



# SHATTO MILK COMPANY

www.shattomilkcompany.com

June 2009

## Customer Appreciation Day

To thank all of our dedicated consumers we invite you to join us for our 2009 open house:

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

**June 20, 2009**

**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.
- Milk a cow.
- Learn how our milk is processed.
- Enjoy free lunch (while supplies last).
- Enjoy live music.
- Participate in games.
- Enjoy a Hay Ride (weather permitting).
- Visit our retail store.
- Enjoy the country setting.
- Sample all our products.

All of us here at Shatto Milk Company truly hope you and your friends and family can make it out to take part in 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.

**Cheese Curds Now Available! Ask your store for them today...**

Last year's event brought more than 6,500 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 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 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 20 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](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. Without you, our local family dairy farm would not be successful.

Your Neighbor,

Robert "Leroy" Shatto



## What Are Cheese Curds?

Cheese curds are the fresh curds of cheese, often cheddar. Their flavor is mild with about the same firmness as cheese, but has a springy texture.

Fresh curds squeak against the teeth when bitten into, which some would say is their defining characteristic. Cheese curds are sometimes referred to as "Squeaky cheese." They are sometimes somewhat salty. They are generally available in retail stores operated at cheese factories throughout the countries of Canada and the United States. Cheese curds are little-known in locations without cheese factories, because they should ideally be eaten within hours or at least the first 5-10 days after production.

Cheese Curds can be eaten as they are for snacks, fried, used in mac and cheese, for grilled cheese sandwiches or used in salads, with hamburgers, etc. They are a great snack for people of all ages and have a huge following in the mid and upper Midwest.

We are confident that you will find our cheese curds to be the freshest you can find. In order to obtain the true squeak when you are enjoying them, you may want to let them sit out of the refrigerator for a good 15-30 minutes before enjoying them. Curds are often thought to be best eaten at room temperature.

Shatto Cheese Curds are now available in stores. The package is a temporary package as we are currently awaiting the delivery of our permanent package that we are sure you will enjoy.

If we can answer any questions for you related to this new product, please do not hesitate to ask. If you cannot find our fresh curds in your local store, you may want to ask a store employee as some stores keep the cheese in the meat or deli section.

If your store does not currently offer this product, please feel free to request this product from your store manager. We want to make sure each and every one of you have a chance to purchase this new product in your local market.



## What's Happening On The Family Farm?

It is that time of year, hundreds of visitors to the farm for tours, promotion of our newest product, cheese curds, and of course preparation for the biggest day of the year here at the farm, Family Day.

All in all everyone is staying busy. At the dairy, we are working hard to ensure everything is spotless for the big day. All of this in addition to the normal duties of taking care of the cows creates a lot of excitement around the farm.

In the bottling facility, we are busier than ever. With the addition of making cheese curds now, space is becoming pretty hard to come by. All products are in full production and ice cream seems to be picking up a lot due to the time of year.

In the fields we have gotten all of our corn planted. Beans are next. We are hopeful for a mild summer as it relates to heat so our crops grow well and of course so our cows are not overheated.

We continue to book tours of the farm daily. We are pretty well booked for June, but are now taking reservations for July, August and September. If you and your family or friends would like to come out and visit, we would love to show you around.

You can always set up a tour by contacting us via phone at (816) 930-3862.

Until then, we look forward to seeing you on June 20<sup>th</sup>, for Family Day at the Farm. This year's event will be terrific as long as the rain stays away!

## Bovine Employee of the Month



Clara

Clara is this month's bovine employee of the month. Clara spends some of her day, 5 days a week, meeting and greeting those that come to the farm for a tour.

She has been very generous in giving up some of her sun bathing time to allow all visitors the opportunity to both pet and milk a real cow.

Clara has an outstanding personality and is welcoming to all visitors. Her favorite hobbies include lawn darts, golf and of course swimming.

Clara will be around the farm on Family Day to greet those of you that will be able to make it out for this special event. Clara will be in the milking parlor area where visitors will be able to milk a cow by hand, pet them and ask as many questions as they would like.

For the rest of this week Clara will be grooming herself to ensure that she is as cute and welcoming as possible.

Clara looks forward to seeing you on the farm this Saturday.

## Cheese Curds Now Available

As of last week, we began delivering our farm fresh cheese curds to local markets. Each store that carries our milk products have been offered the opportunity to order and carry our cheese curds. So far, the following stores have our cheese curds in stock.

All Metro Hy-Vee Stores  
Brookside Market  
Country Mart - Cameron  
Price Chopper - Liberty

If your store is not on this list and you would like them to carry this new product, please put in a request for Shatto Cheese Curds with your store manager. We are certain you will enjoy our newest locally made product.

Packaging, well, for now our curds are in a temporary package while we wait for our permanent package to arrive. The temporary package is a clear plastic bag with a silver rectangular sticker on the front with our logo and details on it. The permanent package will be very consistent with our bottle designs and just as fun to read and view. We are sure you will like them.

## **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>

## **Savings Offer For Those Attending Family Day At The Farm on June 20, 2009**

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

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

\*Offer valid only for the 2009 Family Day At The Farm being held on June 20, 2009. 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.