



SHATTO MILK COMPANY

www.shattomilkcompany.com

July 2005

What Makes Shatto Milk Company So Different?

Shatto Milk Company is not just another company providing milk to the masses. We are truly different from the other companies you see offering milk on the grocery stores' shelves. This month's story will be the introduction to a series of articles that will explain what makes Shatto Milk Company different from all the rest.

While there are many differences between Shatto Milk Company and the countless other milk companies serving the Kansas City area and beyond, the main difference revolves around two issues; our cows and the fact that Shatto Milk Company is local. Shatto Milk is the only milk on the shelves that comes from a local family who owns its own cows, produces its own milk, bottles that milk on the farm, and ensures its safe delivery to your local market without counting on anyone outside of our small business.

These differences are substantial because most of the companies that refer to themselves as a "dairy", do not actually have cows, and do not operate a dairy farm. Most of those companies only process and package their products using milk that travels to their plant from farms across the country.

We at Shatto Milk Company believe that six core issues are

the basis for what makes our premium dairy products the freshest and best tasting on the market.

- 1) Shatto Milk only comes from the cows that we own and that live on our local family farm.
- 2) Shatto Milk Company is local; our farm is on average 35 minutes from the stores that sell our premium products.
- 3) Shatto Milk can get from the cow to the store in as little as 12 hours.
- 4) Shatto Milk Company is a small, local business only serving the Kansas City and St. Joseph areas.
- 5) Shatto cows are not treated with artificial growth hormones (rBST or rBGH).
- 6) Shatto Milk comes only in glass bottles that keep the milk colder and do not impart any foreign odors or flavor.

Again, we are different! As your neighbor, our family is dedicated to making your milk drinking experience enjoyable. It is our goal to produce a product that is the best tasting on the market and back it up with superior customer service.

Next month's article will go a bit more in-depth about the terrific cows that produce the milk that is bottled and provided to our wonderful Kansas City and St. Joseph neighbors.



IN THIS ISSUE

- 1 What Makes Shatto Milk Company So Different?
 - 2 Moosletter Update
 - 2 What's Happening On The Farm
 - 3 Messages In A Bottle
- And Much More....

Moosletter Update

The monthly Moosletter has become a great success. As many of you are aware, our first edition went out almost 7 months ago. The first mailing went out to 50 or so of you that were on our initial mailing list. Today, our fun and informative Moosletter reaches more than 1,300 supporters of Shatto Milk Company. We are all excited that so many of you are able to stay on top of what is going on at our local farm, new products we are considering, information on our special events, and of course the Bovine Employee of the Month.

While our list has grown considerably, we have made it our goal to reach the 2,000-subscriber mark by the end of August. If you are aware of anyone that would like to receive our monthly newsletter, please forward your copy to them and let them know they can sign up on our website at www.shattomilkcompany.com.

Thank you very much for allowing us to share our story with you on a monthly basis. If you ever have story ideas, please let us know. We are always looking for new and fun ideas.



The newest addition to our family farm is a **gazebo** made out of one of our old grain bins. The old grain bin was used to hold corn until it was ready to be fed to the cows. About a month ago, Ron Shatto (my brother) started on this project with the hopes of creating a unique place for people to relax while on the farm. This new feature was completed on June 23rd just before **Family Day At The Farm**.

This new gazebo is perfect for visitors that are looking to find a place to get out of the sun and enjoy a nice cold glass bottle of milk and have a picnic. For those that would rather enjoy relaxing in the sun, the gazebo is surrounded by lush pasture that is perfect for a blanket picnic.



What's Happening On The Family Farm?

On June 25th, more than 2,200 of you made it out to the farm for our annual customer appreciation event, **Family Day At The Farm**. All of us here at Shatto Milk Company had a great time meeting those of you who attended, and we appreciate the fact you chose to spend your Saturday with us on the farm. We hope all of you who came had a wonderful time and enjoyed your visit! Continue to check our website for more information on future events at the farm.

As many of you can attest, June has been a very hot and dry month. The cows are trying to keep cool by staying close to the sprinkler system and the many fans we have set up to cool them down in the hot summer months. Also at the dairy on June 26th, we had the arrival of our first set of twins in 2005. Both are in the barn and doing very well.

At the bottling plant, everything continues to be busy. We have made a few more batches of our premium butter and are still working to find an innovative package for this new product. We hope our butter will be on store shelves by the end of August.

The Country Store has had non-stop traffic. We have had visitors from all over the country stop in to try our milk and pick-up fun gifts to take home. We have also hosted over 100 group tours, thus far, this summer and have many more scheduled in the coming months.

We are in the process of updating our website, which will include an online store where customers can visit and purchase many of the items that can be found in our Country Store. Some items that will be available are: Shatto Milk Company shirts, hats, glasses, a host of cow related items, milk soap, and more. Moosletter subscribers will be the first to know when this new online store is up and running.

Messages In A Bottle

This past month we found a nice surprise while going through the thousands of glass bottles that were returned for reuse. Two very kind notes were found from two wonderful young people that enjoy our premium milk products.

One note read, "Dear Shatto, Your milk is to die for! I'm going into 4th grade. My sister's name is _____ she is writing to! My favorites are.....baby bottle chocolate milk, orange dream, strawberry milk and regular milk", and the second note stated the following, "Dear Shatto Workers, I LOVE your milk! We drink 4 bottles a week! I just finished the 4th bottle. We'll have to make a stop at the grocery store! We have a carrier so it is easier for us! Bye p.s. All my friends drink Shatto"

The notes were a wonderful gesture from these two very kind young ladies. If either of them reads this newsletter, we hope you contact us again and provide us a way to correspond with you.

Save The Date

MOOOVING TOWARD A CURE

DATE: SATURDAY, SEPTEMBER 17TH, 11 A.M. – 3 P.M.

Come on out and join us for, **Mooving Toward a Cure**, a benefit for the Alzheimer's Association – Heart of America Chapter.

All of us at Shatto Milk Company hope this event will do three things: 1) provide an opportunity for you and your family to come visit us at the farm 2) raise awareness about the Alzheimer's Association and 3) raise money for the association which will be used to help find a cure for this devastating disease and provide funding to help to those who are affected by this condition.

More information about this event will be available soon.

Bovine Employee of the Month



GLADIS

Age: 6 years old

Weight: 1450 pounds

Birthplace: Shatto Milk Company

Birthday: May 12, 1999

Eyes: Brown

Fur: Black and White

Owner: The Shatto Family

Favorite Drink: Water.

Most embarrassing moment: Once I fell down in the "mud" in front of a lot of people. Not a good feeling!

Best Friend: Molly the Family Dog.

Favorite Evening Out: I enjoy it when I get to go inside the barn when tours are going on, as people always pet me.

Daily Milk Production: I average about 55 lbs. of milk per day.

Favorite Activity: I sometimes like to sneak out with my girlfriends and go people tipping.

Favorite On The Farm Event: "Family Day At The Farm" is really fun, but I am looking forward to "Mooving Toward a Cure" in September. The name has a nice ring to it.

COMING FALL 2005:

PICK YOUR OWN FRESH PUMPKINS, GOURDS, AND POPCORN

This fall Shatto Milk Company will have fresh pumpkins, gourds and popcorn that you and your family can pick straight from our fields or purchase from our Country Store. More information will be available in the next Moosletter related to dates in which our "Pick Your Own" fields will be open to the public.