



Fairlife Cuts Ties with Two Arizona Dairy Farms Following Animal Cruelty Investigation

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On the 27th of February 2025, Fairlife, the dairy brand owned by Coca-Cola, announced it had [severed ties](#) with two Arizona farms implicated in severe animal cruelty. This decision follows a damning undercover investigation conducted by the [Animal Recovery Mission \(ARM\)](#), which revealed shocking abuses at Rainbow Valley Dairy and Butterfield Dairy Farm.

Richard Couto, founder of ARM, described the findings as some of the most egregious cases of animal mistreatment he has encountered. During a [press conference in Glendale](#), he stated: “I edited all of the footage myself, and I can tell you, it’s brutal stuff...This is an extreme case.” The footage documented newborn calves and lactating cows being subjected to brutal treatment, including being chained, dragged, whipped, stabbed, and shot. Many animals succumbed to the maltreatment. Couto also alleged that senior management and numerous employees at Rainbow Valley were directly involved in these acts.

At Butterfield Dairy Farm, investigators uncovered evidence of calves confined to tiny cages with hazardous flooring that caused injuries and fatalities. ARM tracked trucks transporting goods from these farms to Fairlife's processing facility in Goodyear, confirming their role as suppliers.

The brand's website asserts its commitment to ensuring cows and calves receive the best care possible and promises partnerships only with farms sharing this ethos. However, this investigation contradicts those claims. In 2019, similar abuses were uncovered at Fair Oaks Farms in Indiana, leading Coca-Cola and other parties to settle lawsuits for [\\$21 million](#) over deceptive marketing claims that their milk came from humanely treated cows.

Despite public outcry following these incidents, Fairlife has continued to grow as a brand, surpassing \$1 billion in annual retail sales last year. While the company has implemented measures like camera monitoring and unannounced audits since 2019, this latest scandal raises serious questions about the effectiveness of such reforms.