



# SHATTO MILK COMPANY

www.shattomilkcompany.com

September 2008

## SHATTO ICE CREAM IT'S HERE!

We have been receiving requests for Shatto Ice Cream for the past five years and are very excited to now offer the only local super premium ice cream option.

This past month we introduced a new product straight from our local family dairy farm. Shatto Ice Cream is made on our local family farm using only the finest ingredients, including fresh Shatto whole milk and cream. This new all natural frozen treat is currently being offered in two classic flavors, Vanilla and Chocolate, with Strawberry soon to follow.

Our ice cream was greeted with outstanding reviews as more than 7,000 visitors to the farm had the chance to sample and provide feedback on this new product in late June (as a part of our annual Family Day at the Farm). The responses were amazing, 99% of those who provided feedback stated Shatto Ice Cream was by far the richest and best tasting Ice Cream they had ever tried. These findings were supported by the fact that just this past month, our ice cream won the first premium blue ribbon at the Missouri State Fair judging contest.

As is the case with all of our products, we want to make sure they are the absolute best tasting and freshest on

the market. We go to great lengths to ensure our ice cream is of the highest quality as we make it in small batches using only the finest ingredients.

Shatto Ice Cream will be offered to all stores that carry Shatto Milk products over the course of the coming months. As of now, it is available at the Brookside Market, Liberty and St. Joseph Hy-Vee's, and the new Lenexa Price Chopper at K-10 and Woodland. Shatto Ice Cream is available in pint containers cleverly designed to match our milk bottles. We again partnered with a local design firm, Sullivan, Higdon and Sink to design these "classic" eye catching containers.

Like our bottles, our ice cream packaging sports a unique word on each flavor. This word is further defined and discussed in the text on the back of the container. As is the case with our bottle designs, we believe these words help tell the story of our local family farm as well as that of our products.

All of us at Shatto Milk Company hope you give our newest product a try and let us know what you think. Until then, enjoy the ice cream and watch out for the dreaded brain freeze!

If for some reason your store does not offer Shatto Ice Cream and you would like it, just mention this to your store manager. We would be happy to get our ice cream in your local store.

## **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>



## Shatto Butter Crowned Cream of the Crop

I am excited to announce that our **butter received a first premium blue ribbon at the Missouri State Fair** this past month.

This is the third year we entered our butter in the State Fair judging contest and the third time our butter received the first premium blue ribbon.

If you have not done so, I invite you to try our all-natural butter. Our all-natural butter is handmade and packaged daily at the farm, using only cream from our happy cows. You can find both salted and unsalted Shatto Butter in almost every store that carries Shatto Milk Company products.



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## Interesting Cow Fact

According to the USA Today, Cows are like compasses. Talk about animal magnetism, cows seem to have a built-in compass. Somehow, cattle seem to know how to find north and south, say researchers who studied satellite photos of thousands of cows around the world.

Most cattle that were grazing or resting tended to align their bodies in a north-south direction, a team of German and Czech researchers reports in an issue of *Proceedings of the National Academy of Sciences*.

And the finding held true regardless of what continent the cattle were on, according to the study led by Hynek Burda and Sabine Begall of the faculty of biology at the University of Duisburg-Essen in Germany.



## What's Happening On The Family Farm?

It is harvest time. Yes, that is right. This past month we have been spending a lot of time cutting silage and getting it squared away in our holding facility. While our corn has been cut, our soybeans and sunflowers have a few weeks left before they will be ready for harvest.

You say sunflowers? Yes, we planted a few acres of sunflowers this year, which are visible from the road in front of the bottling facility. We have begun cutting a few by hand and offering them for sale at the country store as well as at the city market. If you would like some, stop on by.

At the bottling facility things have been great. Everyone is excited about the introduction of ice cream and we are probably eating more than we should. Our hope is to get our ice cream out to everyone wanting it in 3-4 weeks.

At the dairy parlor, the cool weather is appreciated. That last blast of 90 degree weather was something that our cows and we humans could have done without. The cows continue to enjoy their new barn and are just thankful they have a nice dry place inside if they so choose.

Outside of the farm, we are staying super busy. We have taken part in a number of events throughout the city and have many more planned for the coming weeks. It is always such a pleasure to see all of you at these events and we appreciate the opportunity to get to know you and listen to your thoughts and ideas. Without you, we could not continue to do what we love, so thank you so very much!

## A FEAST FOR THE EYES

Motorists traveling along Highway 33, the highway that runs in front of Shatto Milk Company, are being treated to a feast for the eyes – acres of yellow-headed sunflowers.

This year we planted more than three acres of beautiful sunflowers that are now in full bloom. Visitors to Shatto Milk Company can view the thousands of sunflowers from the porch of the Shatto Country Store, and can purchase as many of the flowers as they would like.

We are talking about harvesting these sunflowers for bird seed, so if you would be interested in such a product, please let us know.



## THANK YOU!

As we enter the end of summer and begin to prepare for fall, I just wanted to take a quick moment and thank you for your continued support of our local family farm. Each day we are reminded in a different way how lucky we are to have such wonderful supporters like you. With that said, I just wanted to take a quick moment and say on behalf of my family and all of the terrific employees here at Shatto Milk Company, thank you so much for your support of, and dedication to, our local family farm.

You are what allows us to continue to do what we enjoy and your ideas, thoughts and kind words and gestures are what gets us through those long days. Thank you so very much for your belief in us!

## Bovine Employee of the Month



Abby

**Age:** 1.5 weeks old

**Weight:** 105 lbs.

**Birthplace:** Shatto Milk Company

**Eyes:** Brown

**Hair (Fur):** Black and White

**Best Friend:** Barbara Shatto

**Favorite Hobby:** Riding my Moootercylce

**Favorite Fall Activity:** Relaxing and watching all of the big cows enjoy the green grass

**Who Are You Most**

**Thankful For:** All of the wonderful people here that take care of my friends and me. They treat all of us so nicely and truly make sure we are always well fed, warm at night and happy.

**Dream Vehicle:** A tractor of course. I have always wanted one of those things, as I could harvest as much hay as I could ever eat in just one afternoon.

**Item Needed Before Winter:** Hoof Warmers

### School Teachers and Parents:

We are now accepting tour reservations for the spring of 2009. If you would like to bring your children/students out to experience our fun and educational farm tours, please contact us soon because these dates will fill up fast. To set up a tour feel free to contact us at (816) 930-3862.