



SHATTO MILK COMPANY

www.shattomilkcompany.com

March 2009

5th Annual Easter Egg Hunt

On April 12th, you and your family are invited to the 5th Annual Easter Egg Hunt. This free event is one you and your family will not want to miss. Last year we had more than 400 participants in this fun event, and hope to get an even bigger crowd this year. The Easter Egg Hunt starts promptly at 2:30 p.m. Kids of all ages are welcome. There will be three areas divided by age, one for children ages 4 and under, another for ages 5 to 7, and a third area for kids ages 8 and older. Prizes will be awarded to those children that find the "special eggs".

There is no charge for this fun event and we suggest participants arrive 20 minutes before the event, so everyone has time to check in, find their line and get ready to go! Hot dogs and other lunch items will be available for purchase. The Easter Egg Hunt is held rain (or snow!) or shine. After all, what else can we do with thousands of eggs?

Peter, the Easter Rabbit, will be present, so bring your cameras and have your child's picture taken with him and a Shatto Milk Company Cow. Your family can cherish this for years to come.

If you have any questions or would like more information about this or any other event, please contact us via phone at (816) 930-3862.

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>

Quart Bottles Are Back!

The best news of the year, quart bottles have arrived! Our bottle supplier FINALLY was able to get the quarts made and printed.

We received our first shipment of these new bottles on the 11th. We are anticipating another shipment late this month. We, like most of you, hope there is never this type of problem again with our supplier. We are currently working hard to find a back-up supplier in case something like this ever surfaces again.

Thank you, to all of our customers as well as to the stores that carry our milk, for your patience. This issue was completely out of our control but we are very sorry for the inconveniences it has caused.

All of your favorite Shatto products should now be available in all sizes. If you find that your store does not have your products back in stock, please let us know and we will work with them to make sure all of your favorite products are available.

Thanks again for your patience and for returning your bottles so quickly during the past few months.



Milk – It is Not all the Same

- Shatto milk gets from farm to store in as little as 12 hours. So, unless you've got a couple of cows in the backyard, Shatto Milk is absolutely the freshest you can buy – hooves down. Other milk is often days, or even more than a week old by the time it arrives at the store (even if it is in a glass bottle).
- Shatto milk is produced on our local family farm, by our family, just up the road in Osborn, Mo. Our milk comes directly to your store from our farm, only after our pampered cows are sufficiently pleased with themselves. We are the only local glass bottled milk company.
- Shatto milk has never seen the inside of a giant tanker truck. OK, so our milk is not well traveled. But, that's a good thing. Why burn loads of gasoline hauling milk all around the nation's highways just to get it to stores in a variety of states? We package and sell all of our fine products locally, we are the only dairy that only serves the great people of St. Joseph and Kansas City, thus you are our only priority.
- Family operation. I get up every morning to help milk the cows. My wife balances our books. Our son works for us at night after his regular job is done. Our boardroom is actually our dining room table. With your support, we have been able to provide a few good jobs for people in our farming community.
- When you buy Shatto Milk, you are directly supporting a local, family farm producing good, natural food for our local community.
- Home is where the Holstein is. We are neighbors, so we try to act like it. That means you have an open invitation to swing by the farm anytime you like. You can meet anyone in our family or any of our Holsteins. Why? Because we just think it's good to know exactly where the food on your table comes from.



What's Happening on the Family Farm?

With Quart bottles back things are crazy. We are working to get everyone back in full stock of our quart products and of course trying to spread the word that the quarts are back.

At the Country Store things are picking up as it seems the spring time rush for tours is starting early. We have had many fun groups out over the past month and have really enjoyed showing folks around. We anticipate the store getting busier and busier as summer approaches.

At the bottling plant, things are crazy. We are spending a great deal of time filling quarts and trying to keep up with the needed milk as this huge rush to get quarts back on the shelf takes a lot of milk. We and the cows are doing all we can to catch up.

At the dairy, things are good. The cows can smell spring, which they love. A bit muddy now with all the rain the past few weeks, but all in all things are good. We hope to plant grass in all of our fields later this month.

Away from the farm we are starting to spend a great deal of time at special events. For example, this past weekend we were fortunate to be a part of the annual St. Patrick's Day Parade in Brookside. We had a great time and enjoyed meeting all the parade goers. Our calendar shows many more community events coming up, so hopefully we will see you and your family then.

Congratulations to Sullivan, Higdon and Sink

Congratulations to our great friends at SHS. This past month, SHS entered ten different pieces of work they created for us, into a local advertising competition. Those items included our soap packaging, ice cream packaging and their design for our 1954 Divco Milk Truck. Of the ten designs they submitted, nine of those items were awarded the gold award with one obtained a silver. All ten entries have been forwarded on to the regional competition.

As you are aware, their work is terrific and we are thankful for their work on our products. They are not only amazingly creative, but they are just all around wonderful people and great friends.

Congratulations to our friends at SHS and best of luck to them in regional competition.

Cheese Curds Anyone?

For the past year we have been making cheese curds at the farm and offering them for sale at our farm store as well as at the City Market.

In the coming month we will begin offering these tasty cheese bites to the stores that carry our milk. If you like cheese curds, cheese in general or just Shatto Products, please give them a try as we are certain you will enjoy them.

When this product is first introduced it will be in a temporary package design as we anticipate receiving our true cheese curd packaging in the next 45 days.

So, what are cheese curds? Fresh cheese curds have a mild, slightly milky flavor, and a characteristic "squeak" when eaten. The squeakiness of cheese curds makes them very popular among some consumers, as eating them feels slightly unique. Fresh cheese curds may be eaten straight, deep fried, sprinkled on top of foods, or served on appetizer platters for a special treat.



S H A T T O
M I L K C O M P A N Y

Congratulations to a Shatto Milk Drinker.....

Just the other day it came to our attention that a young man that enjoys our products deserves a bit of congratulations as well as a thank you.

This person is Blaine C. Blaine recently won 1st at the state wrestling 189 lb Div 2. Blaine has been known to drink a lot of root beer milk, before, during and after school. But what makes Blaine's story a little unique is the fact that Blaine had a little bet with his coach at the beginning of the season.

Blaine bet his couch that he would win state. The bet stipulated that if Blaine did win state his coach would have the distinct pleasure of downing an entire half gallon of root beer milk.

Well, lets just say Blaine delivered the HG of root beer to his coach not to long ago during their sports banquet.

Blaine, congratulations to you on winning state and thank you for your love for our local products.

Coach, congratulations to you for obtaining a free half gallon of our milk. We truly hope you enjoyed it.

Now Available In New Sizes

Half Gallon Root Beer Milk

Pint 2% White Milk

Pint Orange Dream Milk

Pint Juices

Finding Our Local Family Farm

As many of you embark on your trip out to the farm this year, you will likely be seeking directions to our local family farm.

The best way to obtain directions is to visit our website at www.shattomilk.com and click contact us. At that location we have a great map and written directions to our farm. We would suggest that you NOT use any online mapping tools or rely on your GPS device as the national mapping system has provided our address to these companies incorrectly. Due to this problem, if you rely on online mapping programs you will end up at the wrong location far away.

Come See Us On The Farm

As you begin to contemplate what things you plan on doing this summer, we hope you consider visiting our local family farm as one good option.

Since we are local, you can easily make a morning out of a trip to the farm for a tour. We offer the majority of our tours at 10:30 a.m. They typically last for 1.5 hours and include the opportunity to milk a cow, pet the baby calves, see how we bottle our famous milk and of course sample as many products as you would like.

When visiting, people often like to use our gazebo as a place to have a picnic lunch or just hang out and enjoy the nice day and wonderful open space. If you would like to set up a tour of our local family farm, please contact us as soon as possible as our dates are filling up very quickly. You can contact us via phone at (816) 930-3862.

Bovine Employee of the Month



Dolly

Age: We think about 30

Weight: Too much

Birthplace: Missouri

Birthday: Not sure

Eyes: Black

Hair (Fur): Black and White

Owner: The Shatto Family

Favorite Food: Pizza and of course Milk.

Amount Eaten Per Day: A lot. Often in excess of 5 lbs. This unusual bovine can often be found eating off a plate.

What I Like the Most about Being a Cow:

Well, the opportunity to meet people, give hugs to the little people and just meet as many people as possible

Dream Job: Being able to be a cow inside. Boy, I can say it is really hot being the cow that I am.

What I am Most Looking Forward To This Year: Family Day at the Farm of course. This is the event that is the most fun and where I get to meet the largest number of people.

Coupon

10% off Shatto Milk Company Apparel*

*Offer valid only for the 2009 Easter Egg Hunt being held on April 12, 2009. The coupon is only good at the Shatto Milk Company Farm Store located at 9406 N. Hwy 33, Osborn MO 64474. Offer is not good on already reduced items.