



# SHATTO MILK COMPANY

www.shattomilkcompany.com

October 2006

## St. Joseph Memory Walk

Join my family and I on **October 14, 2006** at the St. Joseph Hy-Vee as we partner with the Heart of America Alzheimer's Association. This event is to raise awareness about a disease that has impacted millions of people over the course of the past decades.

This Memory Walk will be held at the St. Joseph Hy-Vee, 201 North Belt Highway, and will begin at 9:30 a.m. Upon arrival there will be plenty of snacks, including Shatto Milk served up by the Shatto Family and Hy-Vee. Walkers will then enjoy their choice of either a 1 or 3 mile walk.

The walker registration fee is only \$25, however additional donations are encouraged through sponsorship, etc. To register for this event or to make a donation, please visit the Memory Walk website at [www.nwmissourimw.kintera.org](http://www.nwmissourimw.kintera.org) or contact event coordinator Brenda Gregg at (816) 364-4467.

Shatto Milk Company is a proud sponsor of this event as our family has been affected like many others by this devastating disease. Together, we can all make a difference in the lives of those currently living with this disease and ensure no one else has to be faced with it in the future. All of us at Shatto Milk Company look forward to seeing you on October 14.

## **Preparing for the Holidays?**

**We are. Our famous Holiday  
Egg Nog will be on store  
shelves soon.**

## Shatto Flavored Milk is Back!

As all of you are aware we have been low on milk the last month or so, especially our flavored milks. Over the course of the past three weeks our cows' milk production has increased due to the nice cool weather. Additionally we purchased 21 new cows to aid in meeting the current demand for our local products.

Since the purchase of our new cows, demand for just our white and chocolate milk has continued to increase making our reintroduction of our flavored milks a bit slower than we had anticipated. With that said, we believe we are now in a position to begin gradually reintroducing our flavored milks! You will likely see Root Beer Milk showing up in your local market this week.

Our goal is to have all flavored milks, as well as our holiday Egg Nog, available for you to enjoy by the first week of November. I will be sure to post updates on our website, so please feel free to visit our website to gain up to the minute information about when each respective flavored milk will be reintroduced to the local markets.

Again, thank you very much for your patience related to this issue. Your dedication to our local family farm is appreciated more than you will ever know



## The Shatto Story Goes Nationwide

This past month our local family dairy farm was featured on the national PBS show America's Heartland. America's Heartland began its second season this summer celebrating our nation's agriculture with all new stories captured from locations throughout the United States.

Please visit the following link as it provides both text related to the story as well as a link to the actual video that continues to be broadcast all across the U.S.

[http://www.americasheartland.org/episodes/episode\\_205/change\\_plans.htm](http://www.americasheartland.org/episodes/episode_205/change_plans.htm)

It is important for us to remind you, our valued customers, that stories about our local family farm like this one would not be possible without your continued dedication and support of Shatto Milk Company. Thank you!

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### Shatto Milk Voted "Best In Kansas City"

Every year the *Pitch Weekly* puts together a list of what items residents of this region feel are "the best of Kansas City".

We are excited to announce that Shatto Milk Company was named "Best Reason to Drink Your Milk". The writer attributed this award to a combination of things ranging from our simple yet elegant glass bottles to the fact that we are a local family owned business providing milk with no added growth hormones. What seemed to get the most attention in the article was our "untraditional flavors". The author spoke of all of our flavored milks such as Root Beer, Chocolate, Orange Dream, Strawberry and Banana, and noted the Chocolate milk tastes like a melted candy bar.

My family and I thank all of you, our wonderful customers, for allowing us to be named one of Kansas City's Best.



## What's Happening On The Family Farm?

This month we welcomed a few new happy faces to our local family dairy farm. I had the opportunity to purchase twenty-one new happy Holstein cows. These cows are as excited to be here as we are to have them. The milk they will produce will aid us in getting all of our flavored milks in addition to Egg Nog on the shelves in the next couple of weeks. Needless to say, these girls have been welcomed to our family dairy like royalty.

At the bottling plant things are getting busier with more milk being produced and the reintroduction of our YUMMY flavored milks. Everyone is excited to be producing Root Beer Milk again as that is the favorite milk of many of our employees.

We continue to host hundreds of you on a weekly basis for tours. Visitors are having a great time enjoying the opportunity to milk a cow, pet the baby calves, and learn how we bottle the milk from our cows on our local family dairy farm. We truly enjoy all of the visitors and are appreciative for the opportunity to show others how we do things on our farm.

The past two weeks have been very busy. We have sponsored a walk benefiting the local Alzheimer's Association and took part in the second annual Kansas City Chocolate Festival in Battle Hall. On October 21<sup>st</sup>, we will be at the 2006 Easter Seals pumpkin patch at Crown Center. This will be a fun, all-day event, open to public. Many fun options will exist for, not only kids, but for adults as well. We hope to see you there as we enjoy getting to meet all of our wonderful customers!

## Fun Cow Facts:

- The first cow in America arrived in Jamestown colony in 1611. Until the 1850's, nearly every family had their own cow. The first regular shipment of milk by railroad was between Orange County, New York, and New York City and began in 1841.
- Cows drink about a bathtub full of water and eat around 40 pounds of food a day.
- There are six breeds of dairy cattle: Guernsey, Holstein, Brown Swiss, Jersey, Ayrshire, and Milking Shorthorn.
- The Holstein produces the most milk of all breeds.
- The average body temperature of a cow is 101.5 degrees Fahrenheit.
- Cows are ruminants, which are cud-chewing mammals. Sheep and camels are also ruminants.
- A young female cow is called a heifer.
- A male cow is called a bull.
- Cows have 32 teeth: 8 incisors on the bottom front, 6 molars on the top and bottom of each side, and a tough pad of skin instead of teeth on the top front.
- A Holstein calf weighs between 80 and 110 pounds at birth. A mature Holstein weighs 1,300 to 1,500 pounds.
- Cows can detect odors up to five miles away.

## Save the Dates:

Easter Egg Hunt – **April 8, 2007**

Family Day At The Farm – **June 23, 2007**

## Bovine Employee of the Month



### Jillian

Hi everyone, my name is Jillian and I am named after a young lady that visited the farm a couple months ago. Jillian is a huge supporter of Shatto Milk Company.

I am a relatively young calf as I was born 3 weeks ago. I have enjoyed getting to know all of the other young baby calves here at the farm and love the fact that visitors from everywhere get to feed and pet me. It is great, I am like a celebrity. I enjoy the cool weather as the straw keeps me warm and comfy enough to ensure I get a great nights sleep. Learn a bit more about me below.

**Weight:** 140 pounds

**Favorite Evening Out:** I am not old enough to date, so my friends and I just like to stay at home and play pin the tail on the donkey.

**Favorite Nursery Rhyme:** Hey Diddle, Diddle

**What would you like to do when you grow up?**

Well, I would like to be the cow that Mr. Shatto uses for all of the tour groups to see and milk. I enjoy a lot of attention and would enjoy meeting all of those nice folks.

**Favorite Activity:** I am a bit lazy at my young age, so I would prefer to be sleeping when possible.

**What makes you happy:** I am happy when people come tour our farm. I enjoy seeing people visit and learn a bit more about where their food comes from. It's a moving experience!