



# SHATTO MILK COMPANY

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

July 2007

## Family Day at the Farm

Thanks to the more than 4,000 people that made it out to the farm on June 23<sup>rd</sup> to celebrate our fourth annual Family Day at the Farm. Visitors were provided free lunch, the opportunity to tour the dairy and bottling plant, a chance to milk a cow and pet the baby calves, games for the kids and most importantly an opportunity to relax on the farm. The weather was outstanding.

We hope everyone that attended had a great time. All of us here, are truly thankful to have had the opportunity to share our local farm with your family for the day. Pictures from this event are now available on our website at [www.shattomilkcompany.com](http://www.shattomilkcompany.com), under "images from the farm".

We will be having many more events, so I hope you will continue to read our monthly Moosletter for more information. Until then, if you, your family, your school or anyone else would like to come tour Shatto Milk Company, please contact us to reserve a date and time.

Tours are available Tuesday – Saturday throughout the year. If you, your family or a group would like to come visit us, please call ahead to (816) 930-3862. We look forward to showing you around and educating you on what makes Shatto Milk the freshest and best tasting milk in the Kansas City area. See you soon!



## Milk and Cookies Office Party

Last month I introduced our first winner of the Milk and Cookies Office Party drawing. I was fortunate to have the opportunity to go visit the kind folks at Mid America Regional Council and provide them some YUMMY milk and tasty cookies for an afternoon snack. It was truly a pleasure to meet so many nice folks.

When I made the first request for those that may be interested in participating in such an event, I had no idea how much fun it would be, nor how well it would be accepted. Honestly, we have gotten such a great response and we have had such a great time visiting different places around the metro I am always looking forward to the next group I get to meet.

We are reopening the opportunity for you to submit your office for a milk and cookies party. And all you have to do is submit the following by July 25<sup>th</sup>:

- The name of your business and location
- Number of employees that would attend
- Hours of operation - best time for such a social
- Your name and contact information
- Whether or not additional approval would be needed to have such an event at your location
- The creative way you would promote this event to your co-workers

We will do our best to get to all of you who have already submitted your office over the course of the coming months.

Also, keep in mind, if you have special office parties or company outings we would love to be apart of your special events.

We hope to see you at your office soon!

## Butter, Cream and Half & Half

Not only does our local family farm provide the metro with the freshest and yummiest milk available, we also sell pure butter (salted and unsalted), cream, and half and half.

These products are all natural as we do not add any preservatives or colorings. When you buy Shatto cream, butter, and half and half you are enjoying what nature intended you to, the real thing.

You will find the taste associated with these products to be vibrant and rich just as they are meant to taste. So if you have not given these products a try, please consider doing so soon, as your taste buds will thank you!

---

## Banana Milk – Its All Natural and Fun

As you are aware one of our YUMMY milk flavors is our Banana Milk. Besides drinking this outstanding treat, as was the original intent, many of our wonderful customers have shared other novel ways to enjoy this tasty treat. I thought I would share a few of the ways our customers are enjoying their Shatto Banana Milk.

- Milk Shakes – One of our customers enjoys adding Banana Milk to their milkshakes as it provides a great all natural banana taste without the need for bananas.
- Banana Cake and Frosting – Rumor is, a banana cake with banana frosting made from Shatto Banana Milk is to die for!
- Want a chocolate covered banana? Simply mix one cup of chocolate milk with one cup of banana milk. Enjoy!
- This one is simple and my favorite; just enjoy your Banana Milk on a nice bowl of your morning Cheerios. It is magnificent!



## What's Happening on the Family Farm?

What an outstanding month! June was fantastic as we hosted more than 8,000 people at the farm for tours, special events and much more. We say it all of the time, but we truly enjoy the opportunity to meet so many of you and even more so to be able to show you around our local family farm. We hope everyone that came out had a great time!

At the dairy farm things are good. We had more than 10 new baby calves this month and we were able to purchase 11 new happy cows that will likely be having babies over the course of the next month or so. All of the baby calves and many of our cows are still recuperating from Family Day as many of them were out and about meeting, greeting, and being milked by many of you. They truly had a great time as they love to "Show Off" in front of company.

We continue to "perfect" our cheese recipe. We are currently selling it at our farm store and are hopeful to have it available to all stores in the next few months. Monthly Moosletter subscribers will be the first to know when you can find it at your local market.

The crops are in the ground and have truly benefited from all the rain we have received over the past few weeks. The corn is about 6 feet high and tasseling, with the beans looking good as well. We are hopeful that this summer will be mild as far as temperature, which will be good for not only the crops, but for our happy herd of cows as well.

## My Thoughts Exactly

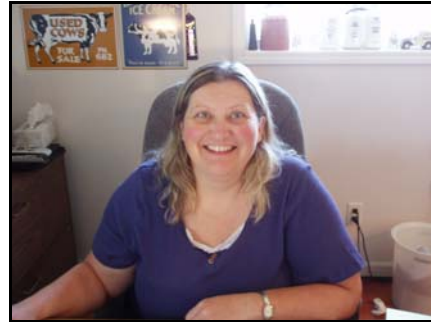
Living and working on a farm does not provide me much of an opportunity to just sit down and watch television, however upon returning home from the barn this past Sunday I caught the end of the show "60 Minutes". I am not sure what the topic of the evening was, but as soon as I walked in the door I overheard Andy Rooney begin his editorial about milk.

Seeing that milk is about all I think about anymore, I stopped in my tracks and sat to watch his 2 minute talk about this "fun" topic. Sitting there I realized that Mr. Rooney and I share similar thoughts in this regard. He spoke of how in most cases milk these days is being expanded to include much more than what has historically been the case. Specifically how many large corporations that call themselves "farms" or "dairies" or even use pictures of cows do not own cows let alone a farm, and how simple dairy products like half and half which historically refers to being made up of half milk and half cream now include preservatives, whiteners and much more.

I liked this piece because Mr. Rooney spoke in support of all natural milk that comes from cows, cows owned by a family farm, a family farm that is dedicated to providing all natural milk for people to enjoy. Shatto Milk Company is just that, our milk comes from our cows, we are a real dairy farm, the only one providing milk to this area, and our half and half is made by combining only all natural milk and cream (nothing else).

If you would like to watch Mr. Rooney's piece I encourage you to visit their website at <http://www.cbsnews.com> and search for "What Have They Done to Milk".

## Employee of the Month



This month's employee of the month recognition goes to Ava West. Ava works with many of you to set up tours, takes orders from stores, handles accounting, and coordinates many of our special events.

Ava lives in a small town about 3 miles from our family farm. She spends a lot of her free time helping her son prepare for college, which he will be leaving for this coming fall.

Ava wears many hats and is very helpful, she does a lot for us and usually whatever it takes to get something done. She has been known to deliver milk to the stores, do samplings of our products at many of the stores that carry our milk or at special events, and is best known as the gal that cooked hot dogs and french fries during last year's Family Day at the Farm.

Ava is a great help to me and someone that has become quite an asset to us here at the farm. Ava, from all of us at Shatto Milk Company, thank you for your dedication to our small family farm and for all you do! The next time you visit us on the farm be sure to say hello to Ava!

## Shatto Milk Company Facts:

**What type of cows do we milk?** Almost all of our cows are the black and white kind, also know as Holsteins.

**How many years has the farm been in our family?** Our family has been farming our current land for more than 100 years.

**How many baby calves are born on our local family farm each month?** Each month we welcome on average 8 new baby calves to our local family farm.

**How many cows do we milk at one time?** We currently milk 12 cows at one time.