



SHATTO MILK COMPANY

www.shattomilkcompany.com

December 2007

From Our Family To Yours, Merry Christmas and Happy Holidays!

For all of us here at Shatto Milk Company, this is a time where we think back to all of the great people we have met over the past year, the outstanding friendships we have created and of course the fun that we have had here on the farm. With that said, we are reminded day in and day out how important you are to our family farm. As our true neighbors, you are as important in our daily lives as our family.

We cannot express to you enough how thankful we are for your support! We have had the opportunity to meet a number of you when you have come out to tour our dairy farm, others when we have provided samples of our products at your local markets and community events, and even more just in the course of everyday life. I can easily say that meeting each and every one of you is a treat for our family. We view ourselves as your local family dairy farm and as your neighbors. Thus, we never want there to be a day that goes by or a sip of milk that is consumed that you do not realize that those of us at Shatto Milk Company truly care about you, your family, and your well-being. If there is anything we can do for you, please do not hesitate to ask.

**Going to a Holiday
Party? Don't forget to
spread some cheer with
Shatto Egg Nog!**

This past year has been a great year. We have added new products to our product line, welcomed more cows to our local family dairy, and had the opportunity to host more than 45,000 people like you at our farm.

We hope the same is true for you and we hope that our products have brought and continue to bring you and your family a healthy bit of happiness, satisfaction, and cheer.

My family would like to take this opportunity to wish each of you a happy holiday season! For the first time in four years we will be closing our Country Store on December 25, to spend time with our extended family. I truly hope this does not create a problem for any of you and can assure you we will be ready to greet you bright and early on the 26th.

We look forward to the many opportunities to serve you in 2008. We already have many fun farm events scheduled for the coming year including our annual **Easter Egg Hunt, Family Day at the Farm**, and much more.

We are thankful to be able to say that you, dedicated Shatto Milk Company supporters, are the best neighbors and friends a small local family farm could have!

Happy Holidays from our family to yours!



What is Local?

In researching this a bit this morning, I found local to be, "a very small area typically the size of a city and its surround suburbs." To me this is truly the "local" that allows customers to take part in the increased quality and freshness a product in close proximity to its end user has to offer. Today, there are many companies out there that deal in the dairy industry that tout themselves as local. That is unfortunate because there is only one K.C. area dairy that can say that their products come from a farm with cows within 30 miles of Kansas City, is open to the public for tours, and that sells their products to only the Kansas City area market. That is Shatto Milk Company.

I have a real concern that the over utilization of the word "local" will diminish its meaning. If this happens this will not allow you as the customer to differentiate those companies that provide the freshest possible foods from farms within the metropolitan area, from those that truck milk all around the state or country. No matter what other dairies, including those that use glass bottles say, local means "not widespread; and from an area very small, typically the size of a city and its surrounding suburbs". So, be sure to question those that state they are "local", if you cannot drive to the area that their products originate from within 60 miles of your home; you are not receiving the freshest products possible.

I bring this up not just out of fun, but out of concern. Since supporting local family farms has become a big priority for shoppers, many farms, businesses and corporations are now expanding the definition of local in order to include themselves in this select group, even if their products are driven hundreds of miles from their facility to a given market. Please, consider the source of the products you enjoy, specifically those that are perishable like milk. If the products are not from the Kansas City metro area, you are not getting the freshest products available for your family. If you have any questions related to the freshness of our products compared to others, or would like additional information do not hesitate to email me at leroy@shattomilk.com. I truly believe it is important for all of us to make true local products a priority for our families.



What's Happening On The Family Farm?

It seems as if I was just saying I wish the weather would cool off, well, it has. Things at the farm have been going great! The cows love the cool weather and they continue to enjoy their new barn. All of us humans that work here at the farm are keeping very busy attending to our wonderful bovine friends and ensuring those of you that come out to visit receive the best customer service possible.

At the bottling plant, Egg Nog is the topic of the month. Our famous premium Egg Nog has been flying off the shelves so we have been spending a lot of time ensuring that supplies are replenished as soon as the stores request more. At the end of November we had a huge run on cream, half and half, and butter. This kept us very busy as we churn our butter in very, very small batches and wrap it by hand.

At the dairy parlor we are preparing for the harsh winter to come. We are working to ensure that all of the barn heaters we have are functional and that everyone is prepared to deal with the coming winter weather.

Our Country Store is bustling with customers this time of year. Many are collecting great gift items for loved ones, while others are choosing gift certificates. If you would like to get your loved one something from Shatto Milk Company this holiday, including a gift certificate we would love to help. If you cannot make it out to the farm just give us a call and we will gladly ship or mail an item to you.

Not All Glass Bottled Milk is the Same

Yep, its true. No matter how much others would like for you to believe differently, not all glass bottled milk is the same.

Since we began selling our local milk in glass bottles here on the farm, a few other companies have decided they would like to put their milk in glass bottles as well. Our best guess is that they want to play off the fact that our glass bottles contain local milk from local cows, which provide the freshest and best tasting milk possible. Many of these companies are now trying to state that their milk is as fresh and tasty, and as local as Shatto Milk.

The simple fact is that is not true. We do not want our wonderful customers to be fooled into thinking that all milk in glass is the same. The bottom line is, the only glass bottled milk that comes from local cows, and on a local family farm is Shatto Milk. It is also true that there is no milk in any type of container that tastes as pure and as yummy as that which comes from Shatto Milk Company.

So, be aware, just because milk is being sold in a glass bottle means nothing other than it is in a glass bottle. Many large corporations that just buy and sell milk, or operate factory farms where they milk thousands of cows at a time are now starting to use glass with the hope of confusing shoppers to believe all glass bottled milk is of the same quality and freshness.

I am sharing this information as we have had many people contact us and state that they were told one thing about these companies, to later learn that they were not local, not a family owned farm, and not really providing any fresher milk than one would expect with mass produced milk in plastic.

When you are shopping the dairy aisle please make sure the glass bottle that you select is Shatto and educate others on the difference related to "other" milks on the shelf. Thanks so much for your support and dedication to our true local family farm. As your neighbor, we are grateful for your dedication to our mission of providing pure farm fresh milk to those of you in the Kansas City area.

Bovine Employee of the Year



Ginger

Over the course of the past year many of you were able to visit the farm. In doing so, I am certain you were able to meet Ginger, pet her and maybe even milk her.

Ginger is one of the few cows on the farm that gets to meet almost 100% of our visitors. Due to her outstanding demeanor, her gentle personality, her cute grin and her love for visitors, Ginger has been named this years Bovine Employee of the Year.

The next time you visit the farm, please be sure to congratulate Ginger on the award and offer her a hand full of grain as a token of your enjoyment of meeting her.

Ginger looks forward to meeting many more people of all ages this coming year. Ginger is also excited about the opportunity begin to teach other happy cows on the Shatto Farm about the importance of meeting visitors and allowing them to get a hands on understanding of where milk comes from, how a cows is milked and of course what makes Shatto Milk the best tasting and freshest milk on the shelves.

Ginger hopes to see everyone on the farm in 2008. If you are not able to make it to the farm this coming year, feel free to send Ginger a letter. She loves to receive mail and share it with all of her friends at the farm!

Egg Nog French Toast

Ingredients

1/2 cup Shatto Egg Nog

1 egg

4-5 thick slices of your favorite bread

Powdered sugar or cinnamon sugar for dusting

2 Tablespoons Shatto Butter

How to make Egg Nog French Toast

In small bowl, combine one egg and Egg Nog stirring with fork just until egg breaks up.

Dip sliced bread into egg mixture (French bread or raisin bread work just as well as plain white bread). Turn over and allow to sit in egg mixture 2-3 minutes per side.

In skillet, melt 2 Tablespoons Shatto Butter and sauté each slice over medium heat 2 1/2 min or until golden brown.

Turn over and cook an additional 1 1/2 minutes. Serve sprinkled with sugar and a bit of butter. Or pour a little maple syrup on top, if desired.

Enjoy!

Shatto Milk Company Gift Cards are now available for the holidays along with some other great items such as our Old Fashion Wire Milk Carriers and our Limited Edition 1953 Cream Top Bottles.

They are all Yummy!

That is right; all of our outstanding products are made right here on our local family farm and done so in a way to ensure that they remain pure and tasty for your enjoyment. All of these great products are in full production, so be sure to pick some up today. If by chance you do not see one of these flavors in your local market, just ask your dairy manager to order it for you. We want you to be able to find all of our products at your local store.

Just so you are aware, the following is a complete list of all of our products. We are certain you will enjoy each and every one!

Whole	HG, QT
2%	HG, QT
1%	HG, QT
Skim	HG, QT
Whole Chocolate	HG, QT, PT
2% Chocolate	HG
Strawberry	HG, QT, PT
Orange Dream	QT
Root Beer	QT, PT
Banana	QT, PT
Cream	PT
Half and Half	PT
Butter (Salted and Unsalted)	8 o.z.
Sweetened Tea	HG
Fruit Punch	HG
Orange Drink	HG
Lemonade	HG

Thank you for your support of our local family farm in 2007. We look forward to providing you and your family with farm fresh milk and butter for many years to come!

From Our Family to Yours,

Happy Holidays!

2007 Year in Review



Some learned the trick of the trade.



Others were content attending our annual Easter Egg Hunt.



We were reminded that our customers are amazing!



A few of our products won state, national and international awards.



Our cows received a new comfy barn.



Thousands enjoyed our annual Family day at the Farm.