



In a landmark win for animals, [Animal Recovery Mission \(ARM\)](#) has announced the permanent closure of Woodcrest Dairy, an industrial-scale facility and former supplier to Coca-Cola-owned [fairlife](#) dairy.

The dairy farm shutdown follows the release of harrowing undercover footage from ARM's latest investigation, Operation Fairlife – New Mexico. World Animal News (WAN) covered the [exposé](#) last month, bringing global attention to the shocking cruelty documented at the facility.

New drone [footage](#) captured by ARM reveals a now-vacant property where large-scale abuse once occurred.

Home to approximately 6,000 milking cows and calves, Woodcrest Dairy was the site of rampant cruelty. ARM investigators documented workers repeatedly beating cows with metal rods, shovels, pipes, and wrenches; dragging them with tractors; and kicking them in the face. Managers and employees were also filmed forcibly extracting calves prematurely, resulting in avoidable deaths and immense trauma for both mothers and their babies.

The widespread public outrage that followed, combined with the facility's inability to secure new buyers for its milk, ultimately led to its collapse.

[The New Mexico Livestock Board](#) has now taken over the felony criminal case from the Chaves County Sheriff's Office due to the severity of the offenses. Along with the Department of Agriculture, the board also oversaw the farm's closure. Sadly, the remaining dairy cows were sold to local operations, while calves and other animals were auctioned off. Farm equipment and other contents were liquidated.

"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," said Richard "Kudo" Couto, Founder of ARM.

This marks the ninth fairlife-linked dairy exposed for animal cruelty, further fueling legal and ethical scrutiny of the brand. Despite pledges of reform, fairlife is currently facing a second class-action lawsuit over allegations it violated a 2019 settlement related to consumer deception and its partnerships with abusive suppliers.

The closure of Woodcrest Dairy stands as a powerful reminder: when the public demands accountability, change is possible. Industries that profit from cruelty must be exposed, confronted, and dismantled, because silence enables suffering, and justice for animals begins with action.