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# OPERATION RANCHO LA ESPERANZA

AN ANIMAL RECOVERY MISSION UNDERCOVER INVESTIGATION



Presented By: Animal Recovery Mission  
(ARM)



**Contact Information:**

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**CONFIDENTIAL  
EVIDENCE**



The Animal Recovery Mission (ARM), is a vanguard investigative animal welfare organization that was developed in 2010 by Richard Couto, shortly after he was exposed to one of Miami's darkest and most brutal animal cruelty operations. Upon this discovery of illegal animal slaughter farms and the black market horse meat trade, Couto, also known as 'Kudo,' invoked his vision of exposing and implementing solutions for extreme criminal acts towards animals into reality and created an unstoppable team who are dedicated to our organizations cause.

ARM Investigations has been carefully constructed as a direct-action organization. We conduct innovative investigative tactics to gather compelling evidence. ARM collaborates with local law enforcement, State attorneys, environmental protection agencies and The Animal Legal Defense Fund to produce concrete evidence to put an end to criminal acts involving animal torture.

ARM has since become the foremost expert organization in illegal horse slaughter. We specialize in condemning illegal animal slaughter farms in the United States. Our investigations, however, are not limited to slaughter farms as we are also actively investigating the black market horse meat trade, bestiality, underground animal fighting rings, fox & coyote penning games, and bear bile farms, to name a few, as well as the preservation of Wild Mustangs.

Succeeding in our investigations and exposing the truth as well as the eradication of these illegal practices have produced life changing results and permanent solutions. ARM's goals and vision is to constantly strive to raise the bar for the welfare of animals and to prevent and reduce their pain, fear and suffering.

As an organization we strive to be the defending force for destitute animals and to make significant improvements in how they are treated by exposing the truth, implementing laws to protect and educating the public on these illegal and barbaric practices. ARM prides it self on taking up the challenges that no one else will.

Our 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.

## **SUMMARY OF INVESTIGATIONS - Rancho La Esperanza**

During this investigation, ARM operatives obtained evidence of animal cruelty in the name of sport. The 'Coleadero' is an inhumane sport where participants flip cows at full running speed by pulling and twisting their tails. There are many variations of this sport, but it is usually executed while on horseback.

In Okeechobee, Florida, there is a place that holds 'Coleadero' events frequently and publicly. "Steer-Tailing," as it's called, is illegal in many countries. This sport and underground rodeo is rare in the United States, although it is performed in some states, including Florida, Texas, and Arizona.

The USDA is not currently regulating this sport, nor is any other government agency. Due to a lack of oversight, multiple animal cruelty laws are in violation.

Over the past year, ARM operatives visited Rancho La Esperanza several times posing as spectators. Rancho La Esperanza is located at 8343 Center St, Okeechobee, FL 34974, and sits on approximately 60 acres of ranch property.

Okeechobee County Property Appraiser's information is as follows:

### **Owner & Property Information**

**Owner:** SANCHEZ MARCIANO CESAR, SANCHEZ MARIA TERESA

**Owner Address:** 1252 SE 52ND TRL, OKEECHOBEE, FL 34974

**Parcel Address:** E CENTER ST, OKEECHOBEE

**Parcel Number:** 1-16-37-36-0A00-00001-F000 (29074)

There is no registered business under any of the owners' names or property addresses provided.

Rancho La Esperanza publicizes its events on social media platforms such as Facebook. The event details include dates, times, address, and a phone number to call.

At the event, spectators pay an entrance fee, with men being charged more than women. ARM operatives paid \$10 per woman and \$15 per man upon entry.

The venue hosts live entertainment and also sells food and drinks, including the illegal sale of alcohol.

The event lasts roughly eight hours, where hundreds of spectators and many participants are always in attendance.

Approximately forty head of cattle are used at the events. The cows are corralled into holding areas and are then guided through a narrow chute. Excessive force is used on the cows if they are unwilling to move forward.

The chute sits around an area where workers were witnessed poking cows with electric prods and sharp sticks to get them to move. Even when the cow's horns and heads get stuck in between the chute's gaping holes, the abuse and beatings intensify while the cows panicked to free themselves.

Once the cows made it to a final holding area to the arena, the participants would be ready at the release gate with another participant behind them, acting as a tag team. As the chute gate is opened, the participant on standby hits the cow, while the mounted participant to perform the Steer-Tailing whips their horse as hard as they can. As the horse and rider chase the cow down a narrow track, the rider aligns the horse and cow alongside one another. The rider then reaches out in an attempt to grab the cow's tail. While holding on to the cow's tail, the rider wraps their leg around the tail and uses the horse's force to pull the cow's tail as hard as possible.

During this chase, it gets to the point that the cow is so exhausted that it cannot outrun the horse, has no strength to fight off the participant, and can't get up after being violently tipped over.

Cows and bulls are being run through the game without rest for eight hours and were seen collapsing with exhaustion.

It is important to note that the cow and bulls' tails are very sensitive areas on their body, and many of the animals had multiple fractures and breaks from the pulling and twisting of the animals' tails during the event. Animals were also seen with broken legs and severe injuries after being slammed and flipped to the ground.

ARM did not witness animals receiving medical attention for their injuries, and veterinarians were not seen onsite.

The participant's horses are also exploited during these events and are whipped continuously as they are run to the point of exhaustion, enduring serious injuries.

Children, between the ages of seven and twelve years old, were also witnessed at these events using electric prods and sharp sticks on the cows in the pre-arena chute area. Children were seen assisting in opening the sliding doors of the chute for the next cow in line. Adult participants and spectators would be consuming alcohol in this area, making it a dangerous environment for themselves, the animals and minors in their presence.

# LOCATION

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# Animal Recovery Mission (ARM)

## Okeechobee County Property Appraiser

HOME Record Search Search Results Parcel Details GIS Map

Okeechobee County Property Appraiser  
Mickey J. Bantl, CPA

Parcel: 1-16-37-36-0A00-00001-F000 (29074)

Owner & Property Info

Owner: SANCHEZ MARCIANO CESAR  
SANCHEZ MARIA TERESA  
1252 SE 52ND TRL  
OKEECHOBEE, FL 34974

Site: E CENTER ST, OKEECHOBEE

Description: BEING APART OF LAND Lying IN SECTION 16, TOWNSHIP 37 SOUTH, RANGE 16 EAST, OKEECHOBEE COUNTY, FLORIDA, AND BEING MORE PARTICULARLY DESCRIBED AS FOLLLOWS, BEGIN AT THE NORTH-EAST CORNER OF BLOCK 3 OF 4TH STREET GREEN PLANE 1, ACCORDING TO THE PLAT THEREOF, AS IT

Area: 41.11 AC

Line Code: RUP PAS, DISCONT (4187)

2020 Working Values

2019 Certified Values	2020 Working Values
Val Land	\$0
Ag Land	\$14,284
Building	\$25,587
XFOH	\$1,509
Just	\$242,852
Class	\$42,937
Appraisal	\$42,937
BOH Cap (1)	\$0
Assesment	\$42,937
Exempt	\$0
Total	\$42,937
Taxable	\$42,937

one \$42,937 school \$42,937 Taxable other \$42,932 school \$42,932

Notes: Property ownership of a single unit can cause the assessed value of the property to be set to full market value, which results in higher property taxes.

Sales History

Sale Date	Sale Price	Book/Page	Deed	Vol	Quality (Acres)	RI Code
6/18/2011	\$135,000	04570437	WFO	W	12	03
5/27/1999	\$74,200	04777033	WFO	W	12	03

Building Characteristics

Body Description	Description	Year Bld	Body SF	Actual SF	Body Value
Roof	BRICK (BLDG) (0900)	2017	1620	1120	\$79,711
Exterior	BRICK BLDG (0900)	2017	650	650	\$5,198

Notes: Data determinations are used by the Property Appraiser's office solely for the purpose of determining a property's Just Value for ad valorem tax purposes and should not be used for any other purpose.

Extra Features & Out Buildings

Code	Description	Year Bld	Value	Units	Orns	Condition (% Good)
WFO FLM (1)	WFO FLM (1)	2017	1558	192.00	16 x 12	PTI (20%)

Land Breakdown

Code	Description	Units	Adjustments	EIF Rate	Land Value
000008	MCT AGRI (MKT)	39.143 AG	1.000001 000001 000001 0000 4000 4000	\$4,240 /AC	\$226,754

### Owner & Property Info

Owner: SANCHEZ MARCIANO CESAR, SANCHEZ MARIA TERESA

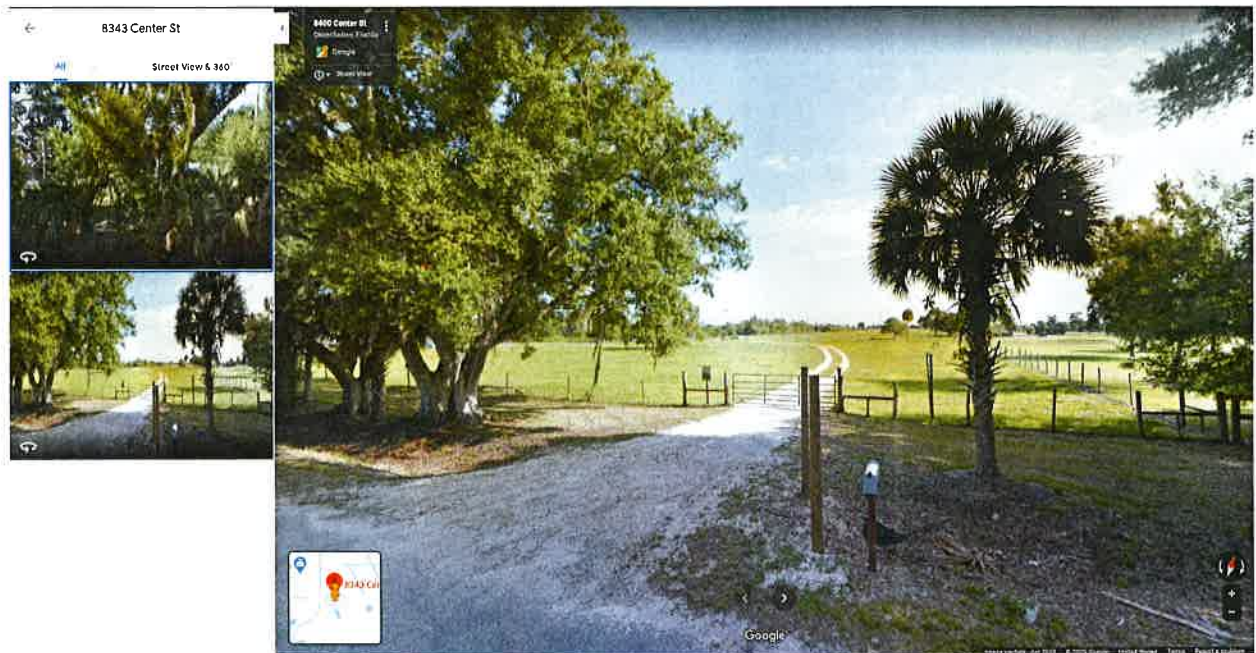
Owner Address: 1252 SE 52ND TRL, OKEECHOBEE, FL 34974

Parcel Address: E CENTER ST, OKEECHOBEE

Parcel Number: 1-16-37-36-0A00-00001-F000 (29074)



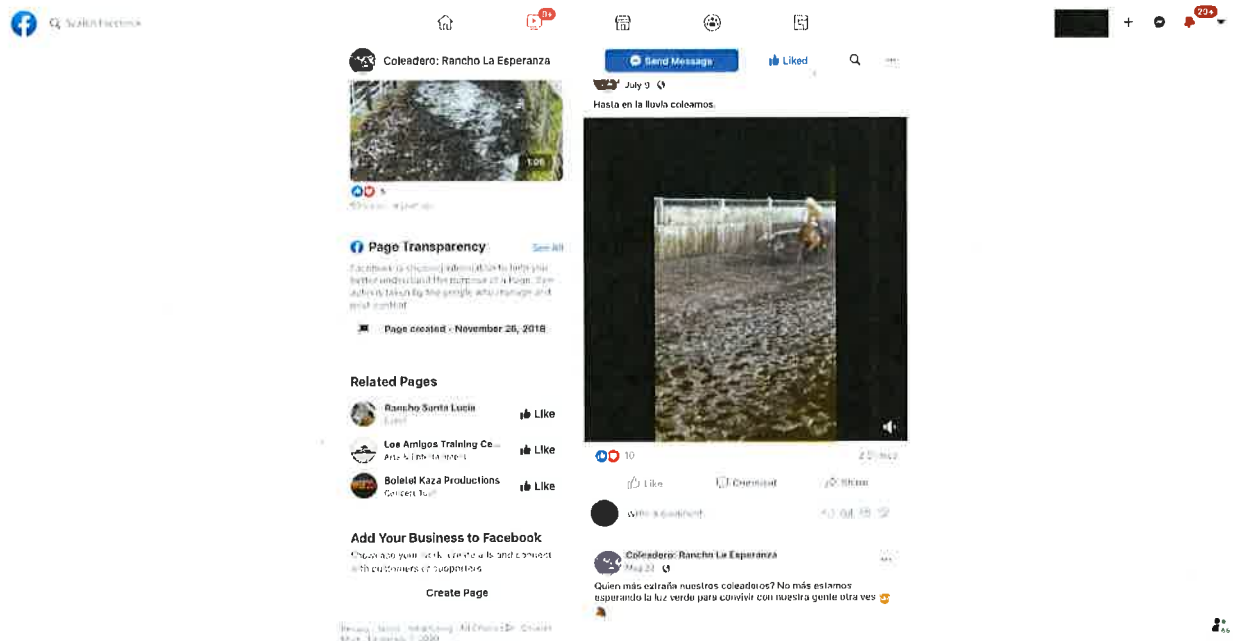
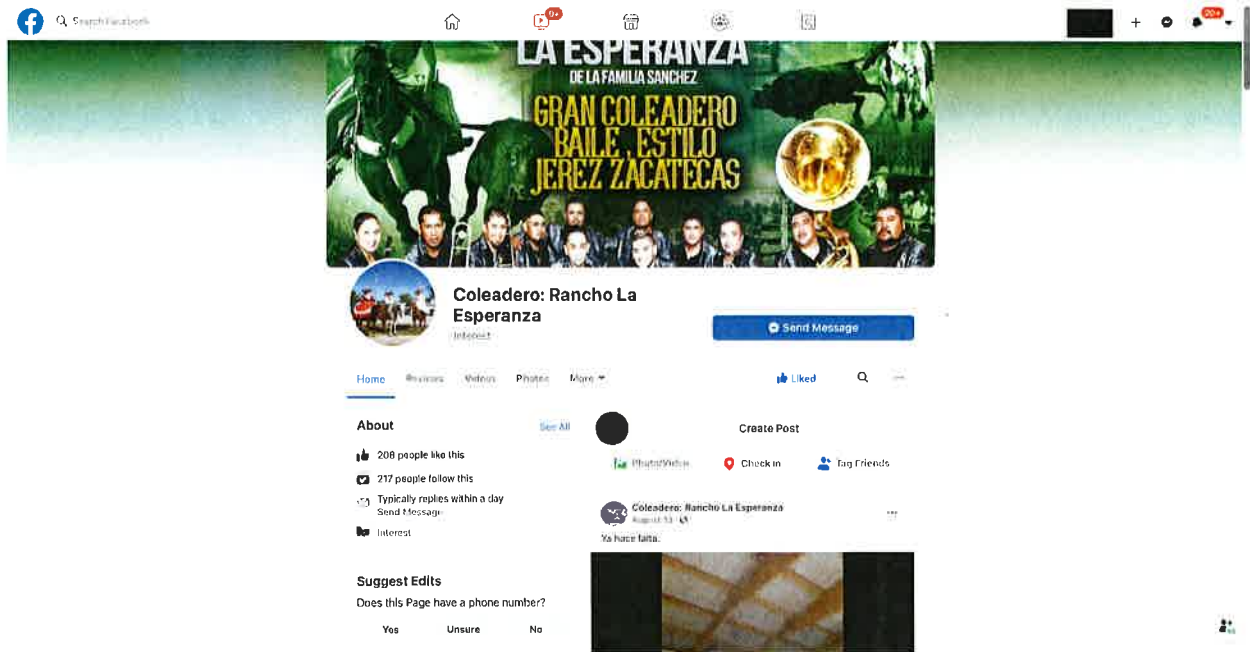
Entrance





## Property Evaluation

## Facebook Page



Event Poster



**RANCHO  
LA ESPERANZA**  
DE LA FAMILIA SANCHEZ

**SABADO 20**  
DE ABRIL 2019  
PUERTAS ABREN  
A LAS 12PM

*Gran Coladero & Baile*

**CELEBRANDO  
SABADO DE GLORIA  
AL ESTILO JEREZ ZACATECAS**

**TAMBORAZO, BANDA  
MI RANCHITO**

**EVENTO FAMILIAR, ANTOJITOS MEXICANOS**

**PUEDES TRAER TU PROPIA CERVEZA SOLO SE PERMITIRA DE BOTE NO DE BOTELLA**

**MAS INFORMES AL : (863) 801-9301**  
**8343 E CENTER STREET, OKEECHOBEE FL 34974**



Event Poster

**SABADO 28 DE DICIEMBRE**

**RANCHO LA ESPERANZA**  
DE LA FAMILIA SANCHEZ

**GRAN COLEADERO  
BAILE, ESTILO  
JEREZ ZACATECAS**

**LA SALVAJE BANDA  
SAN ANTONIO**  
*de Zacatecas*

**DESPIDIENDO EL 2019**

**DJ FLAKO**  
El Guero de Sayar

EVENTO FAMILIAR  
ANTOJITOS MEXICANOS  
PUERTAS ABREN A LAS 12PM

PUEDES TRAER TU PROPIA CERVEZA SOLO DE LATA

MAS INFORMES AL : (863) 801-9301  
8343 E CENTER STREET, OKEECHOBEE FL 34974



## Facebook Page

The screenshot shows the Facebook profile of "Coleadero: Rancho La Esperanza". The profile picture is a landscape image of a field. The cover photo is a night-time image of a rodeo arena with a large crowd and bright lights. The page has 20 likes and 20 comments on the cover photo. The post is dated February 5. The page was created on November 26, 2016. The "Related Pages" section lists "Rancho Santa Lucía", "Los Amigos Training Ce...", and "Buletel Kaza Productions". The "Add Your Business to Facebook" section is also visible.

The screenshot shows the Facebook profile of "Coleadero: Rancho La Esperanza". The profile picture is a landscape image of a field. The cover photo is a video thumbnail with the text "GRAN COLEADERO BAILE ESTILO ZACATECAS". The page has 20 likes and 20 comments on the cover photo. The post is dated December 6. The page was created on November 26, 2016. The "Related Pages" section lists "Rancho Santa Lucía", "Los Amigos Training Ce...", and "Buletel Kaza Productions". The "Add Your Business to Facebook" section is also visible.

# Crimes Violations

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## Animal Recovery Mission (ARM)

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