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The Hen Report: “Lie, lie, lie. Deny, deny, deny” | Fairlife Dairy Investigation Shutters Factory Farm

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EPISODE:
833

"This isn't just a Fairlife issue
—it's an industry issue."

RICHARD "KUDO" COUTO

"We've been doing this for a
long time, and we see the
same thing over and over. To
see something like this is
truly remarkable.

JASMIN SINGER

"You've proven it's not
possible to produce cruelty-
free dairy."

MARIANN SULLIVAN



In this episode of The Hen Report, Mariann and Jasmin welcome back Richard “Kudo” Couto of Animal Recovery Mission (ARM) for a crucial follow-up to his interview from episode 819. When Kudo first appeared on the show, his major investigation into Woodcrest Dairy was just breaking, and he couldn’t share all the details. Now he returns to reveal how ARM’s undercover work exposed horrific animal abuse at yet another Fairlife milk supplier and forced the facility to shut down completely. The conversation details how Coca-Cola and Fairlife, despite investing millions in

alleged “animal welfare” measures following previous ARM investigations, continue to source milk from operations where extreme cruelty is standard practice. This powerful follow-up demonstrates how strategic activism and consumer pressure can hold even the world’s largest corporations accountable for animal suffering.

This episode explores:

- How ARM’s investigation at Woodcrest Dairy revealed systematic torture of dairy cows, including brutal treatment of mothers during labor and birth
- The direct connection between Woodcrest Dairy and Fairlife milk, despite Coca-Cola’s attempts to deny the relationship
- How ARM’s strategic approach—providing evidence to authorities before going public—exposed law enforcement’s unwillingness to prosecute animal cruelty cases
- The remarkable outcome of the investigation: Woodcrest Dairy’s complete shutdown and Fairlife removing “animal welfare” claims from their marketing
- Why this case represents a significant turning point in holding the dairy industry accountable through both legal action and consumer awareness

For more information on this investigation, visit animalrecoverymission.org, where you can find the full report on Operation Fairlife New Mexico.