

Extreme Animal Cruelty Exposed at Two Arizona Farms Supplying Dairy to Coca-Cola owned Fairlife



A press conference will be held on February 26, 2025, at:
Hampton Inn & Suites Phoenix Glendale-Westgate
6630 North 95th Ave, Glendale, AZ, 85305
Time: 11am MST / 1pm EST / 10am PST

PHOENIX, AZ - February 26, 2025 - Animal Recovery Mission (ARM) is releasing a shocking, new undercover investigation revealing horrific animal cruelty at two Arizona dairy farms supplying Fairlife, a billion-dollar brand owned by Coca-Cola. **Link to evidence video:** <https://vimeo.com/1053236412>

Fairlife states on its website, "Our goal is always that all cows and calves are provided with the best care possible" and partners only with farms "share our commitment to great animal care." However, ARM's investigations of two Buckeye, AZ, dairies supplying Fairlife and part of the United Dairymen of Arizona COOP reveal a starkly different reality.

Rainbow Valley Dairy: Newborn calves were violently torn from their mothers, while cows were stabbed, beaten with pipes, electrocuted in the mouth and reproductive areas. Cows were dragged with tractors with chain nooses over walls. Hundreds of dead calves were dumped bordering public lands. Every employee was caught committing animal cruelty.

Butterfield Dairy Farm: This mega-dairy, housing 25,000 milking cows, also acts as a calf-raising facility for regional Fairlife suppliers (including Rainbow Valley), with a capacity of over 5,000. Newborns are contained in illegal veal crates for five months and more. Calves suffer broken legs from rough handling, exposure to life-threatening heat and disease, and sedation to restrict movement. Dead calves are discarded and mixed with manure as fertilizer.

ARM has previously exposed animal cruelty at Fairlife suppliers in 2019 and 2023. A \$21M consumer lawsuit followed the 2019 investigation, citing false advertising about Fairlife's animal welfare claims.

The Maricopa Sheriff's Office and federal agencies are now reviewing these two cases.

"I have never witnessed such brutal cruelty—cows and calves tortured, mutilated, and discarded, all while Coca-Cola deceives consumers with false promises of care." - Richard 'Kudo' Couto (ARM)

The Animal Recovery Mission is a Non-Profit animal cruelty investigative organization based in 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>.

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