

‘Premium’ Milk, Brutal Reality: Coca-Cola’s Fairlife Caught Again in Cross-State Pattern of Animal Abuse

New Evidence Exposes Ongoing Cruelty in Fairlife’s Supply Chain.



ROSWELL, NEW MEXICO - June 24, 2025. Animal Recovery Mission (ARM) releases a disturbing, new undercover investigation revealing horrific animal cruelty at yet another Coca-Cola-owned fairlife milk brand supplier, Woodcrest Dairy, located at 3793 E Brasher Rd, Roswell, New Mexico, 88203. **Link to Video Evidence:** <https://vimeo.com/1091654698>

A member of Select Milk Producers, Woodcrest Dairy is a main supplier to the fairlife milk plant located in Dexter, New Mexico. **Link:** <https://vimeo.com/1094188581>

Footage caught workers and managers forcibly extracting unborn calves from mothers not yet in labor with chains, newborns suffering and dying from blunt force trauma and neglect. In addition, sick, pregnant cows are routinely whipped, punched, kicked, and beaten with shovels, wrenches, pipes & metal devices. ARM documented owners, managers, and ranch hands torturing and tormenting the dairy cows while undercover from December 2024 through March 2025.

This investigation marks the ninth farm that ARM has exposed abuse at a fairlife-supplying dairy farm despite continued public claims that the company sources only from farms with “the highest standards of animal care. Since being informed of the Woodcrest dairy case fairlife has distanced itself from Select Milk Producers and deleted all animal welfare marketing claims from its website.

“Fairlife Milk is now a habitual offender, and Coca-Cola will be forever known as the corporate leaders in animal cruelty globally.” - Richard “Kudo” Couto, ARM Founder.

This release follows two recent investigations in February 2025 at two Arizona dairies also suppliers to fairlife (**Link:** <http://vimeo.com/1053236412>). Similar cruelty was documented in Arizona, including cows stabbed, beaten, shot, and electrocuted, with thousands of calves confined / suffering in illegal veal crates. All three dairies are part of Coca-Cola’s fairlife milk supply chain either directly or through cooperative agreements.

In 2019, fairlife agreed to a \$21 million class action settlement for false advertising about animal welfare claims after ARM exposed similar abuses at Indiana dairies. In June 2025, a new class action lawsuit was amended, now including Arizona and New Mexico cases. **Link to case:** <https://bit.ly/FairlifeClassActionLawsuit2025>

ARM has submitted its findings to the Chaves County Sheriff’s office, the New Mexico Dept of Agriculture, the USDA and FDA.

Contact Margarita Hart for interviews: 786 877 2013 or email Hart@arminvestigations.org.

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>.