

## Fairlife Calves To Veal: Operation Strauss Veal Feeds



Richard "Kudo" Couto, ARM Founder to hold press conference on August 13, 2019  
Chicago Marriott Downtown Magnificent Mile: 540 North Michigan Ave, Chicago IL 60611  
Conference Room: Huron, 10th Floor Time: 11 AM

**Main Video Evidence:** <https://vimeo.com/353258889>

For your website post, here is a shorter video: [www.youtube.com/watch?v=bCHFo6jvEOc](http://www.youtube.com/watch?v=bCHFo6jvEOc)

Today, the Animal Recovery Mission (ARM) is releasing Operation Strauss Veal Feeds. Strauss Veal Feeds, which gets many of its calves from Fairlife, is a starter-to-finish veal operation caring for around 30,000 dairy veal calves in the Tri-state region of Indiana, Michigan and Ohio. ARM discovered Strauss Veal Feeds while working at Fair Oaks Farms, a Fairlife company. They claimed as of September 2007 they became compliant with the American Veal Association's 2017 goal, to convert from stalled raised to group raised field nearly ten years ahead. An ARM operative, a newly retired Sheriff Deputy Detective and Medal of Honor recipient, was hired by Strauss Veal Feeds as a calf care giver. The ARM operative was shocked by what was uncovered.

Some of the violations observed are as follows:

- **Calves in Pitch Black Conditions:** (Calves kept in pitch black conditions for up 18 hours a day, to save the company money)
- **Calves Brutalized During Transport** (Calves violently thrown into the trailer and striking their heads while being thrown in and flipped over into the transport. Calves packed so tight into the trailer they must be forcefully pushed in)
- **Shady Hiring Practices** (The ARM investigator was hired in the morning, no paperwork and started work the next afternoon with zero training)
- **Horrid Living Conditions** (Calves held in 2 1/2 by 5 feet crates unable to turn around or go outside. Calves live in filth and own excrement. Little to no ventilation during summer months and temperature hitting well over 100 degrees Fahrenheit causing high mortality rates)
- **Neglect of Sick and Injured Calves** (Many calves had dysentery, ear infections, and stomach viruses. 10 to 20 calves dying daily. Sick calves close to death not given food or water)
- **Illegal Use of Medication** (Some of the medication used required administration by a veterinarian while others weren't permitted for use in calves to be processed for veal)

*"What the ARM investigator witnessed was shocking and medieval. Baby calves living in overheated pitch black barns. It's surprising that the veal industry which solely relies on dairy calves to operate is legally still in existence"*  
- Richard "Kudo" Couto, ARM Founder

Media inquiries should be directed to the Founder of Animal Recovery Mission (ARM), Richard 'Kudo' Couto at (305) 494 2225 [kudo@arminvestigations.org](mailto:kudo@arminvestigations.org) or Margarita Hart at (561) 510-3678 [hart@arminvestigations.org](mailto:hart@arminvestigations.org)

The Animal Recovery Mission is a Non-Profit animal cruelty investigative organization based in Miami Beach, Florida. ARM's mission is to be an uncompromising defending force for the welfare of animals, in addition to putting an end to and preventing pain, suffering, and torture inflicted as a result of inhumane practices. For additional information, photos, and video footage, please visit: <https://www.animalrecoverymission.org>, Animal Recovery Mission (ARM Investigations) PO Box 403344 Miami Beach, FL, 33140