



# SHATTO MILK COMPANY

www.shattomilkcompany.com

August 2008

## Making Milk Fun

It is our goal to make milk fun, not only for the youngsters that enjoy our products, but for the adults as well. The two major ways we are striving to reach this goal is through offering a diverse line of fun and YUMMY flavored milks and by providing our customers with the opportunity to come see where their milk comes from.

We offer a wide variety of flavored milks ranging from Root Beer and Orange Dream to Strawberry, Banana, and Chocolate. While these products taste wonderful, they also make one's milk drinking experience fun by offering something new and by reinventing what milk can taste like. Kids and adults contact me at the farm, stop me in the grocery store and call stating that they do not typically drink milk, but they tried our flavored milk and are now dedicated Shatto Milk drinkers.

While I am excited that those people are now Shatto Milk Company supporters, I am even more excited that they have found a milk product they enjoy and that comes from cows not treated with artificial growth hormones. Milk is obviously good for us as it is a great source of calcium, vitamins and nutrients, but it can be a tasty treat.

If you have not had the chance to try our fun milk flavors, please consider trying some the next time you are at the store. If for some reason your store does not carry one of our many flavored milks, please ask your dairy manager to begin stocking it for you.

Outside of trying a new fun flavor of Shatto Milk, there is no better way to have fun with our dairy products than to visit our local family dairy farm. We host on average 50,000 people per year at our farm that enjoy formal tours or just stop to look around on their own, and enjoy the nice country setting.

*Con't to page 3*

## Shatto Milk Company Products

Many times a month I have a long time Shatto Milk Company customer approach me and suggest that we should make butter or ask if we offer flavored milks other than chocolate. After fielding so many similar questions, I have begun to think that I have not done very well in sharing all of the products that we currently offer.

With that said I thought I would go ahead and provide a list of all the premium products we offer in this edition of the Moosletter.

### White Milk

Skim, 1% low fat, 2% reduced fat, Whole, Cream and half and half

### Flavored Milk

Whole Chocolate, 2% Chocolate, Rootbeer, Banana, Strawberry, Orange Dream

### Juice

Fruit Punch, Lemonade, Sweetened Tea, Orange Drink

### Butter

Salted and Unsalted

### Ice Cream

Coming Soon!



## Join Us in Supporting the Ronald McDonald House Charities

Shatto Milk Company is a proud sponsor of Ronald's House "Rock the Plaza" as Ronald McDonald House Charities celebrate more than 25 years of building on their commitment to the community to serve more sick children and their families.

Plaza Pzazz is a wonderful opportunity to have fun and help the children and families of Ronald McDonald House Charities.

### **Plaza Pzazz**

**Sunday, September 28, 2008  
6 – 10 pm**

**Country Club Plaza on Ward Parkway  
Between Wyandotte and Wornall**

For ticket information, please visit [www.rmhckc.org](http://www.rmhckc.org)  
or call 816.842.8321.

---

## A New Addition to the Farm

This past month we added a new special animal to our farm. No, he is not a bull; he is not even a bovine. He is a horse of course.

Yes, that is right, my wife has been wanting a horse for many years and we finally found the perfect one. In early July we were able to bring home this 10 year old Paint horse, who is named Champ.

Champ is a very pretty horse that I ride every other day and truly enjoy having him around the farm. When you are out to the farm in the future be sure to look out in the pasture as Champ is always looking to nay for our visitors.



## What's Happening on the Family Farm?

This past month has been wonderful as things have been very busy. One of the most notable efforts that has been underway and just finished is the installation of some new HUGE fans and sprinklers in our cows' new barn.

The fans and sprinklers were needed to help keep our cows cool during the summer and aid them in staying warm in the winter, that is when they decide to come inside out of the pasture. The fans are more than 20 feet across and we have already found them to be of great help reducing the temperature. Just a couple weeks ago we took note of an outside temperature of 100 degrees, while the temperature in our barn was a much more tolerable 80 degrees! Our cows are so very happy to have this new barn as they can now enjoy the summer.

At the bottling plant things are very busy as we are working on our newest product that will be unveiled very soon.

Tours of the farm have been growing and growing. We have had the chance to meet many new customers over the past 30 days. With that said, if you or your group is looking to make Shatto Milk Company a morning trip, a field trip or just a place to stop by and see what's going on. We would encourage you to contact us now to reserve your tour spot as things are filling up very very quickly.

I hope your summer is going great as well!

We host groups ranging from Scout troops, church groups and school groups to senior citizen bus tours and families.

Visitors to the farm are provided with the opportunity to see how milk gets from our cows to the store. Our tours include: the opportunity to see, pet, and feed the baby calves, see where the cows live and what they eat, milk a cow and then walk just a few feet to the bottling plant where you can see how we process our YUMMY milk and bottle it in our famous glass bottles.

A tour of the farm is not only educational, but fun as well. It is my hope that between the fun flavors and the outstanding tours, our customers are able to enjoy their milk drinking experience and look forward to the next time they get to pick up an ice cold bottle of Shatto Milk.

All of us at Shatto Milk Company are committed to making your milk drinking experience fun and memorable.

---

## OLD FASHION WIRE MILK CARRIERS

Are you looking for an easy and stylish way to transport your milk bottles too 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. If you have any questions please do not hesitate to contact us at (816) 930-3862.



## Frequently Asked Questions

**Question:** What type of cows does the Shatto Family have on their family farm (hint: They are black and white)?

**Answer:** Holsteins

**Question:** What do Shatto cows eat?

**Answer:** Our cows eat grass and the finest hay, corn, and silage.

**Question:** Do Shatto cows get to play in the fields and eat grass?

**Answer:** Yes. Our cows are in the pasture when they are not eating out of the feed bunks or being milked. They are free to roam our fields of green grass most anytime they want.

**Question:** How much does a Shatto cow drink every day?

**Answer:** 35 – 50 gallons for fresh clean water per day.

**Question:** What makes Shatto Milk Company different?

**Answer:** The primary difference between Shatto Milk Company and the large cooperatives that sell milk is that we are also the farmers. We began as farmers, still are farmers, and make our products with milk from our own family farm. The milk we use in our creamery comes only from our local cows. Thus, Shatto Milk can be from the cow to your home in as little as 12 hours. Shatto Milk is truly the freshest on the market and is the only milk that comes from a local family dairy farm that owns its own cows, bottles that milk on the farm and delivers it directly to your local market.

**Question:** What time of day are the cows milked?

**Answer:** Our cows are milked twice a day, once at 4:30 a.m. and then again at 3:30 p.m.

**Question:** What makes Shatto cows so happy?

**Answer:** They are loved and cared for like family!

**Question:** Are visitors allowed at the farm?

**Answer:** Yes. We welcome visitors to stop by the farm anytime or to call ahead and set up a time for a tour.

**Watch For Our Newest Product to Be Highlighted In Next Month's Moosletter.**