



SHATTO MILK COMPANY

www.shattomilkcompany.com

October 2008

Shatto Ice Cream Update!

Last month I introduced our newest product, Shatto Ice Cream. When doing so, I mentioned that we would be gradually rolling out this new product to the stores that have requested it. I just want to take a quick moment to provide you an update. As of the 17th of October our ice cream is in 20 of the stores that carry our milk around the metro area. We have a few more stores on our waiting list that we hope we can get to in the next few weeks, but chances are good that one of the stores in your area carries our newest product. If you would like to know which store may be closest to you, please feel free to contact us for that information.

Since we rolled out this new product for the first time last month, we have received an amazing response as customers are saying it is the best ice cream they have ever tasted. So, if you have not given it a try, please do so and let us know what you think.

If your store does not yet carry Shatto Ice Cream, just ask the store director if they have requested it and let them know you are interested in our newest local product. If we can be of any assistance or answer any questions related to our ice cream or any other products please do not hesitate to contact us.

Thanks for your support of our local family farm!

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>

A Little Piece Of History

In 2004 my son bought me an old milk truck that was in need of a lot of work. From that point on all of us here at the farm were in love with these old Divco milk trucks. In 2005, I was able to find a 1954 model 15 Divco that was in a bit better condition, one that I thought we may be able to fix up.

Our hope was to have it completely redone by June 2007 as that was the date of the annual Divco Convention, which was held at our family farm. We were unable to get the truck completed by that time, which was unfortunate; however, the truck is now 98% complete and we are very excited to share a picture of it with you.

Our plan is to use the truck for public relations events including parades, samplings, special events and of course just to drive around and enjoy. The truck is an old fashion sit/stand model that was used in the mid 50's for milk delivery.

If you see us out and about in this restored relic, please give us a shout or stop us as we would love to show you this cute little milk truck.

Oh, by the way, we have decided to name this cute little thing, Georgie.



Shatto Milk Company In the News

This past month we had an idea that we were going to be featured in the Pitch Weekly, but had no idea what that meant. Well, it meant that the whole front cover was a picture of our "LOCAL" milk bottle.

Once inside the weekly publication there was an outstanding five page article about our family farm including the experience the writer had as he visited the farm, met us at the City Market in early September and found us at Whole Foods doing a sampling of our milk products.

The article was great! We would like to share it with you our loyal customers. The link to the online version of the article is below and we hope you enjoy reading it as much as we did.

<http://www.pitch.com/2008-09-18/news/for-the-makers-of-shatto-milk-success-is-cold-and-tasty/>

Egg Nog is Here!

The holiday season is just around the corner and we are already being asked the question that is most prevalent during this time of the year, "When will Shatto Egg Nog be available in stores?".

Well, the great news is that it is back. Due to the amazing demand for it this year we made our first batch this past Friday, two weeks ahead of schedule. If your store orders our egg nog this season, they should have it in sometime this week. When purchasing, be sure the bottle says Shatto Milk Company as we want to make sure you are getting the freshest and best tasting egg nog on the market.

If your store does not carry our egg nog this week, you may want to share your interest with either the store manager or the dairy manager. We can only deliver this seasonal treat to stores that order it.

It is our hope that each and every store that carries our milk will offer our egg nog. If this is the case, no one will have to worry about traveling to a different store to find our premium holiday treat.



What's Happening On The Family Farm?

What wonderful weather we have experienced over the course of the past month. The cows absolutely love it. The temperature is mild and we have had limited precipitation which allows them to enjoy the grass and the fields more than ever.

Things at the bottling facility are going well. We are staying busy with all of the milk, not to mention the fact that we are now making ice cream, full time. Tours are still strong so we have had many visitors over the past month. These recent visitors have been able to see first hand how we bottle our yummy milk and sample our tasty ice cream.

In the fields, our corn crop has been harvested. Our soybeans and sunflowers are still in the field awaiting the right time to combine them and bring them in for storage.

Outside of the farm we have been working very hard to get our Divco Milk truck up and running. My wife and I were able to take it into town a few weeks ago and drive it in Brookside, around the Plaza, Westport and the Power and Light District. It was a lot of fun and we found that many people had never seen an old truck like it. We are hopeful that we will be able to get it out and around the city much more over the course of the coming year.

We have also been able to take part in many wonderful events in the community. Just last week we were able to be a part of Plaza Pzazz which is a fundraiser for the KC Ronald McDonald House Charities. It was a great time and we truly enjoy doing whatever we can to benefit the community.

DON'T FORGET TO RETURN YOUR BOTTLES

When my wife and I are out at events handing out samples of milk or just meeting people, the one thing I can always count on someone saying is, "we have a number of your bottles in our garage" or something similar.

I just wanted to make sure to remind everyone that by bringing your empty Shatto bottles back to any store that carries our milk, you will receive a credit towards your next milk purchase and you will also be putting those bottles back into use. That is good not only for your wallet, but for the environment as well.

The more we as consumers can reuse, the better off our environment will be. In 2007 alone, together we saved nearly 2 million containers from area landfills due to everyone's decision to reuse and recycle Shatto milk bottles. For that, we should all be proud.

2009 EVENT DATES

Each year we host a number of fun special events on the farm for all of our wonderful customers to enjoy. We have set the dates for the two biggest events; Family Day at the Farm and our annual Easter Egg Hunt. These two events will be held on the following dates, so please mark your calendars now as we would love to see you at both.

Easter Egg Hunt April 12, 2009

Family Day at the Farm June 20, 2009

Both events are great fun and are wonderful ways to spend a few hours with family while also enjoying our local family farm.

Bovine Employee of the Month



Nelly

Age: 2 Years old

Weight: 1800 lbs.

Birthplace: Shatto Milk Company

Eyes: Black

Hair (Fur): Black and White

Favorite Food: Bright Green Grass

Favorite Way to Exercise: Taking a stroll around the field.

Favorite Board Game: Moo-opoly of course. It takes a while to finish, but it is a ton of fun!

Favorite Winter Accessory: Moofler.

You know, that thing that you put around your neck to keep it warm? They are a must have!

Dream Moovie: Barnyard, the actors look a lot like me.

Like The Most About Being A Cow: The fact that everyone thinks I am just so cute. I mean, I understand why, my pretty black and white fur, my twinkly eyes and yes, my always eye catching ear rings. Yep, it is great to be a cow!

Start Your Holiday Shopping In October

10% off Shatto Milk Company Apparel*

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

*Offer valid only during the period of October 25 – 30, 2008. 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.