

Second Class Action Lawsuit Against fairlife and Coca-Cola Resolved Over Humane-washing and Animal Abuse.



May 13, 2026 – A second consumer class action lawsuit against fairlife LLC and The Coca-Cola Company over deceptive “humane” marketing claims and documented animal abuse violations has just been resolved under a court confidential stipulation.

The lawsuit, Bhotiwihok, et al. v. fairlife, LLC, et al., Case No. 2:25-cv-1650, **stemmed from multiple animal cruelty investigations conducted by Animal Recovery Mission (ARM) at fairlife supplier dairies** in Fair Oaks, Indiana (2023), [Buckeye, Arizona \(2024\)](#), and Roswell, New Mexico (2025).

Following the public release of ARM’s findings, the lawsuit was filed in the U. S. District Court for the Central District of California, alleging fairlife continued to market its dairy products as humane and sustainable despite ongoing animal abuse concerns within its supply chain.

In February 2026, a judge narrowed the scope of the lawsuit but allowed key claims to proceed, ruling that consumers could reasonably interpret fairlife’s branding and marketing as representations of ethical animal treatment. The court rejected the defendants’ efforts to dismiss those core allegations.

This isn’t the first lawsuit of its kind involving fairlife and Coca-Cola. In 2022, [a separate \\$21 million class action settlement followed one of the most widely viewed animal cruelty investigations ever conducted](#) and released by ARM at Fair Oaks Farms in Indiana, a major fairlife-linked dairy operation. A case that also forced fairlife to modify their published animal welfare standards.

While the terms of the remain sealed, the outcome marks what ARM considers a significant step forward.

“This resolution sends a clear message: you cannot market cruelty as compassion and expect nobody to fight back. We exposed the abuse. We brought the truth to the public. And once again, fairlife and Coca-Cola were forced to answer for it.” — Richard “Kudo” Couto, Founder of Animal Recovery Mission (ARM)

Media inquiries should be directed to Animal Recovery Mission (ARM) Founder, Richard ‘Kudo’ Couto at (305) 494 2225 or kudo@arminvestigations.org or Margarita Hart (561) 510-3678 hart@arminvestigations.org.

The Animal Recovery Mission is a non-profit animal cruelty investigative organization based in Miami Beach, Florida. ARM’s mission is to be an uncompromising defending force for the welfare of animals, in addition to putting an end to and preventing pain, suffering, and torture inflicted as a result of inhumane practices.

