday season. Watch closely as we will be reintroducing our Holiday bottles this week. They are simple, yet fun and elegant. I am sure you will enjoy the packaging as much as you do the actual product. Cheers!

## A Soldiers Request

A few weeks ago I received one of the best compliments possible. The wife of a Soldier that was to be returning from Iraq contacted me and asked for a favor, some Rootbeer milk. She explained that her husband had indicated that the one thing he wanted her to have for him when he returned to the states was "Shatto Rootbeer Milk".

The evening that Mr. Collins arrived back into Kansas City, my wife and I had the chance to meet him and his family at a local restaurant. During our meeting we were able to personally provide him some of his favorite milk and invite his entire unit out to the farm for a tour.

I am humbled by the fact that a soldier, who has been away from his family and home for more than a year, would request some of our milk as a homecoming treat. To Mr. Collins and everyone serving our country, Thank you for what you do!

## Bovine Employee of the Month



Jane

**Age:** 3 years old

**Weight:** 1350 lbs.

**Eyes:** Brown

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

**Owner:** The Shatto Family

**Amount Eaten Per Day:** 60 - 90 lbs.

**Daily Milk Production:** 8 gallons

**Favorite Part of 2006:** Moving to Shatto Milk Company where everyone is nice and ensures I am well taken care of.

**Favorite Food:** Grass

**Favorite Holiday Song:** Walking In A Winter Wonderland

**Favorite Place to Relax:** The Northeast Pasture at the Shatto Family Farm

**Favorite Exercise:** Cow-is-thentics

**Favorite Sport:** Running of the Bulls.

**One Thing You Would Like To Tell All of The People That Enjoy Your Milk:** Thank You! Without you I would not have a job.

All of us at Shatto Milk Company would like to say "Thank You" for your support of our local family dairy farm. We take great pride in the fact that you allow us to provide you with our local family dairy products.

We look forward to providing you and your family farm fresh milk and butter for decades to come.

From our family to yours,  
Happy Holidays!