

ARM EXPOSES EXTREME ANIMAL CRUELTY AND EXPLOITATION OF 'STEER-TAILING' SPORT AT UNDERGROUND RODEO IN FLORIDA.



OKEECHOBEE, FLA, March 22, 2021 - The Animal Recovery Mission (ARM) is releasing **Operation Steer-Tailing**, an investigation of gross animal abuse at a Florida underground rodeo that hosts regular events known as 'Coleaderos' or steer-tailing.

'Steer-tailing' is considered one of the most violent competitions at any rodeo. It is banned in parts of the U.S as well as in South and Central America. The 'game' involves a mounted rider who pursues a high-speed chase on a running steer, grabs the cow by the tail, wraps it around their leg, then slams the steer to the ground.

The documented inhumane treatment and abuse that cows endure during steer-tailing events, include;

- **WHIPPED, BEATEN, SHOCKED:** cows are repeatedly whipped, stabbed with sharp sticks, and shocked with electric prods.
- **BREAKING BONES:** riders snatch the cow's tail so hard that they often break their tails and cause severe damage and excruciating pain to the animal's spine.
- **SKIN RIPPED:** known as 'degloving' where the flesh is completely ripped off from the bone of the cow's tail while trying to 'steer' or immobilize the animal.
- **VIOLENTLY FLIPPED TO THE GROUND:** cows are run down, tripped, and slammed to the ground with full force.

Cows endure this abuse for up to 8 hours as they are run through a continuous cycle from the chute to the arena. Exhausted cows are deprived of any water, rest, or medical treatment for serious injuries that occur during the event.

The riders' horses are also constantly flogged with whips and are subjected to fatal injuries such as broken legs.

Additional criminal activities include operating a business without a permit and the illegal sale of alcohol. Minors are also at grave risk at these events and are encouraged to participate in abusing and beating the cows as they are ushered into the chute area.

The mistreatment of animals and crimes being committed at underground rodeos, like Rancho La Esperanza, all fall under the USDA and local law enforcement agencies' jurisdiction of regulation.

Both the USDA and the Okeechobee Sheriff's Office have been notified and further investigations requested by ARM.

Evidence video link: <http://vimeo.com/527507241>

Media inquiries should be directed to Animal Recovery Mission (ARM), Founder Richard "Kudo" Couto, at 305-494-2225, kudo@arminvestigations.org or Margarita Hart, 561-510-3678 at 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>.