

# Telling Dairy's Story



# The Changing Face of Activism





Headquarters: Miami Beach

Year Founded: 2010

- Owns an “undercover training facility,” equipped with milking stations and gestation crates, where they train volunteer “investigators” and other organization members on ways to gain access to “factory farms” and processing plants.
- Promotes a plant-based diet.

“The only way to end atrocities against animals, is to work towards ending the consumption of and use of animal products all together.”

- Richard Couto, Founder and Chief Executive Director  
Animal Recovery Mission Blog, 2016



ANIMAL RECOVERY MISSION

# ANIMAL RECOVERY MISSION

[HOME](#) [ABOUT US](#) [PHOTOS & VIDEO](#) [OPERATIONS](#) [ACCOMPLISHMENTS](#) [MERCHANDISE](#) [CONTACT](#) [ARM SANCTUARY](#) [HOW TO HELP](#) [HUMANE LIFESTYLE](#)

Factory Farm Division



On November 8th, 2017 the Animal Recovery Mission launched it's Factory Farm Division with revelations of the secrets behind the Dairy Industry and an inside look at the horrific animal abuse behind it. The farms below were found to be the worst offenders of animal abuse in the Dairy Industry.

[DONATE](#)

PLEASE. WE NEED YOU TO  
**Help Our Cause**

Enter your Donation Amount Here:

\$25

[Make A Difference Today!](#)

The Animal Recovery Mission is a 501 c(3) non-profit organization and all donations are tax deductible. Your generous donations aid us in our operations and emergency animal recovery missions.

EIN: 30-060 2348

[PRESS](#)

# “Waterboarding”





# “Torture”





**Farm Animal Rights Movement (FARM)**

December 6, 2017

 Like Page

Where Is My Mom? Do you know the truth about the Florida dairy industry?



## Humane Milk Is A Myth

What's wrong with dairy: Wrong for the cows, wrong for your health and wrong for the environment.

[DITCHDAIRY.COM](http://DITCHDAIRY.COM)

[Learn More](#)



# Media Impact



700

Print & digital stories



265

Television Broadcast stories



## Operation Cal Maine



In October and November of 2017, ARM initiated its first battery cage hen investigation, as a part of its Factory Farm Division. During this time, an ARM operative was employed at the Cal-Maine facility located in Lake Wales, Florida, which is part of a grand scale corporation of Cal-Maine Foods, Inc – a public egg production company that is known to be the largest producer and marketer of shell eggs within the United States.

In its 2017 annual report, Cal-Maine Foods recorded \$1,074.5 million dollars in annual sales and sold 1.031 billion dozen shell eggs, representing approximately 20 per cent of domestic shell egg consumption in the United States. As of the end of the fiscal year, Cal-Maine also reported to owning an estimated 36.1 million laying hens and 9.5 million pullets (female chickens under the age of 18 weeks of age), all of who are subjected to daily abuse, confinement and torture.

## PLEASE. WE NEED YOU TO Help Our Cause

Enter your Donation Amount Here:

\$25

[Make A Difference Today!](#)

The Animal Recovery Mission is a 501 c(3) non-profit organization and all donations are tax deductible. Your generous donations aid us in our operations and emergency animal recovery missions.

EIN: 30-060 2348

### BREAKING NEWS



**McArthur Dairy Farm**

October 16, 2017 - 1:41 pm



**ARM'S NEW FOOTAGE AT LARSON DAIRY REVEALS JACOB LARSON AS HAVING KNOWLEDGE OF ANIMAL ABUSE.**

December 13, 2017 - 8:02 am



**Hurricane Matthew aftermath at ARM Sanctuary**

October 8, 2016 - 5:36 pm

# Telling Our Story



# Floridamilk.com



ON THE FARM

IN THE KITCHEN

IN THE SCHOOLS

IN THE NEWS

EN ESPAÑOL

MENU

# FLORIDA DAIRY FARMERS

Delivering wholesome dairy products  
from our farms to your table.



MEET OUR  
**COWS**

# Floridamilk.com

MENU

## MEET OUR FARMERS

Home | On The Farm | Meet Our Farmers

Share



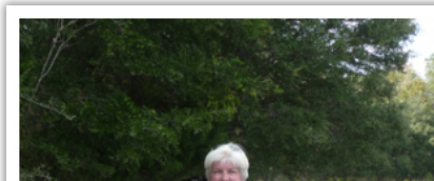
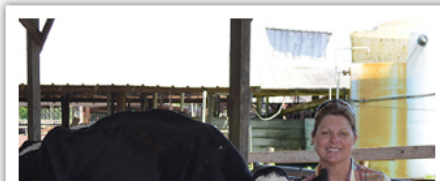
**The Austin Family**  
Marianna, Florida



**The Bennink Family**  
Bell, Florida



**The Butler Family**  
Lorida, Florida



# FARM PRACTICES



## COW CARE

Treating animals with respect and compassion is part of every dairy farmer's heritage. Simply put, no dairy farmer can succeed without healthy & content cows.



## DAIRY QUALITY

Maintaining milk's freshness and quality is a job that starts at the farm and continues through processing.



## ENVIRONMENTAL SENSITIVITY

There's an old saying about farmers being the first environmentalists. Caring for the land, water and air remains a daily commitment by dairy farmers.



## SAFEKEEPING FARMS

The dairy industry works closely with



## MODERN TECHNOLOGY

Farmers have a vested interest in



## MAKING THE GRADE

Dairy is one of the most regulated and

# Social Media



**FLORIDA  
DAIRY  
FARMERS**



Florida Milk

@floridamilk

Home

Posts

Videos

Photos

Groups

About

Community

👍 Liked ▾

📡 Following ▾

➦ Share



Florida Milk



Pull open the barn doors and take a look inside one of Florida's dairy farms today in honor of #NationalAgDay! Dairy farmer Ed Henderson gives us a virtual tour of his family-run farm, Shenandoah Dairy. #UndeniablyDairy #FloridaMilk #TGLee #DeanFoods



**ED HENDERSON**

Live Oak, FL

-12:10





Tweets **2,716** Following **606** Followers **3,047** Likes **1,001** Lists **4** Moments **0**

## Florida Milk

@FloridaMilk

We represent more than 130 dairy farm families who produce 272 million gallons of fresh Florida milk for you each year!

Orlando

floridamilk.com

Joined June 2009

665 Photos and videos



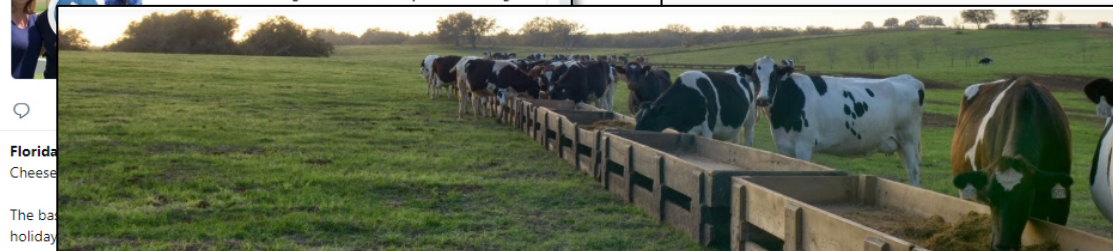
### Tweets Tweets & replies Media

**Florida Milk** @FloridaMilk · Apr 13  
Ever wanted to milk a 🐊? For Janice Cizek, it was a big goal on her 50th birthday bucket list! Consider it ✓ off the list Janice!

WATCH [youtube.com/watch?v=9AHTeH...](https://www.youtube.com/watch?v=9AHTeH...)

#UndeniablyDairy #FloridaMilk

**First-time milker checks goal off bucket list**  
Janice Cizek has 50 goals for her 50th year...including



**Florida Cheese**  
The ba holiday



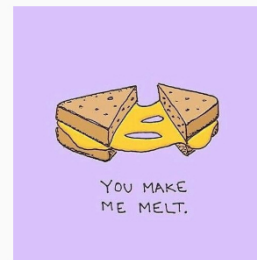
floridamilk

Edit Profile ⚙️

436 posts 1,562 followers 250 following

Florida Milk Representing more than 100 dairy farm families in the state of Florida!  
[www.floridamilk.com](http://www.floridamilk.com)

POSTS SAVED



## FloridaDairy

791 subscribers

CUSTOMIZE CHANNEL

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



### Florida Dairy Farmer Holds Concert for Dairy Cows

FloridaDairy · 124K views · 1 year ago

Find out what happens when a dairy farmer from Florida invites his 17-piece jazz band out to his farm to play for his curious cows!

### Florida Dairy Farm Families PLAY ALL



Cindale Farms: A Family Farm and Creamery

FloridaDairy



Milking R Dairy Owners Recognized for

FloridaDairy



The Henderson Family: Shenandoah Dairy

FloridaDairy



The St. John Family: Alliance Dairies

FloridaDairy



# Veterinarian Videos



# Farm Tour Video



# On-Farm Events



# Blogger and Student Tours



**Questions?**

