



SHATTO MILK COMPANY

www.shattomilkcompany.com

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Everyone Should Name Them...

A few of you shared some information with us about a study out of Newcastle University in northeast England, which was published through the online academic journal *Anthrozoos* this past month. This study found that farmers who named their cows got almost 500 more pints of milk from those cows annually.

"Just as people respond better to the personal touch, cows also feel happier and more relaxed if they are given a bit more one-to-one attention," Catherine Douglas of the University's School of Agriculture, Food and Rural Development said in a news release.

Douglas and her colleagues questioned 516 dairy farmers in the United Kingdom. Almost half said they called the cows on their farms by name and reported a higher milk yield.

We love to hear findings like this as the cows on our small family farm have names. Now, whether or not calling them by their name has increased milk production we have no idea although, we can easily report that it creates a pretty strong relationship between us and them.

We find ourselves talking to our cows daily and in many cases relating to them like the family pet or even a member of our family. I guess it would make sense for that interaction to be comforting and soothing for them as well.

No matter, I thought I would share these findings with you as they are somewhat interesting, not to mention the fact that someone decided to do a study on such a hypothesis.

I guess all in all this study gives us some statistical justification to back up the fact that we have been naming our cows for decades....

Quart Bottle Update – Still Need'em

Last month we shared some information about our quart bottles and the fact that our supplier has not been able to provide us with a shipment of new bottles since October. Well, we have some updated information to share. Just this past week our supplier contacted us and gave some information that would allow us to conclude that we should be able to obtain a new shipment of quart bottles in early April.

While that is good news, it still means that we must get by with using only returned bottles for the next 4 weeks. To date we have reduced the production of all of our white milk that we usually offer in quart bottles. We are hopeful to get them back in full stock when our inventory is back to normal.

With that in mind, we are renewing our request that if you have any quart bottles lying around the house that are ready to be returned, please do so. This will help us ensure that we are able to keep providing quart sized products in this time of transition.

Feel free to share this request for help with others that enjoy Shatto Milk. It is our hope that with the quick return of bottles, we will not have to impact the ongoing supply of quart products. We appreciate your help!



Same Products – New Sizes

You may be wondering what this title is referring to, but it is simple. As of today we are introducing many of our current products in new sizes to compliment the existing sizes that you currently enjoy. For example, in response to many emails, calls and even personal pleas, we have decided to offer our **root beer milk in half gallon containers**. I know many of you will be very excited as I have been receiving emails requesting this for the past five months.

In addition, we had several requests for making more of our products in a pint size that would be more convenient for lunch or other times you are on the go. With that in mind, we are happy to introduce the following products in pint containers:

Orange Dream Milk

2% White Milk

Sweetened Tea

Orange Drink

Lemonade

Fruit Punch

All of these new sizes are a direct result of your comments and suggestions. Thank you for continuing to share your thoughts with us as we rely on you to guide us as we work to make our products even better and easier for you to enjoy.

We hope you enjoy these new flavors and encourage your local store to order the items you would like to purchase noted above. As always, if you have other ideas or thoughts we would be happy to hear them and see if there is a way to make them a reality.

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>



What's Happening on the Family Farm?

What a month; one week you would have thought it was summer already and the next week you would realize we are still in the heart of winter! Needless to say, the cows enjoy the mild dry weather much more than the frigid snowy weather. Despite the inconsistent weather, we are all surviving and the cows are enjoying the unexpected heat waves.

At the bottling facility, things are going well and everyone is staying on their toes now that we have added a few new sizes to our product offerings as noted on this page. In addition to this, we are all anxiously awaiting a new shipment of quart bottles. This has got to be one of the most frustrating situations we have dealt with which is not related to our cow's production or even to the weather; it is simply our supplier not being able to get us the product we need.

At the dairy parlor, things are humming along. The cows again are enjoying the good weather producing a lot of milk for all of us to enjoy.

At the country store things are picking up. Many visitors are beginning to stop by for tours and many others are starting to call to set up tours for the spring and summer. If you are interested in touring the farm this spring or summer, we would encourage you to call soon as many dates are already full.

You can reach us at (816) 930-3862 to reserve a day for you and your family. We look forward to seeing you on the farm soon.

Happy Valentines Day

All of us at Shatto Milk Company would like to wish you a very happy Valentine's Day. We hope that the start of your 2009 is going well and would like to host you at the farm sometime this year. In the meantime, we hope everyone enjoys some yummy pink strawberry milk to celebrate this lovely time of year.

As always, if we can be of any assistance to you please do not hesitate to contact us. As your true local family farm, we welcome your calls and emails anytime. We are your neighbors and want to do all we can to ensure that you are more than satisfied with all of the items we provide. Happy Valentine's Day!

Strawberry Milk For Your Sweetheart

If you are anything like me, you are just now starting to wonder what unique and special gift you could get for your special someone for Valentines Day.

I would like to offer an inexpensive fun idea for you to consider. In addition to those chocolates or maybe jewelry, please consider a bottle of Shatto Strawberry Milk for your Shatto Milk enthusiast. If your significant other prefers chocolate, Shatto Chocolate Milk could also be a great option, not to mention Shatto Ice Cream for a Shake. No matter what you choose I am certain your special someone will love some local dairy from our local farm on this special day.

Bovine Employee of the Month



Trixie

Age: 5 years old

Weight: 1270 lbs.

Birthplace: Shatto Milk Company

Eyes: Brown

Hair (Fur): Black and White

Owner: The Shatto Family

Favorite Food: Silage

Amount Eaten Per Day: 60 - 90 lbs. of whatever she can find

Daily Milk Production: 7.5 gallons

Favorite Professional Sports Team: The Bulls

Dream Job: To be the President so I could make Bovine Day a national holiday.

Favorite Shatto Milk Company Product: Rootbeer Milk

Favorite time of the Year: Spring time, so I can eat the new fresh grass.

Favorite Sport: No, not cow tipping...I know what you were thinking. It is baseball of course, America's pastime.

Save the Date

**Annual Easter Egg Hunt
April 12, 2:30 P.M.**

More Details to Come