

UNCHAINEDTV

NEW FAIRLIFE SCANDAL: COCA COLA'S BILLION-DOLLAR BRAND STAINED BY NEW ANIMAL ABUSE ALLEGATIONS



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April 11, 2025



With this new Fairlife scandal, the dairy industry's dark secrets return to the spotlight as new allegations of animal cruelty are made in connection with Coca-Cola's Fairlife



Screenshot from footage obtained by Animal Recovery Mission in Arizona

Los Angeles, April 11th, 2025 — A new animal cruelty scandal has erupted around Fairlife, the Coca-Cola-owned dairy brand that promises the highest standards of animal care. Released by [Animal Recovery Mission \(ARM\)](#), horrifying undercover footage – from two Arizona dairy farms supplying milk to Fairlife – has reignited [calls for boycotts](#), legal action, and systemic reform. Despite Coca-Cola's previous [\\$21 million settlement](#) and public vows to overhaul its supply chain, ARM alleges that abuse not only persisted, but worsened. “This is some of the worst animal cruelty I have ever seen,” said ARM Founder Richard “KUDO” Couto. He and famed animal activist and podcaster Shannon Blair spoke to UnchainedTV's Jane Velez-Mitchell about the shocking footage obtained in this undercover operation.

Watch Animal Recovery Mission Outline Its Latest Fairlife Undercover Investigation

A Pattern of Broken Promises?



Richard "KUDO" Couto with a cow

[The graphic video](#) documents what Richard "Kudo" Couto describes as "*some of the most horrific abuse in the history of the U.S. dairy industry.*" Cows being dragged by chains, repeatedly whipped, shocked with electric prods, and denied veterinary care appear in gut-wrenching scenes that are difficult to watch — and harder to ignore. ARM says it repeatedly witnessed workers breaking the cows' tails. In one stunning video clip, a cow is literally dragged by a chain around her neck up and over a tall wall. Kudo added, "*They tortured her for about an hour after that, and then they shot her inhumanely in the back of the neck a few times and just let her lay. It took her a few hours to die, but that's very common in your Fairlife and Coca-Cola supplying dairies. It's what we saw in that facility time and time again.*"

Fairlife's Proclamations

This is not the first time Fairlife has been in the crosshairs. In 2019, ARM exposed similar cruelty at a Fairlife supplier in Indiana, resulting in headlines, lawsuits, and the \$21 million settlement. Coca-Cola, which ultimately took full ownership of Fairlife, pledged sweeping changes: unannounced audits, camera surveillance, third-party advisory boards, and a "zero tolerance" policy for abuse. Under the heading, "we believe in better care for animals," Fairlife's website continues to brag about, "Mandating Strong Animal Welfare Standards" and asserting, "Our goal is always that all cows and calves be provided the best care possible." You can [click here to read all of the company's proclamations about how kindly they wish to be towards animals.](#)

UnchainedTV's Founder Calls on Fairlife to Switch to Plant-Based Milks

The footage of how these cows are flogged, dragged, kicked and moved with heavy machinery left UnchainedTV host Jane Velez-Mitchell shaken and anguished as she reviewed the footage. Velez-Mitchell has now publicly called on Fairlife to immediately switch to plant-based milks for their entire brand in order to ensure that future animal abuse is avoided, arguing plant-based milks are also more environmentally sustainable and healthier, with zero cholesterol. Below is how ARM describes some of the activities it says it documented in its investigation.

“Workers punched, kicked, whipped, and dragged calves by their ears, tails, and legs, resulting in fractures, internal injuries, and painful deaths.

“Calves violently separated from their mothers, confined in tiny wooden crates, and subjected to relentless abuse by workers and managers.

“Calves denied food, water, and medical care, left to suffer from fatal infections. In 135°F heat, calves collapsed from dehydration and exhaustion, left to die in filthy conditions.”

Why Didn't the Heralded Cameras Catch These Horrors?



Image of Fairlife calf logo as it appears in the new lawsuit

In [ARM's latest 2024 investigation report](#), the organization alleges the animal abuses occurred under the watch of those who were supposed to be implementing those very reforms Fairlife touts. According to Kudo, even top-level management at the farms participated in or overlooked the cruelty, despite camera systems being in place. As the story broke, a [Fairlife spokesperson](#) told the news media, "Effective immediately, we have suspended all business with these suppliers and are looking into the circumstances surrounding these videos. We have zero tolerance for animal abuse. Although we operate as milk processors and do not own farms or cows, we mandate

that all our suppliers adhere to stringent animal welfare standards, and we expect nothing less.”

Fairlife’s official response was to “suspend” milk deliveries from the implicated farms, but Kudo argues that language falls short: “*Suspending doesn’t terminate.*” Kudo suggested Fairlife’s language left open the possibility of them re-engaging with the offending suppliers in the future.

Watch a Protest after the 2019 Fairlife Abuse Scandal That Went Viral

The Legal Front and What Comes Next



Screenshot of the footage obtained by ARM in another Arizona farm

There is now a [new proposed class action lawsuit](#) citing false advertising and neglect. In an 88-page complaint, the lawsuit alleges Fairlife, from its very name to its “cartoon calf logo” communicates “a message to consumers of high levels of care for the animals in the Fairlife supply chain,” but that, in reality, “the animal care and sustainability marketing scheme and practice are based on materially false, misleading, untrue, and/or unjust claims and omissions.”

Angela Kim, a social media attorney, summed it up in an [Instagram post](#): “*They either change their advertising promise — frankly they should change their name at this point — or improve their treatment of cows to a standard of care that is consistent with what they promised.*”

The [Arizona Department of Agriculture](#) and local law enforcement are reportedly investigating. ARM says it has given authorities a 14-hour edited video compilation of what the organization alleges is felony abuse.

The Bigger Picture: The Inherent Cruelty of Dairy



Shannon Blair

Vegan activist and podcaster Shannon Blair, and her 14-year-old son, social media influencer Vegan Evan, shared their emotional reactions to the footage. Evan's poignant observation: *"We're not made to be drinking milk from another species that's made for their babies. As infants, we're supposed to drink our mother's milk, just like every other mammal."* The cruelty, they argue, is not just in isolated acts, but built into the dairy system itself because mother cows must be separated from their babies in order for humans to take that milk for themselves and the mothers and their babies do not want to be separated. *"There's no right way to do the wrong thing,"* Blair said. *"Dairy is inherently cruel."*

Despite the backlash, Fairlife remains a market leader, with Coca-Cola planning to invest [\\$650 million in a new dairy facility in New York](#). Critics are calling on Coca-Cola to halt these expansions and reconsider their business model when it comes to Fairlife's main ingredient: cow's milk.

Activists argue the solution is clear: **transition to plant-based milks**. With countless options on the market — oat, almond, soy, rice, cashew, hemp — many ask why a company like Coca-Cola, known for innovation, won't lead the way toward cruelty-free alternatives.

As the footage circulates and new voices join the call, activists suggest this latest scandal may be a tipping point, not just for Fairlife, but for the entire dairy industry.

We invite Fairlife and Coca Cola and any related facility, corporation or individual on to comment further at any time.

Other Videos on UnchainedTV

Below, you can watch a documentary about the dairy industry in general, not connected to this particular case. It is titled “Dairy Disclosed – What It Takes to Make Milk and Cheese”: