



SHATTO MILK COMPANY

www.shattomilkcompany.com

June 2010

Family Day at the Farm

To thank all of our dedicated consumers we invite you to join us for our 2010 open house:

Family Day At The Farm
Saturday, June 19, 2010
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 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.

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>

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 hay rides 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 19 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 office@shattomilk.com.

All of us 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.

See you on the 19th, and for any reason the weather is a bit iffy, please feel free to contact us via phone for the status of the event or check our facebook site for more information.



Bovine Employee of the Month



MARGARET

Age: 9 years old

Weight: 1500 lbs.

Birthplace: Shatto Milk Company

Birthday: March 6, 2001

Eyes: Brown

Hair (Fur): Black and White

Owner: The Shatto Family

Favorite Food: Silage

Amount Eaten Per Day: 60 - 90 lbs.

Best Friend: Matt, he takes care of us!

Daily Milk Production: 10 gallons

Favorite Beverage: Water

Dream Vacation: To visit one of the stores that sells my milk.

Favorite Activity: Chasing Butterflies.

Any Special Plans For the Holidays? Hanging out with the Barb at the farm and enjoying some ice cream.

What are you most thankful for? Great cow friends and a fun place to live!

Don't forget Shatto Juices this summer. Our juice line includes:
Fruit Punch, Orange Drink,
Sweet Tea and Lemonade



What's Happening On The Family Farm?

Buy last few weeks as we are preparing for our 7th Annual Family Day at the Farm. Between working around the farm in preparation for this event, hosting thousands of folks for tours, and bailing hay, things have been non-stop.

In the bottling facility, we have gotten more milk of late than ever before. Bottling is going very well. At the new cheese room, things are picking up as well. With more milk comes more of an opportunity to make our cheese curds and aged cheeses. We love this process as it is fun and adds a bit of change to our daily routine.

We continue to book tours of the farm. 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.

At the milk parlor things are going well. Just got a few new cows and are having new babies born almost daily. The cows are getting excited about Family Day as well, as they enjoy seeing so many people.

This past week we had the opportunity to work with Chipotle to promote the benefits of foods that come from cows not treated with artificial growth hormones. The event went very well we look forward to sharing more partnerships with you in the future.

Shatto Ice Cream

Shatto Ice Cream is now available. It is made on our local family farm using only the finest ingredients, including fresh Shatto whole milk and cream. This new all natural frozen treat is currently being offered in two classic flavors, Vanilla and Chocolate, with Strawberry soon to follow.

Our ice cream was greeted with outstanding reviews as more than 7,000 visitors to the farm had the chance to sample and provide feedback on this new product in late 2009 (as a part of our annual Family Day at the Farm). The responses were amazing, 99% of those who provided feedback stated Shatto Ice Cream was by far the richest and best tasting Ice Cream they had ever tried. These findings were supported by the fact that just this past month, our ice cream won the first premium blue ribbon at the Missouri State Fair judging contest.

As is the case with all of our products, we want to make sure they are the absolute best tasting and freshest on the market. We go to great lengths to ensure our ice cream is of the highest quality as we make it in small batches using only the finest ingredients.

All of us at Shatto Milk Company hope you give our newest product a try and let us know what you think. Until then, enjoy the ice cream and watch out for the dreaded brain freeze!

If for some reason your store does not offer Shatto Ice Cream and you would like it, just mention this to your store manager. We would be happy to get our ice cream in your local store.

We will be doing a large promotion of this new product in the coming months in conjunction with our milk products. We hope this promotion will ensure your local store carries this local treat.

Free Burrito Promotion Successful

As many of you are aware, last week we partnered with Chipotle to promote products that come from animals not treated with artificial growth hormones.

Two local Chipotle locations offered free burritos and other products in exchange for an empty Shatto Milk Company bottle.

The promotion went very well as more than 800 folks were able to enjoy a free lunch or dinner (or maybe even both) from Chipotle.

Thanks so much for everyone that came out to enjoy the fun event and even more so for those kind folks at Chipotle that approached us with such a fun idea. We hope to offer all of you other fun promotional opportunities through partnerships over the course of the next few months. We have a few new ideas "cooking" and hope to come up with others in the near future.

Thanks as always for taking part in our fun and different activities. We enjoy finding ways to benefit our customers that may not be in the mainstream. Thanks again and hope you enjoyed the burritos!

School Teachers and Parents:

We are now accepting tour reservations for the spring of 2010. If you would like to bring your children/students out to experience our fun and educational farm tours, please contact us soon because these dates will fill up fast. To set up a tour feel free to contact us at (816) 930-3862.

Savings Offer For Those Attending Family Day At The Farm on June 19, 2010

15% off any 1 New Flavored Shatto Shirt*

*Offer valid only for the 2010 Family Day At The Farm being held on June 19, 2010. 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.