



SHATTO MILK COMPANY

www.shattomilkcompany.com

December 2009

Merry Christmas and Happy Holidays!

For all of us here at Shatto Milk Company, this is a time where we think back to all of the great people we have met over the past year, the outstanding friendships we have created and of course the fun that we have had here on the farm. With that said, we are reminded day in and day out how important you are to our family farm. As our true neighbors, you are as important in our daily lives as our family.

We cannot express to you enough how thankful we are for your support! We have had the opportunity to meet a number of you on tours of our dairy farm, while providing samples of our products at your local markets and community events, and just in the course of our daily life. I can easily say that meeting each and every one of you is a treat for our family. We view ourselves as your local family dairy farm and as your neighbors. Thus, we never want there to be a day that goes by or a sip of milk that is consumed that you do not realize that those of us at Shatto Milk Company truly care about you, your family, and your well-being. If there is anything we can do for you, please do not hesitate to ask.

This past year has been a great year! We have added new products to our product line, welcomed more cows

to our local family dairy, and had the opportunity to host more than 50,000 people like you, at our farm.

We hope the same is true for you and we hope that our products have brought, and continue to bring, you and your family a healthy bit of happiness, satisfaction, and cheer.

My family would like to take this opportunity to wish each of you a happy holiday season! The farm and country store will be open on Christmas Day, so if you need some last minute items or would just like to come and say hello, we will be here.

We look forward to the many opportunities to serve you in 2010 and beyond. We already have many fun farm events scheduled for the coming year including our annual **Easter Egg Hunt, Family Day at the Farm,** and much more.

We are thankful to be able to say that you, dedicated Shatto Milk Company supporters, are the best neighbors and friends a small local family farm could have! So thank you from the bottom of our hearts and as always let us know if there is anything we can ever do for you.

Happy Holidays from our family to yours!



**Don't Forget Shatto
Egg Nog, Butter,
Cream and Half and
Half for the Holidays.**

What is Local?

In researching this a bit this year, I found local to be, “a very small area typically the size of a city and its surrounding suburbs.” To me this is truly the “local” that allows customers to take part in the increased quality and freshness a product has to offer. Today, there are many companies out there that deal in the dairy industry that tout themselves as local. That is unfortunate because there is only one KC area dairy that can say their products come from a farm with cows within 30 miles of Kansas City, is open to the public for tours, and that sells their products to only the Kansas City area market. That is Shatto Milk Company.

I have a real concern that the over utilization of the word “local” will diminish its meaning. If this happens, it will not allow you as the customer to differentiate those companies that provide the freshest possible foods from farms within the metropolitan area, from those that truck milk all around the state or country.

No matter what other dairies say, local means “not widespread; and from an area very small, typically the size of a city and its surrounding suburbs”. So, be sure to question those that state they are “local”, if you cannot drive to the area that their products originate from within 60-70 miles of your home; you are not receiving the freshest products possible.

I bring this up not just out of fun, but out of concern. Since supporting local family farms has become a big priority for shoppers, many farms, businesses and corporations are now expanding the definition of local in order to include themselves in this select group, even if their products are driven hundreds of miles from their origin to a given market.

Please, consider the source of the products you enjoy, specifically those that are perishable like milk. If the products are not from the Kansas City metro area, you are not getting the freshest products available for your family. Don't be confused; Nebraska and Iowa are not local to the KC area market. If you have any questions related to the freshness of our products compared to others, or would like additional information do not hesitate to email me at leroy@shattomilk.com. I truly believe it is important for all of us to make true local products a priority for our families.



What's Happening On The Family Farm?

The cold weather has arrived, and yes has even brought a bit of precipitation. As many of you know, cows, including our local bovine friends, would much prefer cold weather vs. hot, but at the same time it can be challenging. While cows like the cooler side, they do not like snow, ice or even cold rain.

This time of year they are very thankful for the chance to come in out of the elements and enjoy their toasty warm barn full of hay, good eats and a nice saw dust bed to lie down in. With that said, there are some cows that go against the grain and just prefer to stay outside.

At the Bottling Plant, things are super busy as we are working day in and day out to keep up with egg nog consumption as well as other seasonally popular items like butter, cream and half and half.

The Country Store is bustling. We continue to host tour groups daily, and in addition we are seeing a number of folks starting to stop in to do their holiday shopping for unique fun gifts.

The new building is well on its way to completion. We have most all of the internal walls up and are working to start adding the finishing touches to the cheese room. We are hoping to open this facility in the first 3-4 months of 2010.

If there is anything we can do to assist you in your preparation for the holiday, do not hesitate to give us a call at (816) 930-3862.

Check out our online store at www.shattomilk.com.

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 Anne 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 bottled and sold to the wonderful people of this area. 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 60 stores in the metropolitan area and St. Joseph.

Our family farm is complete with an on-the-farm retail

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Bovine Employee of the Year



Clare

What a year for Clare. She has become a superstar. She was in the KC Irish Festival Commercials; she has been the main cow representing our family farm during tours. Hundreds of our visitors have had the chance to meet her, pet her and even milk her.

In addition to those things she was in our very first commercials this past year. She and I had the chance to spend the day with some videographers answering questions from our wonderful customers. Clare did a fantastic time, eating grass and doing what most cows do, smiling.

Clare is a true treat to have around the farm. She is easy going, fun, and can provide some really wonderful experiences for our visitors.

A bit about Patches, she is 4 ½ years old and was born right here on our family farm. She produces more than 70 lbs of milk per day, which is equivalent to about 8 gallons of milk. She enjoys visitors and likes to show off a bit when they come to see her. She has a great personality and is a pleasure to be around.

Clare hopes to see everyone on the farm in 2010. If you are not able to make it to the farm this coming year, feel free to send Clare a letter. She loves to receive mail and share it with all of her friends at the farm! Send any mail to: 9406 N Hwy 33, Osborn MO 64474

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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.

Shatto On Facebook

For the past year, Shatto Milk Company has had a Facebook Page. We initially had no idea what to expect from creating this page and never imagined the potential benefits. Today, we love it. It is a great way to communicate with our wonderful customers and listen to your thoughts and ideas.

Over the past year, more than 6,000 of you have become "fans" of Shatto Milk Co. via Facebook.

All of this is to say thanks for making us a part of your Facebook community, to invite those of you that have not become a fan of Shatto Milk on Facebook you may do so by visiting,

<http://www.facebook.com/pages/Shatto-Milk-Company/22383143368> - and of course you may share your support of us via your personal Facebook page.

GIFT IDEA - OLD FASHION WIRE MILK CARRIERS

Are you looking for an easy and stylish way to transport your milk bottles to 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. We are happy to help.



The Shatto Milk Company Farm Store will be open every day this season. If you are interested in Shatto Apparel, cow related items or just nice fun gifts for all ages please stop by the farm and say hello.

Thank you for your support of our local family farm in 2009. We look forward to providing you and your family with farm fresh milk, butter, cheese and ice cream for many years to come!

From Our Family to Yours,

Happy Holidays!

2009 Year in Review



Unveiled Shatto Cheese Curds.



Began making aged cheeses on the farm – they will be available in all local stores in January 2010.



We were reminded that our customers are amazing!



A few of our products won state, national and international awards.



Harvested this years crop.



Began Construction of a new facility at the farm.