



# SHATTO MILK COMPANY

www.shattomilkcompany.com

May 2006

## National Small Business

### Persons of the Year Runner-up

Four years ago when our family sat down to discuss the future of our local family dairy farm, we were unsure what the future held. The fun of farming was slowly dissipating as we had not turned a profit in nearly 9 years. Thus, the question was do we sell the family dairy farm and find a job in the city, or do we try something new and attempt to bring something outstanding to the people of the Kansas City and St. Joseph area. It is truly amazing what the effect of one decision and many wonderful customers can have on one's outlook and overall opportunity.

Last month my wife and I were invited to Washington D.C. for National Small Business Week. This invite came along with us being named the Missouri Small Business Persons of the Year. The purpose was to represent Missouri and Shatto Milk Company at the conference and to learn who would be crowned Small Business Person of the Year for the entire United States. As you can imagine, we were so excited to have the chance to travel to Washington D.C., as dairy farmers do not typically get away from the farm much.

As the announcement of the three finalists for the national award were announced at the end of the conference, we were so amazed to learn we, dairy farmers from the Midwest, were selected as runners up for the National Small Business Persons of the Year.

As one of the three finalists for the National Small Business Persons of the Year, we were in for a special treat. We were given the opportunity to spend some time with President George W. Bush. We had time to talk with President Bush about issues ranging from Shatto Milk Company, to his policies related to small business, and his family plans for the Easter Holiday. Before sitting down to listen to his keynote speech, we invited the President out to our local family dairy farm and provided him with four bottles of Shatto Milk, specifically Root Beer and Chocolate Flavors.

Following the speech, my wife Barbara had another opportunity to talk with the President, at which time he assured us he was going to share the Shatto milk with Vice President Cheney during their lunch meeting later that afternoon. The milk was secured in the motorcade by the Secret Service and off it went.

How exciting that we had the opportunity to visit our nation's capital, receive an award we never would have thought possible, and then to have had the chance to meet the President of our great nation. I can tell you; this all is possible because of your support of our local family dairy farm.

I say this often, but I mean it more each time, my family appreciates your support more than you will ever know. Without all of our wonderful customers, Shatto Milk Company would not be what it is today. This award is truly one to be shared with the entire Kansas City and St. Joseph areas.

## **Mark Your Calendars:**

### **Family Day at the Farm**

**June 24, 2006 – 11 a.m. to 3 p.m.**



## Family Day at the Farm

Would you like to milk a cow, pet our baby calves, go on a hayride and enjoy fun games? If so **Family Day at the Farm** is for you. Last year more than 2,000 people came out for our annual customer appreciation event. We hope you and your family can make it this year.

**The event is free** to all and is a great opportunity to enjoy a fun day with family and/or friends. This year's event will be held on June 24 and will go from 11 a.m. to 3 p.m. Our goal is to surpass last year's total attendance, and to get more than 2,500 people out for this special day. Please let all of your friends, family and colleagues know of this great opportunity as we would love for them to experience a "day at the farm".

There will be something for everyone as visitors can:

- Take a free tour of the dairy and bottling plant.
- Pet the baby calves
- Enjoy free lunch (while supplies last)
- Milk a cow
- Enjoy fun games
- Take a hayride (weather permitting)
- Browse our country store
- Enjoy the country setting

More information on this fun event is available on our website. If we can answer any questions for you related to this event or anything else, please contact us at (816) 930-3862.

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**Our Belief: Children should have the opportunity to learn that our food (especially milk) is produced on a farm and is not just a product at the local grocery store. Our goal is to make sure that your trip to our farm is a good learning experience where you will have fun and build memories that will last a lifetime! Our family is pleased to be able to share Shatto Milk Company, a real working farm, with wonderful people like you from all over the world.**



## What's Happening On The Family Farm?

April was an outstanding month that allowed us to host many of you for our annual Easter egg hunt and provided us with the opportunity to visit Washington D.C. for National Small Business Week.

At the bottling plant we are getting closer to rolling out our new **unsalted butter**. We have been hearing feedback from a number of you related to the need for unsalted butter for cooking purposes. In response to those comments, we are moving as quickly as possible to make our premium unsalted butter available by June. We are certain you will love it.

The cows are loving the warmer weather, green grass (they think it is tasty), and sunny days. Just a few days ago we had a film crew that does a traveling show for PBS stop by and film life at Shatto Milk Company. They took hours of video and will be making a short program featuring our local family dairy. We will be sure to let you know when this program is to be featured if we are told in advance.

We have hosted thousands of visitors over the past few weeks for field trips and group outings. These groups have been a ton of fun. If you have not come out for a tour of the farm, please consider visiting us as we truly believe you and group would have a fantastic time. Groups of all types and sizes are welcome as we can accommodate just about anything.

My wife and I plan on being at many special events around the metro this coming month and truly look forward to seeing you and your family. Have a fantastic May.

## BUTTER DISH

Many of you who enjoy Shatto Butter have contacted us about the possibility of a specialty butter dish to go along with our premium butter.

We are happy to announce that we have found just the right dish for Shatto Butter connoisseurs. As can be seen in the adjacent picture, the dish is a size that will house our butter perfectly, while being stylish in the way that it is inset with a cow print on the top of the dish. The dish seen above is now available both at our Country Store as well as on our website via our online store. The cost for this dish is \$10.

If you would like to purchase one of these items please come visit us on the farm or visit our website at [www.shattomilkcompany.com](http://www.shattomilkcompany.com).



## EASTER EGG HUNT

On April 16<sup>th</sup> more than 350 people came out to the farm for our 2<sup>nd</sup> Annual Easter Egg Hunt.

Kids of all ages hunted for more than 1600 candy filled eggs. Some of which had additional prizes ranging from certificates for plush cows to fun little toys. Many of these visitors also took the time to tour our dairy operations, pet the baby calves and even milk one of our happy dairy cows.

All of us at Shatto Milk Company appreciate the opportunity to share our family dairy farm with the community and look forward to sharing it with many more of you at our next event, "Family Day at the Farm", which will be held on June 24, 2006. More information related to this event will be coming.

## Employee of the Month



Meet David Cline. David is one of the newer members of our team here at Shatto Milk Company. David began work with us on August 25, 2005. David's title is Operations Manager, but he does about everything. David is a well rounded person with an outstanding attitude related to both the dairy and bottling operations of Shatto Milk Company. He is a great asset to our small family dairy farm.

David obviously does a lot for the dairy; one of his most "visible" responsibilities is to help out with our tour groups from time to time. So, if you are ever on a tour at the farm and David happens to be sharing some insight related to the dairy, be assured you are in good hands.

David and his wife live in a small rural area here in northern Missouri. They are in the process of building their own home that they hope to occupy by the fall.

David, thanks for all you do, your positive attitude and your get it done mentality. We all are very happy you are apart of the Shatto Milk Company family!

**We received a lot of great poem entries for our first annual poetry contest. Results will be announced in next month's Moosletter.**