



SHATTO MILK COMPANY

www.shattomilkcompany.com

November 2006

Got Milk?

The past four months have proven to be very telling as it relates to the growing interest in our local family dairy products. As I am sure each of you have noticed, production of our fun flavored milks; Banana, Strawberry and Orange Dream, not to mention 1% white milk has been reduced due to the increased demand for our products.

Many ask, where are the fun flavors? Well, here is the full story, in late July and August the summer heat created a situation where the cows were not producing as much milk as they normally do. Cows do not like temperatures over 100 degrees very well. Thus, during the end of summer production slowed considerably. While production increased in late August and September when the heat subsided, demand increased as well. Instead of having extra milk and being able to reintroduce our fun yummy flavored milks, it was all we could do to catch up with our increased white milk orders.

Over the past three months, we have found that orders for our white milk continue to increase. In an attempt to catch up with white milk and ensure chocolate and root beer production restarted, we purchased 23 new happy cows in late September and early October. Again, we

were stunned, white milk orders continued to increase and all of the milk from those 23 cows was just enough to maintain our current production levels once chocolate and root beer were reintroduced.

Well, we decided to try again in late October, we purchased 13 more cows. To our amazement, demand just continued to increase. We are now at the point we are hoping to get a few more cows and dedicate their milk solely to egg nog for the holidays and then once January roles around use that milk for white milk products and hopefully get all of our flavored milks back on your local shelves.

Increased demand for our milk is an outstanding problem to have; it is nonetheless a problem until we get enough cows to meet the demand. My family and I appreciate your dedication to our local family dairy products and ask that you remain patient with us until we are able to catch up. I cannot express to you enough how much your support means to my family and me. There are no words that can express our true appreciation for your support of our local family dairy.

I am committed to ensuring all of our yummy flavors are back on your local shelves as soon as possible. Again, thank you for your dedication to Shatto Milk Company.

**Shatto Milk Company will be
open on Thanksgiving:**

10 a.m. – 3 p.m.

**Come visit us at our country store, pet the baby
calves and see where we bottle our farm fresh
milk.**



Country Store – A Great Place for the Holidays

Come visit us at our old fashion country store. The store is complete with all types of cow memorabilia, plush toys, a variety of local products ranging from jellies and jams to cookie mixes and the world's greatest chocolate malt balls. The store also carries our own homemade **Milk Soap** in addition to all of the great milk products made right here on the farm.

Our country store is open 365 days a year so you are always welcome. From the store you can see the bottling plant where we bottle all of our YUMMY milk and just 50 feet up the sidewalk you can see and pet the cute cuddly baby calves. Store hours are Monday – Friday 8 a.m. to 6 p.m., Saturday 8 a.m. to 4 p.m. and Sunday 9 a.m. to 4 p.m. We hope to see you at the farm soon!

OLD FASHION WIRE MILK CARRIERS

Are you looking for an easy and stylish way to transport your milk bottles to and from your local market? If so, we have just the item – Shatto Milk Company is now offering **old fashion wire milk carriers** that can hold 2, 4, or 6 bottles at one time. These terrific items can either be purchased at our Country Store or via our online store at www.shattomilkcompany.com. If you have any questions please do not hesitate to contact us at (816) 930-3862.



What's Happening on the Family Farm?

The past month has been very busy. Between the many ongoing projects here at the farm, the thousands of great people coming out to visit us and the efforts to increase milk production, I feel as if we have had little time to enjoy the past 30 days.

Construction continues on a new free stall building we are hoping to complete by March. This new building will provide a place for 200 cows to relax under a covered roof. This will also allow us to ensure the cows get their daily breakfast, lunch, and dinner more efficiently. In addition to this effort, we have been spending a great deal of time trying to find ways to catch up with the increased demand for our milk.

At the processing plant and country store, we remain busy hosting thousands of folks each week for tours. We are booking tours well into the spring of 2007 and are finding that folks are traveling from all over the country to stop by and see what Shatto Milk Company has to offer. Everyone that stops in at the country store continues to ask when egg nog will be coming out. The answer is as soon as I am able to purchase about 10 or so more cows. As indicated in the front page article, we hope to get a few more cows here at the farm and dedicate their milk solely to egg nog until January.

My family and I are thankful for your support of our local family farm and truly hope you can come visit us on the farm very soon.

Happy Thanksgiving to you and your entire family!

HOT CHOCOLATE

As the winter weather begins to nestle in for the next few months, we all look for warm treats that will aid us in staying cozy in the comforts of our homes. For a wonderful warm treat this winter, try some hot chocolate compliments of Shatto Milk Company. In less than 3 minutes you can enjoy the best tasting hot chocolate possible and do so in the comfort of your own home.

Simply take a mug full of Shatto Chocolate Milk and heat it in microwave for approximately 2 minutes. Slowly sip the warm product to make sure it is the right temperature. Once the correct temperature is reached, plopp in a few marshmallows and let your taste buds go wild.

The process is very simple, but the outcome is outright amazing. We never knew hot chocolate could taste so good or be so easy to make.

Enjoy!



Employee of the Month



David Mayne joined the Shatto Family a little over two years ago. David is a very dependable and kind hearted employee. David's primary responsibility is to make sure that all of our YUMMY products make it safely and securely to your local grocery store. David usually leaves the farm with a full truck load of milk around 5:30 a.m. 5 days a week headed for one of the many stores that await their order of farm fresh Shatto Dairy products.

David can usually be seen driving our biggest delivery truck with our original logo, so if you see him out and about be sure to give him a big wave and thumbs up.

David lives 20 minutes north of our Dairy on a farm of his own. David enjoys farming and is a devoted family man.

All of us here at Shatto Milk Company are happy to have David as apart of our team. His dedication to safety and his positive attitude are greatly appreciated. David, thank you for what you do and the way you do it!

Watch next month's
moosletter to learn how you
could win your very own

TMX Elmo!

**10% off any Shatto Milk Company
Logo'd Item.**

**Valid November 20 - 24, 2006 at
the Shatto Milk Company Country
Store.**

One coupon per customer