

OPERATION FAIRLIFE ARIZONA - BUTTERFIELD DAIRY -

Extreme Animal Abuse Under the Coca-Cola Fairlife Brand Corporation



Presented By: Animal Recovery Mission (ARM)
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SUMMARY OF INVESTIGATION



During a 3 month long undercover investigation, Animal Recovery Mission (ARM) documented severe animal cruelty at Butterfield Dairy located in Buckeye, Arizona. Raw milk from this dairy is being delivered to Coca-Cola-owned fairlife bottling plants. ARM is seeking an end to the cruelty, arrests for criminal actions, and accountability from Coca-Cola for its perpetuation of poor animal welfare practices.

In September 2024, ARM launched an investigation at Butterfield Dairy after witnessing newborn calves being forcibly separated from their mothers, mishandled, and loaded onto transport trucks at a nearby facility, Rainbow Valley Dairy Farm, during an existing undercover investigation. **[Click here to read the full report.](#)** The operative was told that calves were being shipped to the nearby Butterfield facility and other DeJong-owned dairy Farms in Buckeye.

Butterfield Dairy operates as a mega-dairy housing over 25,000 milking cows, serves as a calf growing facility for the region, and receives thousands of calves from Rainbow Valley, Valkyrie Dairy farm, and the DeJong Dairy Farm - all suppliers of the failLife milk brand.

ARM's operative was hired by Butterfield Dairy and was designated to the calf housing barns, where they were tasked with feeding and administering medication to the calves. Over a period of three months, they recorded daily interactions and documented alarming instances of abuse and neglect performed by employees and managers and sanctioned by the dairy's owners, detailed below.

Butterfield Dairy and Rainbow Dairy are both listed as raw milk suppliers for Coca-Cola's fairlife brand. Therefore, in uncovering the inhumane treatment of animals at these facilities, it serves as proof of Coca-Cola's failure to uphold policies and public claims to source milk solely from cruelty-free dairies, as stated on the [fairlife website](#).

A pattern of animal cruelty was documented and detailed below. As such, ARM is calling for immediate action:

1. The arrest and prosecution of Butterfield Dairy's owners, managers, and employees responsible for animal cruelty and neglect.
2. The immediate removal of all calves from wooden crates and the demolition of these inhumane enclosures.
3. Accountability from Coca-Cola and fairlife executives for profiting from and enabling these abuses, with charges filed against them for their complicity.

Evidence of Animal Cruelty

ARM documented a series of felony and misdemeanor violations of animal cruelty laws committed by managers and employees at Butterfield Dairy, including:

- **Violent Handling of Calves:** Newborn calves are thrown into small wooden crates after being aggressively grabbed, hoisted, and dragged by their ears, tails, legs, or skin. Many sustained broken bones, head trauma, and internal injuries.
 - **Inhumane Housing:** The wooden crates confine calves so severely that they cannot stretch their limbs, resulting in injuries like broken limbs, ligament damage, and infected wounds. Crates resemble outlawed veal enclosures that violate animal welfare standards for veal calves, however dairy calves are currently not protected.
 - **Hazardous Living Conditions:** Due to poorly constructed housing areas with dilapidated structures and rotten wooden, calves are falling through flooring and getting trapped in their enclosures and left for days without help. Unable to turn around, many calves suffer from chronic bed sores, infections from chards of wood impaling into their skin, and life-threatening wounds.
 - **Extreme Heat Exposure:** Crates exposed to direct sunlight leave calves vulnerable to extreme temperatures exceeding 125°F, leading to deaths from heat stress and dehydration.
 - **Lack of Veterinary Care:** Calves suffering from infections and injuries are denied medical attention, resulting in prolonged suffering and death.
 - **Force-Feeding and Abuse:** Workers and managers forcibly insert feeding tubes into calves' stomachs, causing severe trauma and fatalities. Frustrated workers resort to punching, kicking, whipping, and otherwise violently handling the calves. Managers are aware of the mistreatment but remain negligent of the abuse.
 - **Separation from Mothers:** Newborns are prematurely separated from their mothers, leading to depression, distress, refusal to eat, malnourishment, and often,
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consequent death. Calves are subjected to painful daily injections with large needles, further compounding their suffering.

- **Unethical Disposal of Carcasses:** Dead calves are discarded throughout the property, where scavengers feed on their remains or are transported to a methane plant where their bodies are processed for fuel.

Broader Implications

Butterfield Dairy is owned by the DeJong (Tom) family, who also owns dairies in Arizona, Indiana, California, Texas, and other states and has long-standing ties to fairlife and Fair Oaks Farms. ARM first investigated animal cruelty at dairies owned by the DeJong family as part of Operation Fair Oaks Farms in 2019, during which footage of abuse went viral and caused global calls for industry-wide reform within the dairy industry.

ARM's current findings indicate that an estimated 200,000 gallons of raw milk produced at Butterfield Dairy was being transported via the United Dairymen of Arizona Co-op, bottled, and sold to the Coca-Cola fairlife bottling plant in Goodyear, Arizona, where it is processed into fairlife milk, Core Power, and other products sold globally.

Despite Coca-Cola's investment of over \$40 million in animal welfare reforms—including video monitoring, unannounced audits, veterinary inspections, and employee training—ARM's footage is evidence of the failure of these reforms to prevent widespread abuse at fairlife suppliers' facilities.

ARM will continue its mission to expose systemic cruelty within the dairy industry and demand justice for the animals subjected to abuse in the pursuit of profit.



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.



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