**Strategic investments pave the path for new facilities, new products, and a more sustainable future.**

**Cobb-Vantress, Inc. / Siloam Springs, Arkansas, USA:** Cobb-Vantress has a long history of commitment to investing in R&D, and since 2000, the company has invested in expanding its genetic library and footprint to help improve existing products and develop future products to meet customer needs. Cobb is always looking ahead to serve its customers using innovative research and technology in a responsible way.

“Over the past 5 years, we have invested over $100 million into R&D initiatives and company owned farms where our programs are executed,” said Dr. Aldo Rossi, vice president research and development. “These investments have provided resources to help strengthen our product strategies and also aided in development of new and improved products.”

Cobb is one of the world’s leading suppliers of broiler breeding stock with distribution into more than 100 countries. The company also understands that the landscape of the food and poultry industry, as well as consumer demands, are continuously changing and that building a more sustainable future is paramount.

“Our customers deserve a premium quality product, and it is our goal to offer a portfolio of products that meet and exceed the expectations of our customers around the world,” said Stan Reid, president. “Chicken is viewed as one of the healthiest proteins available and Cobb plays a key role in making sure that chicken remains a healthy and affordable source of protein for generations to come.”

Investing in innovative technology, new facilities and continued development of new products are just a few of the ways Cobb is paving the way for the future. Cobb recently secured additional acreage in Tennessee to expand its Dry Creek pedigree farm. The company also secured additional land in China, allowing further expansion of a Cobb grandparent farm.

“We expect to continue to make significant strategic investments in our R&D program and locations with a robust and exciting list of planned projects already identified for the next 10 years,” said Rossi. “We are committed to investing in technologies to measure new traits and to measure current traits even better.”

**ABOUT COBB-VANTRESS, INC.**

Cobb-Vantress, Inc. makes quality protein accessible, healthy, and affordable worldwide. Our research and technology innovates the global poultry industry. With headquarters in Siloam Springs, Arkansas, we are the world’s oldest pedigree broiler breeder. We distribute poultry to more than 120 countries. Find more at [cobbvantress.com](https://www.cobb-vantress.com/).

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