



# SHATTO MILK COMPANY

www.shattomilkcompany.com

July 2008

## 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 our 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.

*Con't to page 3*

## Introducing, Shatto Milk Soap

To compliment our premium dairy products, we decided we would like to offer a premium bath product utilizing our wonderful milk. For the past three years we have been perfecting a family soap recipe with the hope of being able to offer a product that is not only terrific for the skin, but one that also embodies a modest scent that will attract all fine soap connoisseurs.

With the help of a local marketing agency, Sullivan Higdon and Sink, we were able to create what we believe to be a wonderful package that not only compliments our bottle designs, but that also allows our products to stand out on the shelves. Having this fun package has now allowed us to offer our milk soap to retailers all over the area.

All of our soap is handmade by members of our family. It is made in small batches to ensure premium quality, and is packaged in a unique and eye catching box that will attract an amazing amount of positive attention. Our soap is currently available at our farm store, via our website and at the Brookside Market. If you think of any other retail outlets that you would like to consider carrying this great product, please let us know. The soap is currently available in Green Tea, Honeysuckle, Peppermint, Lily of the Valley and Lavender and Oatmeal.



## Family Day, Huge Success

What a day! More than 7,500 of you made it out to the farm on June 21 to celebrate our 5<sup>th</sup> anniversary and to enjoy Family Day at the Farm.

The turnout was much greater than we had anticipated, but everything went very well. Visitors were able to enjoy free lunch, hay rides, Shatto Lemonade and Fruit Punch slushies, sample all of our milks and maybe the biggest treat was to try our newest product, Shatto Super Premium Ice Cream.

All of us here at Shatto Milk Company are so thankful for your decision to join us for this great event! We hope everyone that came out had a great time! It is truly a pleasure to share our family farm with visitors from all over the region.

## All Cows Dislike Extremely Hot Summers

As you have probably heard me talk about in the past, our cows are not alone in the fact that they do not like hot or humid weather. Actually, cows in general dislike this time of year as they have to work harder to stay cool. In doing so, they often eat less, and since they eat less they produce less milk. This is just nature's way of making sure the animal is able to sufficiently maintain its normal and preferred body temperature.

We are committed to allowing our cows to produce milk at a natural rate and believe that is the best for them as well as you and your family. Just this past week we reduced production of our 1% white and 2% chocolate milks to ensure we are able to keep up with the more prominent milk types. The good news is this reduction should not last long as we have nearly 20 cows that are ready to have babies, meaning they will be returning to the milking herd. This will help us ensure we are able to get our 1% white and 2% chocolate back in full supply.

Thank you for understanding that we are different from every other dairy provider on the shelves, with us, you receive a truly local and all natural product. Your patience in times like these is appreciated!



## What's Happening on the Family Farm?

This past month has been crazy. We spent much of our time preparing for Family Day, and now we are working very hard to ensure that we are prepared for the summer heat that seems to be arriving.

At the dairy, we are spending a great deal of time finishing the cows compost barn. We are hanging fans and getting all of the sprinklers in place so the cows have a nice cool place to come in out of the heat. This is very important as we want to make sure our cows are as comfortable as possible during July and August, as they do not care for this hot humid time of year.

At the bottling plant things are very busy. We are attempting to perfect our ice cream before offering it to our stores. We hope to have that in all stores that would like to carry it early this fall.

At the retail store, things have been very good. Traffic is incredible as many folks from all over the region are coming out to enjoy a tour of our small family farm. We have met many wonderful people this past month and are truly thankful for the opportunity to have such amazing customers and supporters.

If you would like to set up a tour of our family farm, please contact us as soon as you have a date in mind, as we are almost completely booked for the month of July. We always try to accommodate everyone's preferred date; however we want to make sure not to make any tour group too large.

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 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 extended family. Thank you so much for your support and for allowing us to make our family farm dreams come true.

### Shatto Now on Facebook

Over the past few months many have been asking if Shatto Milk Company has an official Facebook site. Honestly, I had no idea what Facebook was until a good friend of ours explained it a bit. I must admit I am a bit of a slow learner as it relates to all of this online social networking.

All of this is to say Shatto Milk is now officially on Facebook. That is right, this farm family is attempting to learn how to use this "exciting" new tool. So, if you have a profile with Facebook currently or decide to set one up, we invite you to become a "fan" of Shatto by going to the following URL:

<http://www.facebook.com/pages/Shatto-Milk-Company/22383143368>

We hope to use this site to further communicate with all of our wonderful and dedicated Shatto Milk Company supporters!

## Bovine Employee of the Month



### Samantha

**Age:** 4 years old

**Weight:** 1220 lbs.

**Birthday:** January, 2004

**Eyes:** Brown

**Hair (Fur):** Brown and White – I am referred to as a Red Holstein

**Owner:** The Shatto Family

**Favorite Food:** Grass

**Daily Milk Production:** None right now. I am currently expecting a baby calf. Once my baby is born I will be back in the milking herd as a top producer.

**Favorite Summer Olympic Sport:**

Baseball of course, it is America's pastime.

**Favorite Color:** Red.

Being a red Holstein I always say I am unique and that the others are boring as they are just black and white.....

**Favorite Shatto Milk Company Product:** Banana Milk

**Favorite Summer Activity:**

Well, I like to hang out under a shade tree and try to stay cool. This summer heat and humidity takes a lot out of a cow like me.

**Escape the Heat and Cool Down with Some Shatto Lemonade, Sweet Tea, Fruit Punch or Orange Drink**