



SHATTO MILK COMPANY

www.shattomilkcompany.com

February 2007

Being Local Makes the Difference

The best thing about being your local family dairy farm is the fact that we get the chance to correspond with many of you on a daily basis; not to mention the fact of being able to get involved in the community that enjoys our products.

This month I am proud to share a short email we received just last week. This email comes from a Gladstone Family that has visited us at the farm and that has enjoyed our milk for more than two years.

Hello Mr. Shatto,

I thought I should pass on the scene in our kitchen a couple of hours ago. I thought all 3 kids had tried all the flavors of Shatto, but evidently Matt, my 6' 1" 13 year old, had not sampled the chocolate.

He came into the kitchen, tried unsuccessfully to find a snack, then located a fresh bottle of your chocolate milk. He poured a small cup; he sipped, and his eyes widened. "Wow, this tastes like liquid chocolate ice cream!" he explained. He poured two more glasses, then shared the bit left in his cup with our dog Jack.

This kind of 'happy lightning' surprise is so characteristic of what we receive from Shatto! We

want you to know that, especially during these heavy-weather months, you and your farm are kept in our prayers. As I draw down the garage door in the freezing weather, I am aware that I can't even imagine what it's like to have to go out and milk cows in these temps. But THANK YOU for doing so!

*Blessings & joy,
pat schoenrade
jon, abbey, and matt (and jack!)*

I share this specific note for one simple reason, to let each of you know that your comments, emails and conversations mean so much to my family and me. You, our customers, are what make the difference; your kind words, understanding and dedication are what allows our local family dairy farm to succeed.

While it is very difficult on all of us here on the farm to deal with the temperatures mentioned in the aforementioned letter. In our family business there is one element that we cannot control, that is the weather. This element often controls milk flow just as much as our happy cows. For this fact, I can't wait for the spring so all of us can enjoy the outdoors, and so my cows and employees can be more comfortable.

The Kansas City community is something special, and it is particularly special because of the wonderful people that live here. As a group, we are all dedicated to building our community and supporting our neighbors and local businesses. For that we are not only fortunate, but appreciative.

Thank you so very much for all of your kind words and for your unwavering support of our local family dairy farm. The truth is our success is because of your dedication to us as much as it is because of our dedication to you. As your neighbors, my family and I look forward to providing each of you with the freshest and best tasting milk for decades to come!

3rd ANNUAL SHATTO MILK COMPANY EASTER EGG HUNT

**April 8th, 2007
2:30 p.m.**

Shatto Milk Soap

Shatto Milk Soap is an all-natural product -- NO artificial preservatives or colors are used in our soaps. Our creamy and luxurious soap is handmade using only the finest milk around, Shatto Milk!

Each batch of our soap is made with care using our own special recipe. To ensure the highest quality, each individual bar is allowed to cure for 4 to 6 weeks. Once our premium soap is ready, it is packaged and prepared for purchase.

Shatto Milk Company currently offers luxurious soap in 9 delightful scents; Honeysuckle, Peppermint, Lavender and Oatmeal, Lily of the Valley, Green Tea, White Vanilla, Strawberry, Oatmeal Milk and Honey and Patchouli.

Shatto Milk Soap is currently sold only at the Shatto Milk Company farm store and on our website. If you are interested in purchasing our premium soap and cannot make it out to the farm, we will ship these products to you for a minimal S/H fee. Just contact us via phone at (816) 930-3862 to place an order. We plan on making our soap available to area retail stores very soon.

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3RD ANNUAL EASTER EGG HUNT

APRIL 8TH 2:30 P.M. (ARRIVE BY 2:15 P.M.)

On April 8th, you and your family are invited to the 3rd Annual Shatto Milk Company Easter Egg Hunt. This free event is one you and your family will not want to miss. Last year we had more than 200 participants in this fun event, and hope to get an even bigger number this year.

The Easter Egg Hunt starts promptly at 2:30 p.m. Kids of all ages are welcome. There will be three areas divided by age, one for children ages 4 and under, another for ages 5 to 7, and a third area for kids ages 8 and older. Prizes will be awarded to those children that find the "special eggs".



What's Happening On The Family Farm?

Wow, it is cold. It seems like this year we have been hit with both extremes, over 100 degrees in the summer for a two week period, and now below freezing for the past few weeks. No matter what extreme we hit, the cows would prefer to have that 50-85 degree weather back. All of us here at the farm are getting by and ensuring that the cows have nice comfortable places to rest, eat and sleep. While that is the case, production is down a bit during this cold streak as it takes more of their energy to keep them warm, thus there is less energy available to produce milk.

We are hoping the weather warms a bit so we can get back to all of the wonderful flavored milks you enjoy.

Things at the retail store are going well, with the snow and cold weather we are experiencing fewer visitors, but the phone has been ringing like crazy. Many of you have already starting contacting us to set up tours for the spring and summer. Our calendar is getting pretty full, so if you are still interested please be sure to contact us as soon as possible.

This past month has been a very busy month as it relates to new baby calves. We have had 11 new bundles of joy join us and expect close to 15 more over the course of the next 30 days. Our new baby calves are always available for visitors to see and pet, so if you would like to come see these little ones, you are always welcome. As mentioned before, we want to share our local family dairy with you as much as possible. You are always welcome. If we can ever be of any assistance obtaining directions to our local farm, please contact us at (816) 930-3862.

And the Winner Is.....

Over 150 of you submitted names for the contest to name Ginger's (the Cow) new baby. As mentioned in last month's Moosletter, this baby calf was the first baby born on our local family dairy farm in 2007.

We asked that participants submit ideas to us via email at office@shattomilk.com by January 16, 2007. With more than 150 responses containing more than 200 suggested names, our judging group had a very difficult time in narrowing the name pool. All of the names were creative, fun and fitting, thus I am certain we will be using a variety of the suggestions throughout the year for many of our new baby calves.

For the purpose of this contest we could only have one winner, thus I am proud to announce that the first baby calf born at Shatto Milk Company in 2007 is named Hasana. This name was provided to us by Kristen Kutzli. Kristen suggested that while the name may sounds a bit strange, it fits perfectly as it means "She Who Arrives First".

Kristen will be receiving a coupon entitling her and three friends to enjoy a tour of Shatto Milk Company for free and their very own personal picture of this new addition to our family dairy farm.

Thanks so much to each of you that participated in this fun contest. We hope to have more contests like this for you to take part in over the course of 2007. If you have any good contest ideas, please let us know as we always enjoy new ideas.

Thank you very much for your support of our local family dairy farm. Without your dedication and support, Shatto Milk Company would not be what it is today. You are the reason for our success!

Bovine Employee of the Month



Cupid

Age: 4 years old

Weight: 1460 lbs.

Eyes: Brown

Hair (Fur): Black and White

Owner: The Shatto Family

Boyfriend's Name: DeShon

Favorite Valentines' Day Memory: Watching shooting stars and gazing at a full moooon with my boyfriend in the pasture; ahhh... how romantic.

Favorite Valentines' Day Gift: Chocolate!

Favorite Romantic

Movie: "Sleepless in Seattle"

Favorite Love Song: "I Don't Know Much" by Aaron Neville and Linda Ronstadt

One Thing You are Looking Forward to Doing in the Spring:

Looking for a four leaf clover!

Favorite Summer Past-time: Enjoying some fresh green grass with all of my girlfriends. Not to mention relaxing and visiting with everyone that comes to Family Day at The Farm.

SHATTO MILK COMPANY FACTS

- Shatto Milk can get from the cow to the store in as little as 12 hours - Shatto Milk is FRESH!
- All of the Milk that we sell comes only from the cows that we own - Shatto Milk is LOCAL!
- We do not treat our cows with artificial growth hormones - Shatto Milk is PURE!
- We only use the finest ingredients for our flavored milk products - Shatto Milk is YUMMY!