

Victory for Animal Defense: Closure of Fairlife Dairy Supplier Following Cruelty Exposé



ROSWELL, NEW MEXICO — July 14, 2025 — In a landmark win for animals, the Animal Recovery Mission (ARM) announces the closure of Woodcrest Dairy, an industrial-size facility and former supplier to the Coca-Cola-owned fairlife milk brand.

The shutdown follows ARM's release of harrowing undercover footage from its latest investigation, **Operation Fairlife - New Mexico**.

NEW Drone Footage Of Woodcrest Dairy - Closed: <https://vimeo.com/1100781272>

Operation Fairlife New Mexico Investigation: <https://vimeo.com/1091654698>

Woodcrest Dairy, with approximately 6,000 milking cows and calves, was the site of horrifying animal cruelty. ARM investigators documented workers repeatedly striking cows with metal rods, shovels, pipes, and wrenches, dragging them with tractors, and kicking them in the face. Managers and workers were also seen forcibly extracting calves prematurely, causing avoidable deaths and trauma to the mothers and calves.

Exposure of egregious animal cruelty and abuse, widespread public outrage, and the subsequent inability to offload its milk to suppliers as a result, led to the dairy's collapse.

The New Mexico Livestock Board has now taken over the felony criminal case from the Chaves County Sheriff's Office, citing the grave nature of the offenses, and along with the Department of Agriculture, oversaw the farm's closure. The remaining Woodcrest dairy cows were sold to local dairy farms, while calves and other animals were auctioned off to the awaiting bidders. Equipment and other contents have also been sold.

"This outcome reflects the undeniable power of public pressure and the urgent need to hold mega-dairies accountable by refusing to turn a blind eye to industrial-scale suffering." - **Richard 'Kudo' Couto, Founder of the Animal Recovery Mission.**

This marks the ninth fairlife-linked dairy implicated in cruelty, and adds new weight to the growing legal and ethical scrutiny facing the company. Fairlife is currently facing a **second class-action lawsuit** <https://bit.ly/FairlifeClassActionLawsuit2025> for breaching its 2019 settlement agreement related to consumer deception and its ties to abusive suppliers. Despite public promises of reform, ARM's investigations continue to reveal persistent violations of basic animal welfare standards.

MEDIA ENQUIRIES: For interviews with ARM's Founder, Richard "Kudo" Couto, contact Margarita Hart at (786) 877 2013 or hart@arminvestigations.org

###

ARM is a Florida-based nonprofit that conducts undercover investigations to expose and end animal cruelty. Its evidence has led to arrests, consumer action, and legislative change. More information and media assets are available at www.animalrecoverymission.org.