

## Fairlife Board of Director Member's Organic Dairy: Extreme Cruelty, Torment, Squalid and Unsanitary Living Conditions



A press conference will be held on July 23, 2019, at:  
**Chicago Marriott Downtown Magnificent Mile:** 540 North Michigan Ave, Chicago IL 60611  
**Conference Room:** Water Tower, 10th Floor **Time:** 11 AM

**Main Video Evidence Link :** <https://vimeo.com/349213938>

For your website post, here is a shorter video: <https://youtu.be/CtrvOiuK6w8>

Today, the Animal Recovery Mission (ARM) is releasing the first ever investigation into an organic dairy in the United States with the third installment of the largest dairy investigation of all time into Fairlife and Select Milk Producers Inc. Owned by Fairlife Board of Director Donal De Jong, who supplies dairy to the Fairlife label, Natural Prairie Dairies house over 25,000 cows and consist of four locations near Dalhart, Texas. Natural Prairie Dairy is expanding to Newton County, Indiana and will supply dairy to Meijer Grocer, the Midwest and East Coast. Natural Prairie Dairy currently supplies raw dairy to Kroger through Aurora Dairy's bottling plant in Denver, Colorado.

Some of the violations observed are as follows:

- **Maltreatment and Excessive Abuse Dairy of Cows** (Cows tormented, kicked, hit with shovels, and stabbed with screwdrivers by vet tech crews and animal caregivers. Cows inhumanly tied left in uncomfortable positions for hours and cows falling into cesspools almost drowning)
- **Neglect of Sick and Injured Dairy Cows** (Flesh wounds, eye gashes and/or leg injuries not treated. Cows w/ infected eyes, infected udders, cuts and scrapes, limping and too weak to walk seen untreated and in declining health)
- **Squalid, Overcrowded, Unsanitary Housing** (Cows live in squalid, overcrowded and unsanitary conditions. Cows spend the majority of their lives in illegally overcrowded feces-ridden barns and insufficient stalls force cows to lay in feces-ridden cement, causing foot rot and infections to untreated open wounds and scars)
- **Force Feeding & Scientific Research Performed on Cows** (Portholes allows access to the rumen of a cow, to perform scientific research and analysis of the cow's digestive system. It takes cows as much as 6 weeks to recover to from this mutilation and the hole is there for life, something that is very uncomfortable for the cows. Cows being force-fed with metal tubes by untrained employees)

*"The cows of Natural Prairie Dairy live a life of pure misery and torture. Beaten, stabbed and locked down in feces ridden barns, this is not what consumers imagine when purchasing organic milk and/or cheese. The world has just been schooled on the reality of organic dairy." - Richard "Kudo" Couto, ARM Founder*

Media inquiries should be directed to Animal Recovery Mission (ARM), Director of Investigations, AJ Garcia at (786) 562 9143 [garcia@arminvestigations.org](mailto:garcia@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