



SHATTO MILK COMPANY

www.shattomilkcompany.com

February 2005

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.

See *FAMILY FARM*, page 2

Message On A Bottle

New bottle designs tell our story

In 2004, Shatto Milk Company partnered with Sullivan Higdon & Sink, a marketing firm located in Kansas City, to redesign our famous glass bottles. The goal of this partnership was to create a bottle design that would:

- **Tell the Shatto Milk Company Story.**
- **Create a simple, yet elegant package for our super premium products.**
- **Create an attractive display for store shelves.**
- **Differentiate Shatto Milk Company from all other dairy products.**

See *BOTTLES*, page 3



"YUMMY" -- One of the newest Shatto Milk designs.

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And Much More....

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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. 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 160 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.



What's Happening On The Family Farm?

January was defined by the ever-changing weather. While our cows like the cold weather, they do not particularly enjoy snow or ice. Our cows have access to both the pasture and a barn 24 hours per day. They are free to either roam the grassy fields or come inside to seek shelter from the weather. Much of our time at the dairy this month was spent making sure the cows had a comfortable, clean, and warm place to lie down if they chose to come in from the cold.

January was a busy month at the creamery. We continued to bottle milk five days a week to keep up with demand. Strawberry, Orange Dream, and 2% Chocolate milk were all put back into full production and should now be on the shelves at your local grocery store.

Our farm store was also bustling with activity. We had a number of groups visit the farm for tours. Many schools, church groups, families, etc. have already begun scheduling tour dates well into the summer.

My wife and I also had the opportunity to visit many of the stores that carry our products. We did product sampling at two stores and I delivered milk on a number of occasions throughout the month. It is nice to get away from the farm, visit with the people at the stores that carry our products and most importantly meet our wonderful customers like you.

Need A Fun Field Trip?

Shatto Milk Company is now taking field trip reservations through December 2005. If your child is interested in visiting Shatto Milk Company as a school field trip be sure to let your teacher know of this great opportunity. If you are a teacher or parent who is considering Shatto Milk Company as a field trip destination, please give us a call at (816) 930-3862 and we will be happy to share information about our farm tours with you. Until then, if you would like to learn the basics regarding our tours please visit us on the web at www.shattomilkcompany.com and click the tours/special events links.

Last year we hosted over 15,000 people at the farm and we hope to surpass that number in 2005. While the calendar is filling up, we still have many dates and times available for you and your group to consider for the coming months.

We at Shatto Milk Company truly enjoy hosting groups of all sizes and ages. We are committed to educating the public about our local family farm, the dairy business, and how Shatto Milk Company is different. We truly hope we get the chance to share our local family farm with you and your friends this year. We are positive you will find this experience fun and educational.

Just a reminder, our farm store is open 7 days a week for your convenience, so plan some time to browse.

SHATTO'S OLD FASHION HOT CHOCOLATE

Ingredients: 8 ounces Shatto Chocolate Milk

Garnishes: A few Marshmallows

Shatto Whipped Cream

Pour 8 ounces of Shatto Chocolate Milk into a heat safe container. Heat the milk to your desired temperature.

As desired, top your hot chocolate with marshmallows and a dollop of Shatto Whipped Cream.

Whipped Cream: Pour 1 pint of Shatto Cream into a small bowl. Whip the cream by hand or with a mixer until the cream becomes stiff. Add ½ tsp of vanilla and sugar as desired.

Enjoy!

BOTTLES, continued from page 1

In March 2004, Shatto Milk Company unveiled its newly created bottle designs that are simple, yet distinctive. These designs consist of five words that we feel summarize our company and our products. Below are the words we chose and why we believe they fit Shatto Milk Company well.

- **YUMMY – Shatto products taste great!**
- **FRESH – Shatto products are the freshest on the shelves, from the cow to the store in as little as 12 hours.**
- **FAMILY – Shatto products come from a local family farm that is open seven days a week for you and your family to visit.**
- **ICE COLD – Shatto glass bottles keep the milk colder, allowing it to last longer and taste the best.**
- **PURE – No Growth Hormones Used.**

We hope you enjoy the new designs and take the time to read the humorous yet factual statements on the reverse side of the bottle. Many have indicated interest in buying bottles direct from the farm to add to their milk bottle collections. If you are interested please do not hesitate to contact us via phone at (816) 930-3862.

Shatto Milk Company would like to take this opportunity to express our sincere appreciation to those at Sullivan Higdon & Sink for their insight and dedication related to this project and the overall goals of Shatto Milk Company.

"It was truly a pleasure working with this local group of outstanding professionals. Sullivan Higdon & Sink is a wonderful partner. I would recommend this marketing firm to anyone searching for creativity and dedication."

Robert Shatto

To learn more about our partner in this venture, Sullivan Higdon & Sink, you can visit them on the web at www.wehatesheep.com.

PRODUCT NEWS

Strawberry, Orange Dream, and 2% Chocolate milk are all back to full production. If your store does not carry one of these items and you would like to try it, please let your dairy manager know. If you are in the neighborhood of our farm store, stop in, free samples are always available.

It will take you only one drink to realize our newest milk product is in a category all its own. Our super premium Root Beer Milk will be available in stores late this month. If you enjoy an old fashion root beer float in a glass, I am sure you will love our new Root Beer Milk. Give it a try and let us know what you think.

Next month's issue will highlight our cream and half and half. It will also provide you with information on our old fashion wire milk carriers that are for sale at our farm store and select grocery stores.

Mark Your Calendars

1ST ANNUAL EASTER EGG HUNT

DATE: MARCH 27, 2005 2 P.M. - 3 P.M. (ARRIVE BY 1:45)

This event starts promptly at 2 p.m. for children ages 4 and under. At 2:15 p.m. we do it again for ages 5 to 7, and at 2:30 p.m. we have the final hunt for ages 8 to 10. Prizes will be awarded to the winners of each age group and for those children that find the "special eggs". Other fun events such as races, coloring contests, etc. will also be available. This event is free of charge.

FREQUENTLY ASKED QUESTIONS:

Q: Can people visit Shatto Milk Company?

A: The farm store is open 7 days a week. We offer tours Tuesday – Saturday. Reservations are needed. To schedule a tour please contact us at (816) 930-3862.

Q: How many employees work for Shatto Milk Company?

A: Shatto Milk Company currently employs 14 wonderful local people.

STORE SPOTLIGHT LIBERTY, MISSOURI



Both the Liberty Hy-Vee and the Liberty Price Chopper stock Shatto Milk Company products. These stores feature the entire line of Shatto Milk Company milk products including our delicious white, chocolate, strawberry, and orange dream milk in addition to Shatto Milk Company's premium cream and half and half. These stores also carry our drink line, including Shatto Milk Company fruit punch, sweetened tea, and orange drink.

All of us here at Shatto Milk Company are thankful for the wonderful people at the Liberty Hy-Vee and Liberty Price Chopper. Their dedication to our local, family-owned and operated dairy farm products is greatly appreciated.

Liberty Hy-Vee

Store Manager:

Mr. Jeff Eslick

Dairy Manager:

Mr. Brad Blackburn

Address:

1332 Kansas Street

Liberty Price Chopper

Store Manager:

Mr. Lou Demarco

Dairy Manager:

Mr. Gene Thomas

Address:

896 South 291 Highway

Q: Where can I return Shatto Milk Company glass bottles?

A: Shatto Milk Company glass bottles can be returned to any store that carries our products, including our farm store. A list of the participating stores is available on our website.

Q: What products does Shatto Milk Company sell?

A: Shatto Milk Company offers the full range of white milk, whole and 2% chocolate, strawberry, orange dream, cream, half and half, fruit punch, orange drink, tea, and milk soap.