



SHATTO MILK COMPANY

www.shattomilkcompany.com

March 2010

6th Annual Easter Egg Hunt

On April 4th, you and your family are invited to the 6th Annual Easter Egg Hunt. This free event is one you and your family will not want to miss. Last year we had more than 400 participants in this fun event, and hope to get an even bigger crowd 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 20 minutes before the event, so everyone has time to check in, find their line and get ready to go! If the weather is iffy, we encourage folks to check our Facebook site as we will have up to date information on the status of the event.

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.

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>

Partnership with Blanc Burgers and Bottles offers KC Local Fried Cheese Curds

For the past few years we have partnered with Blanc Burgers and Bottles to provide them with milk for their terrific shakes as well as small bottles of our yummy flavored milks.

This past year we began working with them to also offer them our farm fresh cheese curds. They take these fresh curds, batter them with their special beer batter and fry them. They are absolutely terrific.

We mention this to you as Blanc is the only restaurant in the KC market offering locally made fresh fried cheese curds. We hope you will stop in and give them a try.

My wife and I stopped in this past weekend to enjoy some of their fine cuisine and were greeted with not only outstanding food, but outstanding service as well.

We are certain you will enjoy this great Kansas City treasure. Let them know the Shatto Family sent you.



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 dairy that only serves the great people of St. Joseph and Kansas City, thus you are our sole 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?

The good news is the weather is getting nicer. All of us here at the farm cannot wait until spring is in full force. As we mentioned last month, a few of our fun flavors have been in short supply as our cows' production decreased substantially due to the extreme cold weather.

Their production is starting to come back and we are hopeful to have all of our flavors back in full production by Easter. This of course depends on the cooperation of our cows, but we humans are somewhat optimistic.

At the bottling facility, things are good. We of course could use more milk, but considering that, things are moving along well.

The new building is getting closer and closer to completion. We have been working to complete the inside of the new country store and tour staging area. We are hopeful to have that complete over the next 30 days. The cheese room is complete, and we are now just working on the bathrooms and offices. We are hopeful to have the entire building completed very very soon.

Away from the farm we are starting to spend a great deal of time at special events. For example, this past weekend we were fortunate to be a part of the annual St. Patrick's Day Parade in Brookside. We had a great time and enjoyed meeting all the parade goers.

Congratulations to Sullivan, Higdon and Sink

Congratulations to our great friends at SHS. This past month, SHS entered a few pieces of the work they have done for us into a local advertising competition. The commercial that we shared with you a few months back can be seen on our Facebook page under videos. This entry has been forwarded on to the regional competition. We are keeping our fingers crossed hoping for a great outcome.

As you are aware, their work is terrific and we are thankful for their work on our products. They are not only amazingly creative, but they are just all around wonderful people and great friends.

Congratulations to our friends at SHS and best of luck to them in regional competition!

See You at the City Market

Last year was the first year we had a stall at the KC City Market located in the River Market area. It was a great experience where we were able to meet many wonderful people and not only share information about our local family farm, but also offer our milk, butter, ice cream and cheese curds for sale.

We have decided to take part in the City Market again in 2010. We will attend the market mainly in the spring and early summer, as late summer tends to slow down a bit as our cows' production usually decreases a bit due to the hot summer sun.

We will be at the market only on Saturdays. Each week we will decide whether or not that coming Saturday will be a good day for us to be at the market. The decision will be based upon our farm schedule, the forecasted weather, and the availability of our products. If we decide we will make it to the market that coming Saturday, we will announce our attendance on Facebook.

Our stall will be the same place as last year, in the north east corner of the City Market.



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

Decorating with Shatto Milk Bottles

We have received many emails and comments related to how our customers use their Shatto Milk bottles for decoration. While we are always a bit confused to why people do not return them for the deposit, we are extremely happy that folks enjoy the look of our bottles enough to incorporate them into their décor.

With that said we are asking that if you use our bottles in some fun, unique or just odd way, please shoot us an email or provide us some pictures as we would like to highlight those unique usages in a coming Moosletter.

We are not overly creative ourselves, but we do love to see what others have come up with. One of our favorites is pretty simple, that is to use our milk bottles as a beta fish home. Kind of cute.

No matter, please send your ideas and pictures to us via email at office@shattomilk.com.

Thanks so much for your willingness to share your ideas with us so we can share your creativity with others.

Don't Forget Shatto Ice Cream

Our locally made super premium ice cream is now in stores. We hope you give it a try and let us know what you think. We currently offer Chocolate and Vanilla, with a few new flavors coming soon.

Finding Our Local Family Farm

As many of you embark on your trip out to the farm this year, 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 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.

Come See Us On The Farm

As you begin to contemplate what things you plan on doing this summer, we hope you consider visiting our local family farm as one good option.

Since we are local, you can easily make a trip to the farm for a morning tour. We offer the majority of our tours at 10:30 a.m. They typically last for 1.5 hours and include the opportunity to milk a cow, pet the baby calves, see how we bottle our famous milk and of course sample as many products as you would like.

When visiting, people often like to use our gazebo as a place to have a picnic lunch or just hang out and enjoy the nice day and wonderful open space. If you would like to set up a tour of our local family farm, please contact us as soon as possible as tour dates are filling up very quickly. You can contact us via phone at (816) 930-3862.

Milk Braised Pork Chops

4 pork loin or rib chops
2 tablespoons all purpose flour
½ teaspoon salt
¼ to ½ teaspoon pepper
1½ cups non-fat or skim Shatto Milk, divided
1 teaspoon Shatto Butter

Trim fat from pork chops. Combine flour, salt, and pepper in a large resealable plastic bag; add pork chops, seal bag, and shake to coat with flour mixture. Remove pork chops from bag and place flour mixture into a small bowl; gradually add ½ cup of Shatto Milk, stirring until well blended with a wire whisk.

In a large frying pan over medium-high heat, melt Shatto Butter. Add pork chops; cook 3 minutes on each side or until browned. Add milk mixture; cover, reduce heat to low, and cook another 20 minutes, stirring occasionally. Turn the pork chops over. Add remaining 1 cup Shatto Milk; cover and cook approximately an additional 20 minutes or until the internal temperature reaches 155°F on a meat thermometer, stirring occasionally.

Uncover frying pan and cook pork chops 15 minutes longer or until the liquid is reduced to ¼ cup (the gravy will be very thick - if too thick, more milk can be added). Season to taste. Remove from heat, spoon gravy over pork chops, and serve. Note: Mushrooms may be added, if desired.

ENJOY!

Coupon

10% off Shatto Milk Company Apparel*

*Offer valid only for the 2010 Easter Egg Hunt being held on April 4, 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.