



SHATTO MILK COMPANY

www.shattomilkcompany.com

June 2007

Customer Appreciation Day

To thank all of our dedicated consumers we invite you to join us for our 2007 open house:

Family Day At The Farm

June 23, 2007

11 a.m. to 3 p.m.

The event is **FREE** to all!

There will be something for everyone! Visitors can:

- Tour the farm.
- Pet the baby calves.
- Learn how our milk is processed.
- Enjoy free lunch (while supplies last).
- Register for prizes.
- Participate in games.
- Enjoy a Hay Ride (weather permitting).
- Visit our retail store.
- Enjoy the country setting.

All of us here at Shatto Milk Company truly hope you and all of your friends can make it out to enjoy the fun of this great event. If you want to just sit back and relax, there are many spots on our local farm for that to happen as well. Whether you are looking for an educational experience, a lot of fun, or just a place to relax – Family Day At the Farm is a perfect event for you.

Last year's event brought more than 2,500 people to our local family farm. We hope even more of you are able to make it out for this year's event.

We will again offer free snacks throughout the day, and many of the items in our retail store will be on sale to thank all of you for your support throughout the past four years. Parking is of course free and we again plan on offering hayrides to anyone who is interested. As in years past, we will have many games for the kids and drawings for some terrific prizes donated by a number of our wonderful supporters.

We hope each of you can make it out to the farm on June 23 for this wonderful event. If you would like more information or fliers to share with friends, please contact us via phone at (816) 930-3862 or email us at Leroy@shattomilk.com.

My entire family and all of the wonderful Shatto Milk Company employees look forward to meeting you and being able to personally thank you for your support of our local family dairy. Without you our local family dairy farm would not be successful.

Your Neighbor,

Robert "Leroy" Shatto

**Shatto Sweetened Tea
and Lemonade are now
available!**



Glass Bottled Milk – It is Not all the Same

- Shatto milk goes from farm to store in as little as 12 hours. So, unless you've got a couple of cows in the backyard, Shatto Milk is absolutely the freshest you can buy – hooves down. Other milk is often days, or even more than a week old by the time it arrives at the store (even if it is in a glass bottle).
- Shatto milk is produced on our family farm, by our family, just up the road in Osborn, Mo. Our milk comes directly to your store from our farm, only after our pampered cows are sufficiently pleased with themselves. We are the only local glass bottled milk company.
- Shatto milk has never seen the inside of a giant tanker truck. OK, so our milk is not well traveled. But, that's a good thing. Why burn loads of gasoline hauling milk all around the nation's highways just to get it to a big plant where it's processed, bottled and then trucked out again across several states? We package and sell all of our fine products locally.
- Family operation. Not big corporation. I get up every morning to help milk the cows. My wife balances our books. Our son works for us at night after his regular job is done. Our boardroom is actually our dining room table. With your support, we have been able to provide a few good jobs for people in our farming community.
- When you buy Shatto Milk, you are directly supporting a local, family farm producing good, natural food for our local community.
- Home is where the Holstein is. We are neighbors, so we try to act like it. That means you have an open invitation to swing by the farm anytime you like. You can meet anyone in our family or any of our Holsteins. Why? Because we just think it's good to know exactly where the food on your table comes from.



What's Happening On The Family Farm?

Things are going great on the farm! We hosted more than 3,000 people at the farm this month and are starting to prepare for Family Day, which will be held on June 23rd.

At the dairy farm, we welcomed a few new additions to our farm family as many new baby calves arrived in May. These little bundles of joy are now playing in our barn and will be anxiously awaiting all of the visitors over the next few weeks.

With more cows in the milking herd, things at the bottling plant are busier than ever. All of your favorite flavors of milk in addition to our outstanding juice products are being made daily. Butter is being churned about twice per week and we just started making cheese curds. We have been making them for about a month now and are hoping to make them available to stores in the next 30-60 days. Our cheese, just like our milk, will be the freshest on your shelves as they will come directly from our farm to your store.

Being local, we try to get involved in the community as much as possible. This past weekend my family and I had the chance to meet many of you at the City Market, your neighborhood block party and the Girl Scout event in Gladstone. Being able to meet our customers one-on-one truly makes what we do fun and rewarding. As your neighbors we are dedicated to ensuring that Shatto Milk Company always provides you and your family with the freshest and best tasting milk available. With your support we will do that for generations to come.

Enough Milk For Everyone

A few of our wonderful customers have indicated that their favorite store sometimes runs out of their favorite Shatto Milk variety or does not have it fully stocked. I just want to make it clear once more, we have plenty of milk (actually more than we need right now).

If you find yourself looking for your favorite flavor of Shatto Milk and cannot find it, please ask someone if they have any more in the back cooler. If not, we ask that you ask both the dairy manager as well as the store manager to order more. Together we will be able to ensure that your local store is always fully stocked!

The last thing we want is for you, a dedicated customer, not to have the opportunity to purchase your favorite Shatto Milk Company products.

Contest Winner – Milk And Cookies Office Party

The challenge was to submit your business, division, or office to enjoy a milk and cookies break for all the employees. The winner was to be drawn during the first week of June. The remaining contestants would be kept and judged on their creative promotional ideas for future selections.

I am happy to announce that Robin Hay with the Mid America Regional Council was drawn and is the winner of this outstanding promotion!

Thanks so much to everyone that decided to participate in this event.

Bovine Employee of the Month



Pixie

Age: 2 weeks old

Weight: 140 lbs.

Eyes: Brown

Hair (Fur): Spotted
Black and White

Favorite Drink: MILK.

Most Interesting Thing I Have Learned: My mom and dad eat grass – no kidding, GRASS, and lots of it. Can you imagine?

My Best Friend: Jane, she is so fun, furry and sweet. She and I often see how many people we can lick when they try to pet us. I usually win!

My Favorite Time of Day: Morning. It is the best time as I can relax in my nice bed of straw and listen to my birdie friends sing.

What I Want to be When I Grow Up: I want to be the top milk producing cow on our small local farm. Everyone will want to be like me, Queen Cow!

Thing I would Most Like to Do: Some of my friends around here got to go to the City Market and meet tons of new friends. I would like to do the same – I hear it is a cool place to visit.

Savings Offer For Those Attending Family Day At The Farm on June 23, 2007

10% off Shatto Milk Company Apparel*

(i.e. shirts, hats, visors, etc.)

*Offer valid only for the 2007 Family Day At The Farm being held on June 23, 2007. The coupon is only good at the Shatto Milk Company Farm Store located at 9406 N. Hwy 33, Osborn MO 64474. Offer is not good on already reduced items.