



SHATTO MILK COMPANY

www.shattomilkcompany.com

March 2006

2nd Annual Easter Egg Hunt

On April 16th, you and your family are invited to the 2nd Annual Shatto Milk Company Easter Egg Hunt. This free event is one you and your family will not want to miss. Last year we had more than 200 participants in this fun event, and hope to get an even bigger number this year.

The Easter Egg Hunt starts promptly at 2:30 p.m. Kids of all ages are welcome. There will be three areas divided by age, one for children ages 4 and under, another for ages 5 to 7, and a third area for kids ages 8 and older. Prizes will be awarded to those children that find the "special eggs".

There is no charge for this fun event and we suggest participants arrive 15-20 minutes before the event, so everyone has time to sign in, find their line and get ready to go! Other fun events such as coloring will also be available. Hot dogs and other lunch items will be available for purchase. The Easter Egg Hunt is held rain (or snow!) or shine. After all, what else can we do with hundreds of eggs?

Dolly the Cow and her friend Peter, the Easter Rabbit, will be present, so bring your cameras and have your child's picture taken with them and a Shatto Milk

Company Cow for you to cherish for years to come.

A Tour of the Shatto Milk Company facilities will be offered at 12:00 noon. A modest fee of \$4 per person is charged for our tours. A tour of Shatto Milk Company includes seeing the baby calves (you may possibly get to bottle-feed one yourself), getting a first-hand look at where our cows live, what they eat, and how they are milked, and learning how our milk is processed (this includes a tour of the processing plant along with a description of each step our milk goes through before it ends up on your table). You can also watch how our wonderful milk is packaged in our famous glass bottles and how we clean and sanitize the bottles before they are re-used. At the end of the tour, free samples of our YUMMY products will be offered for everyone to enjoy.

All of us at Shatto Milk Company look forward to meeting you and your family at this fun event. If you have any questions or would like more information about this or any other event, please contact us via phone at (816) 930-3862, via email at leroy@shattomilk.com, or visit our website at www.shattomilkcompany.com.

Be Sure To Try Shatto Milk Company's Mooarvelous Non-Dairy Items:

**Iced Tea
Lemonade
Fruit Punch
Orange Drink**

Available in most stores that carry Shatto Milk Company products.



A couple youngsters enjoying a picture with Peter the Rabbit after the hunt.

BEST OF DIVISION

This past week we were notified that our local marketing firm **Sullivan, Higdon and Sink (SHS)** was awarded a Best of Division award for their continued work with Shatto Milk Company.

The Business Marketing Association (BMA) announced that SHS won best of division for their work related to the Corporate Identity of Shatto Milk Company. While we are specifically fond of this award, SHS was also honored with a number of other awards from the BMA this year related to a variety of their other high quality work products.

As always we are grateful for the professional relationship we have with this wonderful local firm.

To all of you at SHS, congratulations and thank you for your dedication to our local family business! For more information on SHS, please visit their website at www.wehatesheep.com.

Chocolate Milk Does A Body Good

A study in the *International Journal of Sport Nutrition and Exercise Metabolism* revealed that chocolate milk is at least as good as popular sports drinks for helping the body recover after exercise. Athletes who drank the chocolate milk and the Gatorade performed equally well when asked to exercise again. Athletes, who drank another sports drink with protein added in the same ratio as milk, only performed half as well, indicating that perhaps some property of milk - say, the chocolate - might be helping the performance of the athletes as well.

Could it be the antioxidants in the chocolate that are helping? An 8-ounce glass of chocolate milk will have about 200 calories and 3 grams of fat, while an 8-ounce glass of Gatorade has only 55 calories. Though some people worry about the seemingly high number of calories in the milk, the extra calories are not only healthy, but can provide extra energy to athletes in the long run.

Article compliments of Slashfoods



What's Happening On The Family Farm?

February was yet another comfortable month as it relates to the above average temperatures we have been experiencing. As you are probably aware our cows love cool weather and have truly been enjoying this mild winter.

Even with the nice weather, the cows are ready for spring. They seem to sense the fact it is close and you can almost see them get excited about the green grass, bright sunny days and of course the many spring and summer visitors that come for tours.

Things at the bottling plant are going great. This past month we had to get a new homogenizer as our original one was about to give out. This new piece of equipment was delivered midmonth and was welcomed with open arms by everyone in the bottling plant. The Country Store continues to stay busy as we have added many new items for visitors to browse through and purchase.

While the majority of the winter has been mild, the one weekend that we experienced below freezing temperatures and snow was a weekend that my wife and I were out and about at one of the many events we volunteer at. On February 11, we had the opportunity to take part in a fundraiser for the Special Olympics, The Polar Bear Plunge. This event consisted of a run and an opportunity for participants to "plunge" into the icy waters of Shawnee Mission Lake in Lenexa. Even with the cold weather, we were happy to have the opportunity to take part in this wonderful event and help raise money for the local chapter of this non-profit.

HERE'S DOLLY...

We had a great response to our name the mascot contest, which was mentioned in last month's Moosletter. We had a ton of wonderful names submitted, many of which were creative, fun, and above all fitting for the new member of our farm family.

While all of the submissions were outstanding, there was one specific submission that our panel of judges liked the most -- Dolly. Everyone that submitted a name will be provided a complimentary Shatto Milk Company coffee mug.

Again, thanks so much for everyone that participated in this fun event and please keep watching as we will have many more interactive contests over the course of 2006.



Frequently Asked Questions

Question: What type of cows does the Shatto Family have on their family farm (hint: They are black and white)?

Answer: Holsteins

Question: How many cows are milked at the Shatto Dairy twice a day every day of the year?

Answer: 167 cows

Question: What do Shatto cows eat?

Answer: Our cows eat grass and the finest hay, corn, and silage.

Question: Do Shatto cows get to play in the fields and eat grass?

Answer: Yes. Our cows are in the pasture when they are not eating out of the feed bunks or being milked. They are free to roam our fields of green grass most anytime they want.

Question: How much does a Shatto cow drink every day?

Answer: 35 – 50 gallons for fresh clean water per day.

Question: What makes Shatto Milk Company different?

Answer: The primary difference between Shatto Milk Company and the large cooperatives that sell milk is that we are also the farmers. We began as farmers, still are farmers, and make our products with milk from our own family farm. The milk we use in our creamery comes only from cows that are born and raised on our farm. Thus, Shatto Milk can be from the cow to your home in as little as 12 hours. Shatto Milk is truly the freshest on the market and is the only milk that comes from a local family dairy farm that owns its own cows, bottles that milk on the farm and delivers it directly to your local market.

Question: What time of day are the cows milked?

Answer: Our cows are milked twice a day, once at 4:30 a.m. and then again at 3:30 p.m.

Question: What makes Shatto cows so happy?

Answer: They are loved and cared for like family!

Savings Offer For Those Attending The 2nd Annual Easter Egg Hunt on April 16, 2006

10% off Shatto Milk Company Apparel*

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

*Offer valid only for the 2006 Easter Egg Hunt being held on April 16, 2006. 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.