



# SHATTO MILK COMPANY

[www.shattomilkcompany.com](http://www.shattomilkcompany.com)

May 2008

## Lemonade, Sweetened Tea, Orange Drink and Fruit Punch

As we enjoy spring and then soon transition into summer I want to tell you about some wonderful treats we have that are great for this time of year.

This past weekend as we were handing out samples someone made the comment, "I did not know you made juices, these are amazing". With that comment in mind, I thought I should make sure everyone knows that we do indeed offer a juice line in addition to our YUMMY milk products.

For the past few years we have been providing our customers with **Lemonade, Sweetened Tea, Fruit Punch** and **Orange Drink**. Each of these treats are made right here in our bottling facility and are products that customers in the Kansas City and St. Joseph area can enjoy year around. Most stores that carry our milk products also stock our juices, if for some reason your store does not currently offer these YUMMY treats, just request that your dairy manager order some the next time they place their order with us.

We want to make sure that all of our customers have the products that they enjoy. We are certain you will enjoy all of our juice products. As always, if we can ever be of assistance to you please let us know.

**Having a Graduation  
Party? If so, Shatto  
Juices are wonderful  
additions!**

## Family Day at the Farm

Last year more than 6,000 people came out for our annual customer appreciation event. We hope you and your family can make it this year. This year's event is more special than in past years as this event marks Shatto Milk Company's fifth anniversary, so please come out and join us.

**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 21 and will be from 11 a.m. to 3 p.m. 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)
- 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.



## Children Benefit from Flavored Milk

New research in the April issue of the Journal of the American Dietetic Association found that children who drink flavored milk consume more nutrients and have a comparable or lower body mass index than children who don't drink milk.

The study compared nutrient intakes and BMI's among 7,557 U.S. children and adolescents age two to 18 who drank flavored milk (with or without plain milk), plain milk only, or no milk.

Here are some of the study results:

- Milk drinkers (flavored and plain) had significantly higher intakes of vitamin A, calcium, phosphorus, magnesium and potassium than non-milk drinkers.
- Intake of added sugars did not differ between flavored-milk drinkers and non-milk drinkers.
- Among females 12 to 18 years of age, average calcium intakes by flavored-milk drinkers and plain-milk drinkers were nearly double the calcium intakes of non-milk drinkers.

It has long been my goal to make milk fun for kids. I am happy to learn that our fun flavors are not only fun but also aid kids in obtaining the needed nutrients necessary to grow into healthy and strong young adults.

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## Team Penske Enjoys Shatto Milk and Butter

In April I had the opportunity to attend the annual Indy Car Race at the Kansas Speedway. Upon attending I was provided the opportunity to visit the Penske Team Tent. Much to my amazement I learned that Team Penske enjoys Shatto Milk Company products when they are in town.

I was honored to meet the Team's culinary group who specifically talked about how they enjoy our farm fresh products and are sure to pick up our milk and butter when they are in town for consumption as well as cooking.



## What's Happening on the Family Farm?

You may have been one of the thousands of people that came to the farm for a tour this past month. If you were, you know just how busy the farm can be. Things are going great as we love to host so many visitors at the farm and truly hope everyone has an outstanding time.

At the bottling plant, things are crowded as we are in full production of all of our normal milk and juice treats, and we have begun to make cheese weekly in an attempt to find the perfect recipe. We are currently selling our cheese at our country store and hope to have it available to the broader market by the end of the year.

At the farm, the cows are loving this weather! To them, anything above 10 and below 85 degrees is perfect. It is a bonus that the grass is beginning to grow which provides them a yummy treat to munch on and a soft cushy place to rest during the day.

As spring comes, my wife and I are getting out and about much more. We were able to meet many of you at a few special events this month around the Kansas City area and will likely see others of you as we visit the City Market the first Saturday of June.

We truly enjoy getting out and being a part of the many events going on in our local community. It is a pleasure to help support great causes while having the opportunity to see and talk with so many of our terrific customers. We hope to see you at some of these events soon!

## Enough Milk For Everyone

A few of our wonderful customers have indicated that their favorite store sometimes runs out of their favorite Shatto Milk variety or does not have it fully stocked.

If you find yourself looking for your favorite flavor of Shatto Milk and cannot find it, please ask someone if they have any more in the back cooler. If not, ask both the dairy manager as well as the store manager to order more. Together we will be able to ensure that your local store is always fully stocked!

The last thing we want is for you, a dedicated customer, not to have the opportunity to purchase your favorite Shatto Milk Company products.

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## Need A Fun Field Trip?

Shatto Milk Company is now taking field trip reservations through May 2009. If your family is interested in visiting Shatto Milk Company as a summer outing or for a school field trip, be sure to make your reservations today. If you are a teacher or parent who is considering Shatto Milk Company as a field trip destination, please give us a call at (816) 930-3862 and we will be happy to share information about our farm tours with you. Until then, if you would like to learn the basics regarding our tours please visit us on the web at [www.shattomilkcompany.com](http://www.shattomilkcompany.com) and click the tours/special events links.

Last year we hosted over 50,000 people at the farm and we hope to surpass that number in 2008. While the calendar is filling up, we still have many dates and times available for you and your family to consider for the coming months.

We at Shatto Milk Company truly enjoy hosting groups of all sizes and ages. We are committed to educating the public about our local family farm, the dairy business, and how Shatto Milk Company is different. We truly hope we get the chance to share our local family farm with you and your friends this year. We are positive you will find this experience fun and educational.

## OLD FASHION WIRE MILK CARRIERS NOW AVAILABLE

Are you looking for an easy and stylish way to transport your milk bottles to and from your local market? If so, we have just the item – Shatto Milk Company is now offering **old fashion wire milk carriers** that can hold 2, 4, or 6 bottles at one time. These terrific items can either be purchased at our Country Store or via our online store at [www.shattomilkcompany.com](http://www.shattomilkcompany.com). If you have any questions please do not hesitate to contact us at (816) 930-3862.



## It Is All About Being Fresh

All of us here at Shatto Milk Company take great pride in providing our customers with the freshest and best tasting milk possible. As you know our milk can get from the cow to the store in as little as 12 hours. I am sure you are also aware that we do not add any preservatives or whiteners to our milk and we actually go to great lengths to make sure that our milk maintains its pure and original flavor.

While our milk is the freshest in the Kansas City area, keeping it fresh may have to do with your refrigerator. Your refrigerator's temperature has a lot to do with how long your milk will last. I would encourage you to test your refrigerator and make sure that it is set at the optimal temperature range of **between 35 – 37 degree F**. If you maintain this temperature you can be assured you are maintaining the freshness of your dairy products.