



SHATTO MILK COMPANY

www.shattomilkcompany.com

March 2007

3rd Annual Easter Egg Hunt

On April 8th, you and your family are invited to the 3rd 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! 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 thousands of eggs?

Peter, the Easter Rabbit, will be present, so bring your cameras and have your child's picture taken with him and a Shatto Milk Company Cow. Your family can cherish this for years to come.

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.



Moosletter Sign Up Challenge

The last fun contest we offered our Moosletter readers was to name the first baby calf born on our local family farm in 2007. We thought we would do something a bit different this month that would allow you to share your love for our local family dairy products with your friends, colleagues, family and whomever else you can think of.

As you obviously know we send out a monthly publication that talks about what's going on at the farm; including personal stories, upcoming events, and information about our HAPPY cows, and of course our bovine employee of the month. Currently more than 4,500 people in the Kansas City area receive this fun and informative publication. We think many more would enjoy knowing about it.

With that said, this month's challenge is to see who can get more of their friends, family, co-workers, fellow church goers, etc. to sign up for this fun monthly publication. Those that you get to sign up must send their email address to office@shattomilk.com stating they would like to receive our monthly Moosletter and place your name in the email as the person referring them. We will keep track of all the names submitted and who referred each person. The deadline for this contest is March 19, 2007.

At that time we will count all of the referrals and the person that gets the most people to sign up will win a free tour of our farm for up to 10 people and a \$30 gift certificate to our country store.

Our goal is to be able to share our monthly Moosletter with 700 additional subscribers in the Month of April. We wish all of you the best of luck and look forward to hearing about the creative ways you go about spreading the word about this fun publication.

As always, my family and I appreciate your support of our local family dairy farm. Your dedication to our yummy products is appreciated more than you will ever know.

A Typical Day on the Farm

Over the course of the past few years, many of you have emailed, called or stopped by to ask about a typical day on our dairy farm.

Being the only true dairy farm that milk cows, bottles that milk on the farm, takes care of the cows, tends to our crops and ensures that our milk is the highest of quality, we tend to do things a bit different than most. I thought I would share a bit of information that may provide you a little insight into a day in the life of our local family dairy farm.

Each day, I wake up at about 3:00 a.m. to head over to the dairy. By this time some of our dedicated employees are starting to arrive to the farm to meet the cows and bring them into the barn for their morning milking. Morning milking usually begins at 4:00 a.m. and lasts until 8:30 a.m. While some are overseeing the milking operation, others can be found bottle feeding the baby calves, getting the cows breakfast prepared and delivered to the feed bunks. Once morning milking is over, a little over an hour is spent cleaning the barn and ensuring that all of the cows have access to the pasture or on real muddy days a nice straw bed to rest in.

Once that is complete the milk from that morning's milking is sent via pipe about 50 ft to our on the farm bottling facility where the milk is processed, bottled in our famous glass bottles and shipped out to more than 60 stores across the Kansas City area. This is how our milk can get from the cow to the store in less than 12 hours. Don't be fooled, most corporate "dairies" get their milk from dairies across the country and ship it to one location or another. Shatto Milk is by far the freshest on the market.

Almost every day a tour group comes to the farm at 10:30 a.m. We all take great pride in sharing our dairy, bottling plant and animals with those that come to visit. We usually show those visiting around until a bit after noon when the tour ends at our retail store.

At the dairy things continue to move along as noon

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What's Happening on the Family Farm?

We are so excited spring is about here. The cows love this "warmer" weather, and I would suggest all of us humans here at the farm appreciate it as well. With the temperature increasing, milk production is beginning to do the same. We are hopeful to see a lot more milk in production over the course of the next two weeks.

Speaking of increased milk production, we were able to purchase a few new cows this past week. These happy bovines will also aid us in catching up with the ever growing demand for our local products.

At the bottling plant, things are getting busier as milk production increases. At the Country Store, butter is flying off the shelves and a lot of folks are also picking up our famous cream and half and half. We are also beginning to see the start of our season as we hosted more than 300 visitors this past week. These folks enjoyed petting the baby calves, milking a cow, seeing how we bottle our milk and of course were able to sample all of our products and pick up some wonderful gifts from our gift shop.

If you are interested in a tour this summer you may want to contact us soon to reserve a date for you, your family or group. The best way to obtain more information is to visit our website at www.shattomilkcompany.com or contact us via phone at (816) 930-3862.

My family and I wish you a wonderful March and hope to see you on the farm very soon. As always, if you have any great ideas for upcoming Moosletter topics, please let us know as we love to hear from our wonderful customers.

comes and goes. We spend a great deal of time making sure the cows have enough to eat and that their drinking water is plentiful and clean. There is always ongoing maintenance and like at any farm, many hours are spent fixing fence, replacing parts on equipment and of course preparing the milk parlor for the evening milking. By the mid afternoon, things at the bottling plant are wrapping up. All of the milk has likely been bottled and we begin the sanitation process to thoroughly clean all of the equipment in the facility.

As we wrap things up at the bottling plant, things at the dairy parlor are starting to pick up again, as about 3:30 p.m. we start preparing for the evening milking. This milking starts at about 4:00 p.m. and usually finishes by 8:30 p.m. Again, during this same time we are also bottle feeding the baby calves, getting the cows dinner prepared and delivered to the feed bunks and checking all of our cows to make sure they are healthy and free from stress. When this milking is complete we again thoroughly clean the dairy parlor and are able to head home.

This is a typical day at our family dairy farm. I can assure you all of the employees here at our family dairy farm work very hard every day of the week. All of us enjoy what we do because we are able to spend the day taking care of some very special cows with the hope of being able to provide all of our customers with the best tasting milk possible.

If you have not had the chance to enjoy a tour, I encourage you to do so. You can learn a lot more about what goes into making a dairy farm work in just a quick hour and a half. All of us pitch in to make sure you have an unforgettable experience on the farm, not to mention the opportunity to taste all of our YUMMY milk and juice.

Employees of the Month



This month's employee of the month recognition is being shared with the group of outstanding bovine employees in the picture above. These happy girls are the ones that produce the freshest and best tasting milk in the area.

These friendly bovines are also the ones that will be helping us catch up with demand and allow us to reintroduce our fun and yummy flavored milks. Milk production from these beautiful bovines is increasing as the weather gets nicer and the cold winds turn into spring time sun.

One of the best things about Shatto Milk Company is that we are local. Our valued customers can come out and visit us on the farm 7 days a week, 365 days per year. On such visits, customers can see, pet and even milk the vary cows that produce the milk you drink on a weekly basis. Our cows love attention and enjoy the opportunity to produce pure milk for everyone to enjoy.

Our family realizes that the true secret behind our wonderful farm fresh milk is our cows. They are absolutely outstanding and they will be working extra hard over the next two weeks to get you all of the milk you desire!

Savings Offer For Those Attending The 3rd Annual Easter Egg Hunt on April 8, 2007

10% off Shatto Milk Company Apparel*

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

*Offer valid only for the 2007 Easter Egg Hunt being held on April 8, 2007. The coupon is only good at the Shatto Milk Company Country Store located at 9406 N. Hwy 33, Osborn MO 64474. Offer is not good on already reduced items.