



SHATTO MILK COMPANY

www.shattomilkcompany.com

September 2007

Fire and Heat Update

Last month I talked about the fire that we had on the farm. As I noted, that fire caused a bit of a problem for us related to production and a few other things, but all in all, it was the best fire a person could have. No one was hurt, only one piece of equipment was destroyed and all can be fixed with time. We are still working with a temporary boiler; however we are hopeful to get a permanent one very soon.

I want to say thank you so much for all of the calls, letters and emails offering your help and assistance. It is so very nice to be reminded time and again that we have the best customers and neighbors in the world. Thank you so much for your support and for caring so much about our small family farm!

Also last month I talked about the heat and its impact on our cows. Since that time you have likely seen a bit less milk on the shelves, but there is good news. It is cooling off and the impacts of the fire and the heat have come and gone.

I plan on having 100% of all of our YUMMY milks available to your store by the middle of next week. That means **all flavored milks will be available** and all white milks will be in full stock at your local market.

I would like to personally thank you for your patience as we have dealt with two items that we could not have controlled, the weather and fire. Your support in times like this amaze us and remind us how truly lucky we are.

So, I would like to raise a glass of ICE COLD Shatto Root Beer Milk to you, and say thanks for being who you are and for supporting our local family farm with so much passion and dedication! My family and I appreciate your support more than you will ever know.

It Is No Longer a Secret.....

We are telling everyone and you should feel free to do the same. Shatto Milk Company is a Local Farm.

I am sure many of you that read this Moosletter already know this, but I have found that others may not. Thus, in light of the fact that companies located in Nebraska, Illinois, Iowa and Michigan are starting to call the products they sell here in Kansas City "local"; we figured we should define what that word means.

Being a true local family farm, only selling products to stores within a 60 miles radius of our farm, I want all of our valued customers to know who the real local family farm is and want everyone to feel comfortable in coming out to visit.

In an attempt to tell all of our customers about the proximity of our local family farm to their home and the basic fact that we are local, we decided to introduce a new Shatto Milk Company Bottle. The new design can be seen on shelves now, and it is easy to spot as it states "Local" just below our logo. Be sure to look at the back as it conveys a fun but factual message for everyone to read and enjoy. As your local family farm, we appreciate your support and enjoy the opportunity to communicate with you directly.



Special Event Dates Announced

We receive emails weekly asking about our upcoming special events. Since this seems to be something that many of you are interested in we decided to go ahead and post our 2008 events online now; so you will have time to mark your calendars.

Thus far, we have two events scheduled for 2008. Our annual Easter Egg Hunt will be held at the farm on March 23, 2008 and our customer appreciation event, Family Day at the Farm, will be held on June 21, 2008.

More information on these great events will be soon to follow.

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Northwest Missouri Memory Walk - A Benefit for the Alzheimer's Association

Join my family and I as we support the Northwest Missouri Memory Walk to benefit the Heart of America Alzheimer's Association. This event will take place on Saturday, September 15, at 10:00 a.m. The walk will start at the St. Joseph Hy-Vee where there will be snacks and plenty of Shatto Milk samples for everyone. For more information about this special event and to register, please contact Brenda Gregg at 816-364-4467 or show up on the 15th and register at the event.

My family, like many others, has been affected by this disease. Georgia Cox, my mother-in-law who ran our local family farm for many years, was diagnosed with Alzheimer's in the 1990's. For the next ten years, her condition worsened until she lost her struggle with this disease in October 2004.

Since that day, our family has been dedicated to helping those affected by this disease as well as aiding others in finding a cure. We hope you join our entire family for this event to raise money for the local Alzheimer's Association Chapter, and to remember those who have been affected by this devastating disease.



What's Happening On The Family Farm?

The picture above was sent to us by one of our great customers. We enjoy seeing your pictures, and in this case seeing these two youngsters enjoying their Shatto Milk!

What a month. Between dealing with the extreme heat and the unfortunate fire, milk production was down significantly. But since then we have overcome those obstacles. With a number of cows having babies and the fact the weather has cooled off we are catching back up on white and chocolate milk production and will have all your flavors back on the shelf by the middle of next week.

The new building that I spoke of last month is set to arrive at the farm on the 20th. You can tell the cows are getting excited about a new place for them to eat and come in out of the sun and rain. We are hopeful to have this new barn up by the end of this month.

At the bottling plant we are bottling more milk as production increases. We have been very busy hosting groups of visitors from all over the country. It is always a pleasure meeting those that come for tours.

It is about harvest time, thus we have been preparing to cut this year's crops. It is always a nice time of the year when you see all of the tractors in the fields collecting the season's crops.

My wife and I enjoy meeting all of you and we encourage everyone to stop by and say hello if you see us at a local event. You are what makes what we do fun and worthwhile, so we just want the chance to say thank you in person.

ONLINE STORE

Interested in getting the newest and neatest Shatto Milk Company items, cow memorabilia, and other dairy related items shipped directly to your door? If you are, visit our new online store at www.shattomilkcompany.com.

Our online store offers many of the fun items visitors can find at our Farm Store. Our Farm Store is open 365 days per year, but we thought for those that cannot make it out to the farm an online option may be helpful. You are welcome to visit our online store anytime of the day and place your order. We take great pride in shipping your order the next business day.

MOOSLETTER ARTICLES

Over the course of the past 3 years, I have taken great pleasure in providing monthly Moosletter articles pertinent to our local family farm, farming in general, the benefits of milk, etc.

I often ask myself the question, what would our wonderful customers like to hear more about. So, that is the reason for this little blurb. I am asking you, a dedicated reader of our monthly Moosletter for your thoughts on what you would like more information about in the coming editions of our newsletter.

All ideas are welcome as we are open to a variety of thoughts, suggestions and comments. My goal is to make our monthly Moosletter as fun, informative and enjoyable as possible. I will do all I can to meet the needs of our readers.

WHERE IS SHE NOW...



Every other month we place the spot light on one of our happy bovines as they are awarded the Bovine Employee of the Month Recognition. I thought this month we would do something a bit different; provide an update on one of the cows that was in a past Moosletter.

This month I thought I would provide an update on Hasana who was born on New Years Day this year. As many of you may recall, she was the calf that we had a naming contest for.

Hasana is doing great. She is now a little more than 7 months old and has enjoyed spending time visiting so many of you that have come to tour our farm. She specifically loves being spoiled with hugs and pats on the head. Hasana loves people and is really excited about one day being able to fill her mom's role and be the cow that everyone gets to milk.

Hasana is very short like her mother Ginger and is very well behaved. She is doing great and will likely be having a calf of her own in a little over a year.

A Few Cow Facts:

What does Holstein mean? A holstien is a type of dairy cow; they are normally black and white and produce more milk than most other breeds.

How often can a cow have a baby calf? A cow can have a calf as often as once per year, but that is not always the case.

How much water does a cow drink? A holstien can drink 30-40 gallons of water per day.

Do cows ever get their toenails trimmed? Yes. A hoof trimmer comes twice per year and trims the cows' toenails to insure that they are not too long and uncomfortable for the cow. Kind of like a pedicure without the polish.