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**MEDIA ALERT**  
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## **2025 Cobb Research Initiative (CRI) Announces Request For Applications**

*2025 CRI focused on innovative technology and accelerating genetic progress.*

**SILOAM SPRINGS, Ark., USA**, January 17, 2024 — Cobb-Vantress, LLC (Cobb) is excited to announce the 2025 Request for Applications (RFA) for their annual funding program. The Cobb Research Initiative (CRI) seeks to form partnerships with researchers to drive genetic progress and address key challenges in the global poultry industry.

We are looking for leaders in both basic and applied research to provide solutions and advance poultry genetics and health through the use of advanced technology and innovative thinking. Researchers can begin submitting pre-proposals for the 2025 funding round of the Cobb Research Initiative (CRI) starting January 28, 2025.

"At Cobb, our commitment to enhancing food security, safety, sustainability, and efficiency ensures that protein remains accessible and affordable," said Dr. William Herring, Vice President of Research and Development. "To achieve these goals, we collaborate with researchers from various disciplines, not just poultry experts, to gain new insights and develop innovative tools for advancing poultry genetics."

Cobb invites pre-proposals from researchers worldwide and encourages them to consider our global footprint and extensive customer network.

The CRI encourages proposals that include innovative approaches to accelerate genetic progress, such as:

- Artificial intelligence
- Data systems collection and management
- Robotics and automation
- Application of biotechnology

The application period for the current round of funding opens on January 28, 2025, and research partners can submit pre-proposals electronically until March 3, 2025.

Visit us at IPPE (booth B7007) to learn more about the Cobb Research Initiative. You can also see more about previously funded projects, research priorities and submission instructions at [www.CobbResearchInitiative.com](http://www.CobbResearchInitiative.com).

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