



SHATTO MILK COMPANY

www.shattomilkcompany.com

August 2009

Our Family Farm Story

Farming for more than 100 years

It all started in the late 1800's when Barbara (Cox) Shatto's great-grandparents moved to a small family farm located just north of Plattsburg, Missouri. The family worked the ground to raise crops and small farm animals. In the early 1900's the family decided to embark on a new venture -- dairy farming. Three generations later, getting up at 4 a.m. each morning to milk the cows and make sure the entire herd is taken care of is still a way of life for the family.

Barbara and her two sisters, Esther and Dinah, grew up on the farm and began learning the family business from a very early age. Their father and mother managed the dairy farm into the early 1990's before passing down the day-to-day operations to my wife, Barbara, and I. Barbara and I proudly began a new generation of dairy farming which included our son, Matt, Sally the family dog, and of course our happy herd of dairy cows.

With falling milk prices threatening the farm, Barbara and I knew we had to make a choice. Either we would have to give up, sell the cows, and I would have to begin looking for a new job in the city or we would try something new, something that would save the family farm and provide all of our neighbors in the Kansas City Metropolitan area a true, farm-fresh option of dairy products.

Well, as you are aware, the choice was simple. We could not give up on the family farm and all of the work that had gone into it over the century. In November 2002, we began construction of a new, on-the-farm facility where all of the milk from our cows would be processed and bottled to be sold to the wonderful people of this area.

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KC Tourism Contest

The KC Visitors Association announced this past month that Shatto Milk Company is a finalist in their KC's visitor's choice awards. These awards are given out annually to represent the best KC has to offer in a variety of categories.

We are appreciative of becoming a finalist and understand that this would not be the case without our customers' outstanding support. With that, we would love for you to consider voting for our local family dairy farm if you feel as if we deserve such recognition. The link at the bottom of this section will allow you to access the ballot on the Association's website.

We would like to thank you in advance for your consideration of our attraction when considering question #15. If you know of anyone else that has visited our farm and enjoyed the experience enough to vote, please feel free to pass this along.

Thank you very much for your consideration of our local family dairy farm.

<http://www.visitkc.com/this-is-kansas-city/visitors-choice-awards/index.aspx>



Construction of this facility was completed on June 1, 2003 and the first glass bottle of farm fresh Shatto Milk Company milk was delivered on June 4, 2003.

Today, our family farm has over 200 cows and we deliver their milk to more than 50 stores in the metropolitan area. Our family farm is complete with an on-the-farm retail store that plays host to regular customers that stop in for milk and just to say hello. Others drive from many miles away to stop by and take part in the educational tours that are offered, which highlight the family farm, the process milk goes through before ending up on your table, the dairy facilities, and of course the wonderful cows.

Much has changed over the past century, but our love for our animals, our overwhelming dedication to our family farm and our customers has remained consistent. We thank all of you for your part in our family story, as we could not have saved our family farm without you! We look forward to making many new memories with you as a part of our dairy family.

Thank you so much for your support and for allowing us to make our family farm dreams come true. As we continue to work with you to ensure your local dairy needs are met, we always appreciate your thoughts. As you are aware, we have relied on your ideas and desires in rolling out our newest products; ice cream and cheese products. We hope you enjoy our locally made ice cream and have the chance to try our cheese curds as well as our aged cheeses which are likely to hit local stores in the next few months.

As always, if there is anything we can ever do for you please let us know.

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>



What's Happening on the Family Farm?

The heat seems to have arrived. The past few weeks have reminded us that it is indeed summer. With that, the cows are enjoying the new barn. We have our big fans on full speed and our sprinklers going daily. The combination of these two simple tools really provides our cows with a nice and cool place to come in out of the sun if they choose.

At the bottling facility it is cheese, cheese, cheese. We are making and selling a large amount of cheese curds each week so more and more time is being spent on that process. We are also starting to experiment with some farmstead cheeses as we hope to have some of those out and available to the public soon.

This past month set a record for visitors at the farm. With all of the wonderful publicity we have received from both local and national print documents, we have had thousands at the farm for tours. The tours are truly one of the things I enjoy most about my day. It is fun to meet so many nice people.

At the dairy parlor, things have been good. Just this past week one of our "girls" was able to do something a bit out of the ordinary, be filmed and be apart of an upcoming commercial to promote the KC Irish Fest.

One truly never knows what their cows will be doing the next day. It was a great experience and an overall a fun day.

Ice Cream Social Contest Update

As of the deadline we had just fewer than 100 entries for the ice cream social drawing. With the outstanding response, we decided to draw 4 entries instead of one as previously announced.

With that, the winners of an August/September Ice Cream Social are:

Laurie Menendez

Beve Freeman

Ben Perry

Darrell Brammer

For those of you that were not drawn this month, please stay tuned as we plan on drawing additional names well into the end of the year.

A Moovie Star is Born

Just a week ago, Lucy, one of our terrific cows was able to make her debut as a mooovie star. Lucy was asked to take part in a video shoot that will be used to create an upcoming commercial for the annual KC Irish Festival.

Lucy went "on location" at both Crown Center and Kelly's Bar in Westport. Lucy had a great time during the video shoot, met a lot of new friends and added yet another accomplishment to her already astonishing resume.

Since returning to the farm Lucy has become the envy of our herd. She is now known as the "diva" amongst all of her bovine friends. See the commercial at: <http://www.kcirishfest.com/>

Bovine Employee of the Month



Lucy

Age: 5 years old

Weight: 1480 lbs.

Birthplace: Shatto Milk Company

Eyes: Brown

Hair (Fur): Black and White

Owner: The Shatto Family

Favorite Food: Grass

Amount Eaten Per Day: 60 - 90 lbs. of whatever she can find

Favorite Shatto Milk Company Product: Banana Milk

Daily Milk Production: 3 gallons – which is kind of low as she is about to go on maternity leave

Dream Job: To be the ice cream tester here at the farm, that person is so lucky!

Favorite KC Festival: Irish Fest of course, I am their new model. Aren't I cute.....

Favorite Sport: No, not cow tipping...I know what you were thinking. It is baseball of course, America's pastime.

Shatto Farm Store Coupon

Enjoy 10% off Any Shatto Milk Company Apparel Item

Valid from September 1 through September 6 with coupon. One coupon per person. Coupon has no cash value.