

VICTORY: JUDGEMENT RULED AGAINST ANIMAL ABUSERS AT FAIR OAKS FARMS AND COCA-COLA.



CHICAGO, IL - MAY 5, 2022 – A historical victory has made an unprecedented dent in the animal agriculture and dairy sector, following a \$21M settlement by one of the largest beverage corporations and dairy conglomerates in the United States. This action follows the infamous undercover investigation conducted by Animal Recovery Mission (ARM), which witnessed and documented egregious crimes of systemic abuse of day-old dairy calves at Fair Oaks Farms dairy adventure in Indiana.

The investigation inspired worldwide outrage, and angered consumers filed lawsuits against Coca-Cola and the Fairlife brand for ‘consumer fraud and deceptive marketing’ for claiming that their premium products were coming from ‘humanely treated cows.’

On April 27, 2022, an Illinois judge ruled in favor of the multiple civil class action lawsuits. This led to Coca-Cola, Select Milk, Fair Oaks Farms, and Sue and Mike McCloskey (owners of Fair Oaks Farms and Founder of Fairlife) to pay out the settlement.

“This unprecedented settlement should serve as a sharp reminder of the cruelty towards dairy cows and expose the misleading marketing tactics used by dairy companies. There is nothing caring or humane within the dairy industry - something Coca-Cola and the McCloskey’s have known all along.”

- Richard ‘Kudo’ Couto (ARM).

Link to video evidence of the 2019 Fair Oaks Farm investigation: <https://vimeo.com/340031227>

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