



SHATTO MILK COMPANY

www.shattomilkcompany.com

February 2011

Grand Opening Event

For a little over a year now we have been working on our newest building on the farm. This building contains our cheese making room, our cooler space, freezer space, offices and our new retail store. This process has taken so long due to our desire to take our time and ensure we could deal with the added cost to our operation by building it and opening it up.

Well, the day is finally here for its grand opening. We plan on having a grand opening celebration for this new location on May 7. The celebration will be open to everyone. We will open our milk bar for the first time, have cheese making demo's all day, open the back of the building up for behind the scenes tours as well as have the bottling facility open for folks to enjoy as well.

We truly hope you and your family will be able to join us for this very special day in our history. We will have many fun drawings, events and just wonderful opportunities to spend a bit of time at the farm.

Please feel free to share this event with all of your friends, family and co-workers. We truly hope to have hundreds of folks join us as we celebrate the opening of this new state of the art facility.

Hope to see you in May!

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>

New Farm Icon Arrives

When we started bottling our own milk on our farm in 2003 we had just over 70 cows, and today things are a bit different. Today, we are closer to 300. With more cows comes more milk of course, which is a great thing. However, it also poses many challenges for our facilities and equipment.

In order to ensure our tanks can handle all of the milk from our cows, we have been bottling 5-6 days a week. In order to keep this from being the rule vs. the exception, we began looking for a larger milk tank about a year ago. Well, we found one.

Below is a picture of a 10,000 gallon bulk milk tank we just got from Wisconsin. The milk tank was being used at a cheese making facility for fluid milk storage and they decided they did not need it any longer. That is where we came in. We had it shipped from WI about two weeks ago and since then we have been preparing a new pad for it to sit.

Once the pad is complete we will place the tank in its normal vertical position, sand it, paint it and then of course create some type of fun outside design on it.



Come Visit Us on the Farm

Ever wanted to milk a cow or maybe just pet one? Would you like to get your chance this summer? If you would like to milk a cow, pet a baby calf, see how we bottle our cow's milk on the farm, and enjoy some tasty dairy products consider touring our local dairy farm. Our local family farm is now accepting tour reservations for the entire year.

Last year we hosted more than 50,000 people who came in groups ranging from families and Boy Scouts to summer school classes, church groups, and senior citizen bus tours. With this said, we do also welcome individuals and families as well.

When making your plans for fun and excitement this year, please consider Shatto Milk Company as a possible destination. We are certain you will have a great time while also learning a little something about local family farms and how our milk gets from our cows to the stores in as little as 12 hours. We would love the opportunity to share our family farm with you sometime soon!

To schedule a tour please contact us via phone at (816) 930-3862.

Mark Your Calendar – Family Day at the Farm 2011

Our biggest event of the year is right around the corner, so we thought we should announce the date and ask that you mark your calendars to attend.

On Saturday, June 18th, we will be holding our annual Family Day at the Farm. As in years past it will be full of great fun, food and of course the chance to tour Shatto Milk Company.

More information will come soon, but for now we hope you will consider making us apart of your summer fun.

We look forward to seeing you very soon. In the meantime, we hope you enjoy the end of winter and start of spring.



What's Happening On The Family Farm?

Is spring here yet? As you can imagine both cows and humans are excited to get to a more consistent 60-80 degrees temperatures.

No matter, we take what we get and make the best of it. At the dairy, everyone is doing well, but the fields are a bit muddy due to melting snow and rain. That makes it a bit tough on everyone as you can imagine. The cows are doing well and are enjoying their new barn a lot.

At the bottling plant things are busier than ever as we started making our banana and orange dream milk again this past week. Thus, all products are in full production at this time and we truly appreciate your patience as we dealt with growing demand for our white milks.

In the cheese room, things are picking up as well. This past week we made cheese, both aged as well as curds each day. We hope to get all of our curds out to any local stores that would like them in the next week or so. The aged cheese should be available to stores within the next 30 – 90 days. Currently we have some aged cheese available at the farm at this time.

The country store is picking up as well with a lot of tour groups. We love seeing so many of you and sharing our farm with you and your family. If you would like to visit us on the farm this spring or summer, please give us a call so we can get you scheduled.

See you soon!

Us Dairy Farmers Love Friends

A few years ago some good friends of ours at Sullivan Higdon and Sink said, "you all should really start using Facebook". We had no idea what Facebook was let alone how to use it. Now two years later we find ourselves talking with our wonderful customers daily via this social media tool. Not to mention, we find ourselves with more than 15,000 fans.

We are so thankful for our wonderful customers as this effort would not and could not be successful without your belief in us and your willingness to share our facebook site with your friends and family.

We have to be honest and say that for something that we thought would be hard to learn, difficult to keep up with and challenging to manage, it is one of the communication devices that we enjoy using the most as it allows us to communicate with and respond to customers instantly.

We hope you are a fan of ours on Facebook, if you are not we would love to be your friend on this social network. Thanks to everyone for their part in making this effort and this learning curve easy for us. We are blessed with the most amazing customers any small family farm could ask for.

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New Sell By Date



As you may have noticed, the date on the top of our bottle has been missing for about a week. This is not by accident; we actually have made a change at the farm. Our sell by date is now being placed on our caps electronically creating a need to change the date stamp placement.

From now on, you will be able to find the sell by date for our milk on the side of the cap.

Remember, this is a sell by date, not a consume by date. Your milk, assuming it is kept between 33-36 degrees should last you at least 5 days past the date on the cap. Increasing the time your milk stays fresh also can be done by ensuring your milk does not set out on the counter or in your grocery cart any longer than necessary. Also store your milk in your fridge as close to the back as possible. The temperatures usually fluctuate the most closer to the door and most noticeably on the doors. Doing these things should increase the shelf life of your milk.

A Few Cow Related Jokes We Received From A Friend

What has five fingers and milks cows?

A farmhand.

Do you know how long cows should be milked?

Same as short ones.

Why did the cow wear a bell?

Because her horn did not work.

What do you call a sleeping bull?

A Bull-Dozer.

What do cows get when they are sick?

Hay Fever.