



# SHATTO MILK COMPANY

www.shattomilkcompany.com

June 2008

## Family Day at the Farm 2008

To thank all of our dedicated customers we invite you to join us for our 2008 open house and to celebrate our 5<sup>th</sup> anniversary:

### **Family Day At The Farm**

**June 21, 2008**

**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 a peaceful country setting – Family Day At the Farm is a perfect event for you.

*If the weather is questionable on June 21<sup>st</sup>, please check our website as we will post any updates necessary related to Family Day at the Farm. Also, feel free to contact us via phone for up to date information about this fun event.*

Last year's event brought more than 6,000 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 five 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 21 for this wonderful event. If you would like more information or fliers to share with friends, family or around the office, please contact us via phone at (816) 930-3862 or email us at [Leroy@shattomilk.com](mailto: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.

Your Neighbors,

Leroy and Barbara Shatto



## Glass Bottled Milk – It is Not all the Same

- Shatto milk gets 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 local 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 stores in a variety of states? We package and sell all of our fine products locally, we are the only dairy that only serves the great people of St. Joseph and Kansas City, thus you are our only priority.
- Family operation. 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?

Well, it is here, our fifth anniversary. We are thankful to see it arrive and all of us around the farm will be enjoying some cake in celebration this week.

At the country store, visitors have kept us busy. We have begun preparation for the big day, Family Day at the Farm.

At the dairy parlor we are working to make sure everything is just right for the 21<sup>st</sup>. We are spending a great deal of time cleaning and getting all areas of the farm ready for thousands of you to converge on our local farm. The cows continue to enjoy the weather and are also looking forward to all of our visitors later this month.

At the bottling facility things are changing as we are embarking on our newest product that we hope will be released for the first time at Family Day.

Elsewhere on the farm, I have started spending many hours in the field as we are now planting corn and other crops. It is that time of year and we are attempting to get as many crops planted between rains as possible. So, if you stop by the farm and I am not around, I would imagine I am somewhere on a tractor hoping I can get all the planting done before the next rain arrives.

Oh, by the way, we now have a new welcome sign as you arrive at the farm, we hope you like it! Many visitors are getting their picture taken by the sign, so be sure to check it out when you arrive.

## Shatto Milk Company Turns 5 Years Old

It is our birthday. On June 4<sup>th</sup>, we all celebrated the fifth anniversary of Shatto Milk Company and are committed to making this whole month one of fun and excitement.

It feels like this venture started yesterday as many of the days over the past five years have begun to blend together. I must say it has been a tremendous amount of fun, while it has proven to offer up some challenges we had never expected and some opportunities that we are grateful for.

The past five years would not have been as wonderful without you, so thank you, and thank you for your continued support of our local family farm. Without you as our wonderful customers, this milestone would not be possible.

Our goal in starting Shatto Milk Company five years ago was to save our local family farm and make it a place where people of this area could come and enjoy a real working farm. We also wanted to create something that would allow us to offer the people of our area with the freshest, purest and best tasting dairy products available. We truly hope we have met your expectations in this regard and remain committed to providing you with only the finest dairy products available for generations to come.

We hope this first five years is just the start of making Shatto Milk Company products a staple in most homes across the Kansas City and St. Joseph areas.

We will continue to celebrate our birthday throughout this entire month and we will be formally celebrating our anniversary at Family Day at the Farm on June 21<sup>st</sup>. I hope you can make it out for this fun event.



S H A T T O  
M I L K C O M P A N Y

## We Would Like To Hear From You!

We are asking everyone that has visited our local family farm, enjoyed our farm fresh products, or just ran across us in public to share their favorite Shatto Milk Company story.

If you have any stories related to your experience with Shatto Milk Company we would love to hear them. We are hoping to gather hundreds of stories and create a book for all visitors of the farm to enjoy for decades to come.

Our hope is that in some way Shatto Milk Company has made a positive impression on you, your family or a group you are associated with. If that has been the case and you would like to share your experiences we would love to hear from you!

Please submit any and all stories to us at [office@shattomilk.com](mailto:office@shattomilk.com). If you could create such a story in Word and just attach that document to your email that would be terrific as we hope to compile all stories in one document and make them available in the near future to share with people from all over the world.

If you have any questions related to this effort, please do not hesitate to contact us. We are simply looking for a way to document any impact our small local family farm has had on the wonderful people that we have been in contact with over the past five years.

Thank you so much for your consideration of this effort and for taking the time to share your thoughts and ideas with us as we attempt to capture how Shatto Milk Company has impacted your life or fits into your daily living.

## Finding Our Local Family Farm

As many of you embark on your trip out to the farm this summer, for Family Day or for a tour, you will likely be seeking directions to our local family farm.

The best way to obtain directions is to visit our website at [www.shattomilk.com](http://www.shattomilk.com) and click contact us. At that location we have a great map and written directions to our farm. We would suggest that you NOT use any online mapping tools or rely on your GPS device as the national mapping system has provided our address to these companies incorrectly. Due to this problem, if you rely on online mapping programs you will end up at the wrong location far away.

## Locations Now Using Shatto Products

We often share and point out the locations where our wonderful customers can purchase our YUMMY milk and butter, but we have not done a very good job of promoting the restaurants and other shops that have decided to sell or cook with our premium products. Thus, I would like to share with you a list of the restaurants that now use some, if not all, of our products in preparing the dishes you enjoy at their establishment. We would encourage you to frequent these locations and thank them for using only the freshest dairy products, Shatto Milk Company products!

**Baby Cakes**, River Market  
**Blanc Burgers and Bottles**, Westport  
**Blue Stem**, Westport  
**Briarcliff Café**, Briarcliff  
**EIJays Coffee House**, Downtown KCMO  
**Espresso Del'anatra**, Kansas City North  
**Harry Starker's**, Plaza  
**Justus Drug Store**, Smithville  
**La Peep**, St. Joseph  
**Ma and Pa's Kettle**, Cameron  
**The Pastry Goddess**, Briarcliff  
**The River Club**, KCMO  
**Roasterie Café**, Brookside  
**Sheridan's Custard**, Crown Center  
**Sheridan's Custard**, 119<sup>th</sup> in Overland Park

## Bovine Employee of the Month



June

**Age:** 5 days old

**Weight:** 118 lbs.

**Birthplace:** Shatto Milk Company

**Birthday:** June 1, 2008

**Eyes:** Brown

**Hair (Fur):** Black and White

**Owner:** The Shatto Family

**Favorite Food:** Milk (I am too little to enjoy anything else)

**Amount Eaten Per Day:**  
A few bottles of my mom's milk.

**What I am Looking**

**Forward to the Most:**  
Family Day of course, I hear I will get to meet a bunch of fun kids....maybe they will play with me.

**Dream Job:** I want the chance to become the cow that gets to greet all of the visitors here at the farm

\* When you arrive at the farm for Family Day, please come by and see me. I am sure you will be able to bottle feed me and brush me if you would like.

## Coupon

**10% off Shatto Milk Company Apparel\***

\*Offer valid only for the 2008 Family Day At The Farm being held on June 21, 2008. 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.