



# EVERY UDDER MATTERS: SHUTTING DOWN CRUELTY AT WOODCREST DAIRY

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Sit, stay, and lend me your ears — because today's news is both bone-chilling and tail-waggingly triumphant.

In a historic victory for our four-legged friends, the gates of cruelty have slammed shut at Woodcrest Dairy, a sprawling industrial facility once pumping out milk for the Coca-Cola-owned brand, fairlife. Thanks to the heroic efforts of the Animal Recovery Mission (ARM), this dairy — long home to heartbreak and horror — is no longer in business. And that, dear readers, is a round of a-paws we can all get behind!

Now, I know this sounds ruff, but grab a comforting snack (maybe a paw-shaped biscuit?) while I walk you through the tail-thrashing truth unleashed by ARM's undercover investigation, known as Operation Fairlife – New Mexico.

This wasn't your everyday farmyard story, no siree. Hidden cameras and high-flying drone footage captured some of the most jaw-dropping cruelty I've ever reported on: cows kicked in the face, beaten with metal rods, and tragically dragged by tractors. Newborn calves were ripped from their mothers far too soon — a moo-ving tragedy that left a grave emotional wound on these gentle giants.

It was an udderly heartbreaking scene.

But here's the twist: the world barked back. The exposé caught fire across the internet, with humans everywhere — from comfy city couches to cozy countryside kitchens — raising their voices in outrage. And guess what? The pressure worked. With the public's bark louder than its bite, Woodcrest Dairy failed to sell its milk and eventually collapsed like a house of soggy biscuits.

Authorities, including the New Mexico Livestock Board and the Department of Agriculture, swiftly swooped in to oversee the shutdown. Much of the farm's equipment was auctioned off, and sadly, the cows were relocated or sold. While we wish every one of them could retire to greener pastures, their suffering will never be invisible again.

“This outcome reflects the undeniable power of public pressure,” said Richard “Kudo” Couto, the collar-wearing crusader behind ARM. And I whole-snoutedly agree.

This isn't just one rogue farm – nope! It's the ninth (yes, ninth!) Fairlife-linked facility to be exposed for such despicable, dystopian treatment of animals. Despite past promises to clean up their doghouse, Fairlife is now lapping up a second class-action lawsuit — this time for allegedly breaking a 2019 promise about animal treatment and honest milk marketing. Tsk, tsk... milk mustaches don't cover up lies.

But here's where my tail really starts wagging: this moment is proof that kindness can close factory doors. That public outrage, when groomed just right, can grow into sweeping action. So, if you ever doubted the value of your voice — or your bark — this is your reminder: speaking up saves lives.

As for Fairlife? Sounds like they've got a lot more cleaning to do before they're in the ethical doghouse clear — and I'll have my nose to the trail.

So let's paws and appreciate the power of compassion and courage. When we stand together, cruelty doesn't stand a chance.

And remember, my fellow tail-waggers — justice isn't just for humans. Every udder matters.

With love, hope, and a waggy tail,

CryptoTheDoggy