



# SHATTO MILK COMPANY

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

April 2007

## They're Back!

You heard correctly, our fun flavored milks are back! We began bottling these YUMMY treats this past month, thus the stores that carry these fun flavors should be fully stocked up.

Most everyone has heard about our famous Chocolate Milk, but we also offer:

Root Beer Milk – This fresh milk tastes like an old fashion root beer float. Customers rave about the outstanding taste of this unique and tasty product.

Strawberry Milk – Shatto Milk Company has taken this ordinary flavored milk and made it into an outstanding treat that all milk drinkers will love. The combination of our FARM FRESH milk and our premium strawberry ingredients make this treat by far the best on the shelf.

Banana Milk – This is our newest creation. This all natural product combines the freshness of our YUMMY milk with the all natural goodness of bananas. This product is a must try and something that I personally love to enjoy with my morning bowl of Cheerios.

Orange Dream Milk – Yep, it tastes just like the old fashion Orange Dreamsicle!

All of these treats taste outstanding as we combine our FRESH milk with only the best ingredients. These products are great to enjoy by yourself, but are even better when consumed with friends. These fun flavored treats are outstanding items to take to birthday parties, on picnics, family reunions and of course as wedding favors.

We hope each of you enjoy these fun products as our goal is to promote the consumption of all natural milk, while at the same time make drinking milk fun!

ENJOY!

## The Real Thing...

While there are many differences between Shatto Milk Company and the countless other milk companies serving the Kansas City area and beyond. The main difference revolves around two issues; our cows and the fact that Shatto Milk Company is local. Shatto Milk is the only milk on the shelves that comes from a local family who owns its own cows, produces its own milk, bottles that milk on the farm, and ensures its safe delivery to your local market without counting on anyone outside of our small family business.

These differences are substantial because most of the companies that refer to themselves as a "dairy", do not actually have cows, and do not operate a dairy farm. Most of those companies only process and package their products using milk that travels to their plant from farms across the country.

We at Shatto Milk Company believe that five core traits are the basis for what makes our premium dairy products the freshest and best tasting on the market.

- 1) Shatto Milk only comes from our happy cows.
- 2) Shatto Milk Company is local; our farm is on average 35 minutes from the stores that sell our premium products.
- 3) Shatto Milk can get from the cow to the store in as little as 12 hours. It is the freshest on the market.
- 4) Shatto Milk Company is a small, local business only serving the Kansas City and St. Joseph areas.
- 5) Shatto cows are not treated with artificial growth hormones (rBST or rBGH).

We are different! As your neighbor, our family is dedicated to making your milk drinking experience enjoyable. It is our goal to produce a product that is the freshest and best tasting on the market and back it up with superior customer service. We are truly your local family dairy farm.

## Other Yummy Products

While most of you know about all of our YUMMY milk products, I am guessing many of you are unaware of the delicious juice products we offer. We made the decision a few years ago to begin to offer a few juice products to compliment our dairy products. In doing so, we were committed to only offering products that were of the absolute best quality. We now offer the following juice products for our wonderful customers to enjoy:

**Lemonade** – This refreshing summer drink is ideal for those folks that enjoy a crisp and clean tasting all natural lemonade. It is an outstanding product to enjoy by the pool, with friends or with an afternoon snack.

**Sweetened Tea** – This southern treat is one of the best sweetened teas you will find in the country. It is the absolute best drink to enjoy with some of your homemade bar-be-que.

**Fruit Punch** – This wonderful party drink is ideal for those family get togethers and birthday parties. It is delicious and festive all at the same time.

**Orange Drink** – This has to be one of the best orange drinks available. It is a favorite with kids and young adults.

All of these delicious drinks are available to all of the stores that carry our milk products. If you would like to try these products and your store does not carry them, please be sure to request them from your dairy manager. We would be happy to get them whatever products they would like to add to their order.

In addition to juice products, I would be silly not to mention our award winning butters, both salted and unsalted. Our butter has won a variety of awards, both local as well as international. I am certain you will not be disappointed in these products as we churn our butter in batches of 100 lbs and hand pack and wrap it daily.

In addition to these products we also offer both cream and half and half. I hope you are able to try all of our wonderful local products.



## What's Happening On The Family Farm?

Last month we purchased 60 new cows. This means we have a lot more milk to bottle. While all of this additional milking and bottling made the past month a bit more hectic, it is definitely worth it as we were able to fully catch up with demand and ensure that all of our wonderful customers have as much of our product as they would like.

In addition, we spent a lot of time preparing for our annual Easter Egg Hunt; not to mention the fact our tours are now starting to pick up as well. More than 2,400 people toured our farm this month and got to milk a cow, pet the baby calves and learn a bit more about our local family dairy farm. Our tours are booked well into May, but please do not let that keep you from calling to set up a time to come visit this summer. We are now taking tour reservations up until May 2008. If we can aid you in setting up a tour for your group or family, please contact us via phone at (816) 930-3862.

At the dairy, the cows are elated that the weather warmed a bit from February. They are very happy that the extreme cold weather is behind them and they truly look forward to a long and mild spring.

My wife and I were very fortunate this past month to work with a number of other local companies to provide food and drink to the staff and volunteers who worked on the Extreme Makeover Home Edition house in north Kansas City. This experience was amazing and truly shows how giving and thoughtful area Kansas City residents and businesses are. The house went up in lightning speed and we are just thankful to have had the opportunity to be apart of the fun event!

## Eggs For Everyone

More than 400 of you braved the cool weather to join us on the farm for our annual Easter Egg Hunt. The day was a bit chilly, but a great time was had by all.

Children and adults alike scurried to gather more than 2000 eggs. Many of those that took part in the fun event had a bag full of candy or one of the many prizes that was offered in the "special eggs".

I want to thank all of you that took the time to be apart of this event. It is always a pleasure to welcome our faithful customers and new visitors to our local family dairy farm.

As always, thanks so much for making Shatto Milk Company a part of your weekend and Holiday.



## Contest Winner

Last month I introduced a new contest. The challenge was to get as many of your friends to sign up for this publication as possible. I offered a prize for the person that was responsible for getting the greatest number of folks to sign up for our monthly moosletter.

I am happy to announce that Angie Lenz is the winner. Angie got more than 17 people to sign up for our fun publication and added to the more than 400 people that decided to subscribe to the Shatto Milk Company Moosletter. Congratulations Angie!

Thanks so much to everyone that decided to participate in this event. I plan on introducing a new contest in May, so I hope you will consider participating once again.

## Bovine Employee of the Month



## Buffy

**Age:** 3 years old

**Weight:** 1420 lbs.

**Eyes:** Brown

**Hair (Fur):** A lot of Black and a little White

**Amount of Water I drink per Day:** 20-30 gallons.

**Favorite Springtime memory:** As a baby rolling around in the grass with my friends.

**Favorite Baseball Team:** Go Royals – The Boys in Blue of course - I am a hometown cow rooting for the hometown team.

**Thing you like the most about the Spring:** The Yummy Green Grass.

**Most anticipated event in 2007:** Family Day at the Farm. That is when hundreds of people come out to visit. It is so fun!

**The one question you would ask visitors of the farm if you could talk:** I would ask them why they sometime take my picture. I would really like to know what they do with those pictures, maybe I am in a magazine or something fun like that?

**You will not want to miss this, so save the date:**

**Family Day at the Farm**

**June 23, 2007  
11 a.m. – 3 p.m.**