

## **Animal Recovery Mission (ARM) Releases Disturbing New Undercover Investigation Into Coca-Cola-Owned Fairlife Supplier**



Animal Recovery Mission (ARM) has released a disturbing new undercover investigation exposing 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.

Woodcrest Dairy, a member of Select Milk Producers, is a primary supplier to the fairlife milk processing plant in Dexter, New Mexico.

Shocking undercover footage documents workers and managers forcibly extracting unborn calves from cows not yet in labor using chains, as well as newborn calves suffering and dying from blunt force trauma and neglect. Additionally, pregnant and sick cows are routinely whipped, punched, kicked, and beaten with shovels, wrenches, pipes, and other metal objects.

ARM's operatives recorded these acts of abuse by owners, managers, and ranch hands during undercover operations conducted from December 2024 through March 2025.

This investigation marks the ninth instance of ARM uncovering abuse at a fairlife dairy supplier, despite the company's repeated public claims that it sources milk 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 quietly removed all animal welfare marketing claims from its website.

"Fairlife milk is now a habitual offender, and Coca-Cola will be forever known as the global corporate leader in animal cruelty," said Richard "Kudo" Couto, ARM's Founder.

This release follows two additional investigations in February 2025 at separate dairies in Arizona, also suppliers to fairlife. Similar acts of cruelty were documented there, including cows

being stabbed, beaten, shot, and electrocuted, with thousands of calves confined to illegal veal crates and left to suffer.

All three dairies are connected to Coca-Cola's fairlife supply chain, either directly or through cooperative agreements.

In 2019, fairlife agreed to a \$21 million class action settlement for false advertising related to its animal welfare claims, after ARM exposed similar abuse at Indiana dairies. In June 2025, a new class action lawsuit was amended to include the Arizona and New Mexico cases.

ARM has submitted its findings to the Chaves County Sheriff's Office, the New Mexico Department of Agriculture, the USDA, and the FDA.

**TAKE ACTION** by signing [ARM's petition >>> https://bit.ly/DemandJusticeAtWoodcrestDairy](https://bit.ly/DemandJusticeAtWoodcrestDairy)