



SHATTO MILK COMPANY

www.shattomilkcompany.com

July 2009

Tell Us What You Think, Please.

A couple of months ago we asked for a few minutes of your time along with your thoughts and ideas about cheese. Many of you were kind enough to spend the 4-7 minutes needed to finish our survey. We have that data and are using it to guide us in our efforts to offer a cheese or selection of cheeses that will be the best you will find in the country.

We are now asking for your insight once again. We have crafted a new survey and probably the last survey of the year with the hope of obtaining your views on cottage cheese.

The survey can be accessed by clicking the link below. The survey should only take 3-5 minutes.

<http://www.shs.vovici.com/se.ashx?s=0B8814ED7EF9B696>

We are grateful for your willingness to share your thoughts with us as we always want to make sure that any product we consider offering is in line with our customer's wants and needs. At the end of this survey we also ask if there are any other products you would like us to consider.

We appreciate your help in determining what new products we should consider making in the future. At the end of the day, we want you to be excited about each and every product we offer.

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>

Family Day at the Farm Update

On June 20th, the rain held off until about 2:30 p.m. Even though the event was not to be over until 3 p.m., most everyone had a chance to enjoy the day.

The day went very well. There was plenty of parking, the weather was good, and of course we had the chance to see so many of you at the farm.

It is always a pleasure to meet those of you we have not had the chance to meet in the past and also to reconnect with those of you we have a past relationship with.

We truly hope everyone that attended this event had a great time and enjoyed all there was to do. All of us here at the farm, staff and cows included, enjoyed the day and were so happy that many of you decided to make our small family farm a part of your weekend.

As we always say, if there is anything we can ever do for you please do not hesitate to ask. If you, your family or friends would like to come out and visit the farm for a tour, we would love for you back. Just give us a call at (816) 930-3862. We look forward to helping you find a time to come out and enjoy a tour.

Thanks so much for your continued support of our local family farm.



Why are Shatto Cheese Curds White?

White is the natural color of cheese, actually most all cheese. We have chosen not to add any coloring to our cheese products

Any cheese that is yellow in color, most likely has had a coloring agent added to the product. Our cheddar cheese curds are white for that reason; we add no coloring to this product.

Our flavored cheese curds, which are currently only available at the city market or at our farm, do have some color in them. This color comes from the flavoring added to the cheese.

We have had many questions related to this topic so we thought we should take a few moments to let you know that white, is the natural color of cheddar cheese curds.

Say Cheese....

Cheese curds that is. More and more stores are now carrying our cheese curds. We hope that each of you have had the opportunity to give them a try and enjoy the freshest cheese in your market.

Next month we hope to be able to introduce some new ideas as it relates to our focus on cheese. We have been working for the past few months to perfect some new cheese types.

Once we are in a position to introduce these new cheeses, we will offer them for sale at our farm store and at the City Market to gauge customer opinions before offering them to stores.

Much of what we're experimenting with related to cheese is a direct result of the opinions you and other Shatto followers provided while taking our cheese survey two months ago.

We are thankful for your thoughts and assistance and are truly looking forward to offering some fresh and aged cheese products that will be the best you have ever had.



What's Happening On The Family Farm?

What great weather we have seen lately. Our cows are loving these mild temperatures and hope they continue for another month or so.

At the farm all the crops are in. The vast amount of rain is helpful for their growth; however the rain is also slowing our progress on other tasks that need to be completed on the farm. The cows are enjoying the pasture and as you can imagine are not wanting to think about the possibility of upper 90 degree weather returning.

At the bottling plant things are very busy. All products are in full production with ice cream production picking up as we arrive in the middle of summer. Cheese curd production is also accelerating as more and more of you are finding these tasty treats in your local market. All in all, the folks in the bottling facility are busier than ever.

At the country store, things are also moving along at a very fast pace. We have been receiving a large number of telephone calls for tours and are now booking tours as far out as next summer. We have received a great deal of press related to our fun tours, so that publicity has been driving a greater amount of calls and tour interest than normal.

Just this past week, we welcomed more than 900 visitors to the farm for tours. All had a wonderful time and enjoyed our "hands on" experience. If you or your family would like to set up a time to tour our small family farm, please contact us soon at (816) 930-3862, as tour dates are booking up fast for the rest of the summer.

Exercise For A Good Cause

Over the past five years we have made a concerted effort to get involved in the community in a variety of ways. One of the simplest ways we have found is to assist and sponsor fundraisers in the metro area. All of the events we sponsor raise money for charities of one type or another.

Over the course of the past six years we have gotten involved in more than 120 events of this type. The next few months are no different. With that said, I thought we would highlight two events that we will be sponsoring.

Head for the Cure – All money raised by the Head for the Cure 5k Run & Walk supports organizations and programs that research the cause and cure of brain cancer and provide support for brain cancer patients and their families. This event will be held on August 30 at Corporate Woods. For more information about this event, please visit their website at www.headforthecure.org.

Race for the Cure[®] - The Komen Race for the Cure Series raises significant funds and awareness for the fight against breast cancer, celebrates breast cancer survivorship, and honors those who have lost their battle with the disease. Millions have joined in the Komen promise by walking, running or jogging in this 5K (3.1 mile) event to raise funds for local breast health programs and learning about breast health and breast cancer. This event will be held on August 9, at Union Station. If you would like to learn more or register to walk or run, please visit their website at www.komenkansascity.org.

We would like to invite you to both events. Both provide a great opportunity for you and your family or friends to get the blood pumping with a bit of exercise while at the same time you will be benefiting a local charity and all of those that depend on such assistance.

We hope to see you at these or other events during the coming few months. If you attend any of the events we are at, please come say hello and try as many samples as you would like.

Ice Cream Party Contest

We have decided that it would be fun to offer all of our wonderful customers the opportunity to take a break from the daily grind.

You are probably wondering what I mean, well, all of us have probably had those days where we would like nothing more than to take 15-30 minutes and just relax, enjoy a snack and mentally escape from work. Well, I think I may have just the opportunity. Starting in August, I will be selecting one business, division of business or office to enjoy an ice cream break for all the employees. This is where you come in, and where the contest could become fun.

If you are interested in Shatto Milk providing your office with an ice cream party, please submit the following via email to office@shattomilk.com by August 10:

- 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 the event at your workplace
- The creative way you/your organization would promote this event to your co-workers

All submissions will be considered and if not drawn in the first drawing will be kept for subsequent drawings. Our hope is to pick at least one winner per month until October.

I truly look forward to visiting you at your office and sharing some YUMMY treats that will hopefully brighten your day and everyone that works with you.

