



SHATTO MILK COMPANY

www.shattomilkcompany.com

May 2007

Thank You!

As your local family dairy farm, I feel it is important to stop and just say thank you from time to time. Being local, I feel as if my family and I get the chance to enjoy an open relationship with all of our valued customers. We like to hear from you and hope you feel free to contact us directly anytime. While I will never be able to fully express our appreciation for your support, I want to always take the opportunity to say Thank You for your dedication to our local family business. You are truly the reason for our success in saving our local family dairy farm.

The best thing is we are your neighbors, located only a few miles north of Kansas City, we are fortunate to not only have the chance to provide you the best possible products, but to also be able to share our farm with you. All of us here enjoy your visits to our farm and particularly enjoy having the chance to introduce you to the happy cows that produce the YUMMY milk that you enjoy on a daily basis. The bottom line is, you, our valued customers are what makes what we do fun and enjoyable.

Thank you for your support of our local family dairy farm and for your dedication to our products. We value your dedication to our local family dairy more than you will ever know.



Milk and Cookies Office Party?

Last month I mentioned that we would be doing something new for the May Moosletter. I have decided that it would be a good idea to offer all of our wonderful customers the opportunity to take a break from the daily grind.

You are probably wondering what I mean, well, all of us have probably had those days where we would like nothing more than to take 15-30 minutes and just relax, enjoy a snack and mentally escape from work. Well, I think I may have just the opportunity. Starting in June, I will be selecting one business, division of business or office to enjoy a milk and cookies break for all the employees. This is where you come in, and where the contest could become fun.

If you are interested in Shatto Milk providing your office with a milk and cookies party, please submit the following by June 1:

- The name of your business and location
- Number of employees that would attend
- Hours of operation - best time for such a social
- Your name and contact information
- Whether or not additional approval would be needed to have such an event at your location
- The creative way you would promote this event to your co-workers

All submissions will be considered and if not drawn in the first drawing will be kept and judged on your creative promotional ideas for future selections.

I truly look forward to visiting you at your office and sharing some YUMMY treats that will hopefully brighten your day and everyone that works with you.

Local is Fresher, Fresher is Better – Check the Label

People worldwide are rediscovering the benefits of buying local food. It is fresher than all other products and that means it is tastier and more nutritious. It is also good for your local economy-- buying directly from family farmers helps them stay in business.

Being a local family business located here in the Kansas City Metro, we understand and appreciate the importance of buying local products. Because of this belief, I thought I would share a few reasons why buying local is so important.

You'll get exceptional taste and freshness.

Local food is fresher and tastes better than food shipped long distances from other states or countries. Local farmers can offer produce varieties bred for taste and freshness rather than for shipping and long shelf life.

You'll strengthen your local economy. Buying local food keeps your dollars circulating in your community. Getting to know the farmers who grow your food builds relationships based on understanding and trust, the foundation of strong communities.

You'll support endangered family farms. There's never been a more critical time to support your farming neighbors. With each local food purchase, you ensure that more of your money spent on food goes to the farmer.

You'll safeguard your family's health. Knowing where your food comes from and how it is grown or raised enables you to choose safe food from farmers who avoid or reduce their use of chemicals, pesticides, hormones, or antibiotics. Buy food from local farmers you trust.

You'll protect the environment. Local food doesn't have to travel far. This reduces carbon dioxide emissions and packing materials. Buying local food also helps to make farming more profitable and selling farmland for development less attractive.



What's Happening on the Family Farm?

More than 3,000 of you were able to come visit us on the farm this past month and enjoy a behind the scenes tour of our local dairy. We truly enjoy sharing our farm with our customers and hope everyone has a chance to come visit us.

With so many visitors this past month our retail store has been booming. At the bottling plant, things are going very well. Everyone is in a great mood as we have all of our milk products back in full production, including our YUMMY 2% Chocolate milk. Since we churn our butter daily and package it all by hand, the increased demand for this product has caused the need for a bit more churning than normal. Just a quick fact, Shatto Milk Company churns and sells about as much butter a year as most national dairies make and sell in a day.

At the farm, the cows are loving this mild weather. They truly enjoy this time of year as the temperature is mild, the wind is brisk, the grass is green and visitors are coming every day to pet them and take pictures. This is truly the best time of the year to be a cow.

One of our baby calves and I went on a field trip this past month. The 119th and Ridgeview Hy-Vee was having a special spring event and asked that I bring one of our "girls" out to meet their customers. So I did. We spent about 5 hours greeting many of the wonderful Hy-Vee customers. It was truly a fun day. I can honestly say that both of us slept very well that evening.

Customer Appreciation Event June 23, 2007

Would you like to milk a cow, pet our baby calves, go on a hayride and enjoy fun games? If so, **Family Day at the Farm** is for you. Last year more than 2,500 people came out for our annual customer appreciation event. We hope you and your family can make it this year as we truly look forward to showing you around our local family farm.

The event is free to all and is a great opportunity to enjoy a fun day with family and/or friends. This year's event will be held on June 23 and will go from 11 a.m. to 3 p.m. Our goal is to surpass last year's total attendance, and to get more than 2,500 people out for this special day. Please let all of your friends, family and colleagues know of this great opportunity as we would love for them to experience a "day at the farm".

There will be something for everyone as visitors can:

- Take a free tour of the dairy and bottling plant.
- Pet the baby calves
- Enjoy free lunch (while supplies last)
- Milk a cow
- Enjoy fun games
- Take a hayride (weather permitting)
- Browse our country store
- Enjoy the country setting

More information on this fun event is available on our website. If we can answer any questions for you related to this event or anything else, please contact us at (816) 930-3862.

Employee of the Month



This month's employee of the month recognition goes to Bill Van Ness. Bill is truly a "happy camper", as he is almost always in a great mood and shares his good spirit with everyone around the dairy.

Bill is not only an outstanding employee, he is also a vital component to our operation. Bill is in charge of all bottling operations including the sterilization of the bottles, filling of the bottles, capping and date stamping. Bill does an excellent job and is well liked by everyone around the farm.

Bill is a local guy that does not live too far from our farm. Bill keeps himself busy by taking his grandkids to soccer practice and spending quality time with his wife.

It is truly a pleasure working with Bill as he is one of our many outstanding employees.

Bill, thanks for what you do and your part in making Shatto Milk the best tasting and freshest milk on the market. When you visit the farm for a tour, be sure to tell Bill hello and thank him for ensuring that you get your milk in the cleanest glass bottles in town!

Fun Cow Facts

Why does a cow chew "cud"? It helps them get the most out of difficult-to-digest foods like grass. A cow spends a lot of time eating – up to 8 hours per day.

What is a heifer? A one year old female calf is called a heifer. She weighs between 450 and 500 pounds.

How many stomachs does a cow have? Some people say that a cow has four stomachs. Actually, a cow has one stomach with four compartments.

How many glasses of milk are produced each day by an average cow? 90 glasses of milk a day.