[Date]

[Store Manager’s name, if available]

[Store Name]
[Full Address]

Re: Urgent request to removal of fairlife products for continued animal cruelty.

[Dear [Store Manager’s Name] or Store Manager at [Store Name],

I urge [Store Name] to **immediately remove all fairlife products** from your shelves following the shocking animal cruelty investigation just released by the Animal Recovery Mission (ARM), which can be viewed at animalrecoverymission.org.

**This investigation exposes extreme and ongoing abuse at Coca-Cola’s fairlife supplying farms**, continuing the disturbing pattern of cruelty uncovered in ARM’s 2019 and 2023 investigations.

Despite fairlife's promises and their reported investment of over $40 million in animal welfare measures since 2019, ARM's findings reveal that the **animal abuse continues**. The undercover footage captured newborn calves violently dragged with chains away from their mothers just minutes after birth, cows strung up with chain nooses and pulled over 8-ft walls with tractors, and animals punched, kicked, and abused in other horrific ways.

In response to ARM's 2019 investigation, major retailers, including **Kroger, Jewel-Osco, Strack & Van Til, Family Express, Harmons,** and **Tony’s Fresh Market,** **removed fairlife products** from their shelves in response to an immense public outcry. Additionally, Coca-Cola and fairlife settled a $21 million class action investigation for falsely advertising that their dairy cows as humane in 2022. The evidence is clear: **fairlife cannot be trusted, and consumers are being deceived.**

By continuing to stock fairlife, **your store is actively supporting animal cruelty**. Your customers expect ethical choices, and removing fairlife is a clear stand against these inhumane practices. We urge you to act now.

To learn more, visit **animalrecoverymission.org**. I look forward to your response and to seeing [Store Name] meaningful action against animal abuse.

**Sincerely,**
[Your Name]

[Your contact information]