



Animal Recovery Mission Exposes Extreme Animal Cruelty At Fairlife Dairy Suppliers In Arizona

Once again, the [Animal Recovery Mission \(ARM\)](#) has unveiled the shocking reality behind a major milk brand's purported commitment to ethical animal treatment. Their latest undercover investigation exposes shocking acts of animal cruelty at two Arizona dairy farms that supply Fairlife, a billion-dollar milk brand owned by Coca-Cola.

Despite Fairlife's public promises to provide the "best care possible" for cows and calves and to partner only with farms that share their commitment to high animal welfare standards, ARM's investigation reveals a completely different, disturbing truth.

At Rainbow Valley Dairy, the footage reveals appalling violence against cows and calves. Newborn calves were violently ripped from their mothers, cows were subjected to brutal beatings with pipes, and others were electrocuted in their mouths and reproductive areas.

Even more shocking, cows were dragged across the facility by tractors, their bodies held with chain nooses as they were dragged over walls. ARM's investigation also uncovered the grisly sight of hundreds of dead calves being discarded on public lands. Every employee on the farm was caught on camera participating in these horrific acts of cruelty.

In addition, Butterfield Dairy, a mega-facility housing 25,000 milking cows, also raised calves for regional Fairlife suppliers, including Rainbow Valley. These newborns were confined to illegal veal crates for months, enduring unimaginable suffering.

The calves suffered from broken legs due to rough handling, exposure to dangerous heat, disease, and the use of sedation to restrict their movements. As with Rainbow Valley, dead calves at Butterfield were callously discarded, mixed with manure and used as fertilizer.

“With a \$40 million + dollar investment into new animal welfare policies and reform, it was shocking for ARM to see that the level of cruelty to dairy cows has escalated since 2019 throughout Coca-Coal’s fairlife company. ARM has just proven that this is a broken system at Fairlife that cannot be fixed,” Kudo, ARM Founder, told WAN.

This is not the first time ARM has exposed animal cruelty in Fairlife’s supply chain. In 2019, ARM’s investigation led to a \$21 million consumer lawsuit after Fairlife’s claims of humane animal treatment were proven false. Federal agencies and the Maricopa Sheriff’s Office are currently reviewing the new evidence uncovered in this latest investigation, signaling the potential for legal action and further scrutiny of Fairlife’s practices.

ARM, a Florida-based nonprofit organization dedicated to ending animal cruelty, continues its mission to expose and stop the suffering and torture of animals at the hands of industrial agriculture. Their work is a crucial force in the fight to hold corporations like Fairlife accountable for their false advertising and their role in perpetuating animal cruelty. The evidence they have uncovered calls for immediate action and a reexamination of the dairy industry’s ethical standards.

TAKE ACTION! Sign ARM's petition to demand an end to the cruelty at Fairlife's dairy farms [HERE!](#)

Help ARM continue their incredible undercover work by donating to them [HERE!](#)