

# Cobb Research Initiative (CRI)

## Request for Applications 2025

Pre-Proposal Applications:

Opens January 28th, 2025

Closes March 3rd, 2025



## Purpose and Research Priorities

Cobb's primary purpose is to serve our customers using innovative research and technology to make protein available, healthy, and affordable worldwide. The Cobb Research Initiative (CRI) is a program that seeks partnerships with researchers to further our genetic progress and answer key issues facing the global industry. Leaders in basic and applied research are sought to provide solutions and further genetic improvements by leveraging advanced technology and innovative thinking.

The primary goal of the CRI is to collaborate with diverse disciplines to effectively implement genetics and omics technology, engineering, and data science to improve production, sustainability, and resiliency of Cobb breeding stock.

### Specific Goals of the CRI are to:

- Accelerate genetic efficiency gains by applying cutting edge technology and innovative science.
- Employ AI and machine learning within the production continuum for accurate and precise data collection and quality assurance.
- Use scientific innovation to support animal health beyond vaccines and medications.
- Improve fitness through genetic selection to allow cultivation in challenging environments.
- Reduce production gaps and inefficiencies through genetic innovation to achieve sustainable production.
- Harness big data from precision agriculture for predictive, prescriptive, and preventative diagnostics of production systems.
- Advance food safety from reactive treatments to preventative solutions.

The CRI research priorities align with the goals of the program to support Cobb's genetic progress. Within each of the CRI's goals, research objectives have been identified that encompass many areas including general management and husbandry, muscle biology, veterinarian medicine, engineering, nutrition, reproductive biology, genetics, and genomics.

### Research Priorities of the CRI for 2025 are:

- Identify genetic traits correlated to fitness in challenging environments and / or disease resistance for selection and creation of more robust genetics.
- Determine the development and impact of metabolic disorders on production and breeding.
- Design innovative hardware, computing, and information systems to enhance and automate the collection and analysis of datasets and the accompanying metadata.
- Develop systems or technology to mechanize labor-intensive tasks in production.
- Reduce waste and byproducts generated in production and / or find novel uses for waste and byproducts.
- Create or apply novel technologies to assess and improve fertility and productivity.
- Determine causes and developmental mechanisms for muscle myopathies.
- Engineer automated processes to reduce the risk of product contamination and preserve quality.
- Use a systems approach to improve well-being by identifying genetic traits, environmental factors, and management practices that collectively impact outcomes.



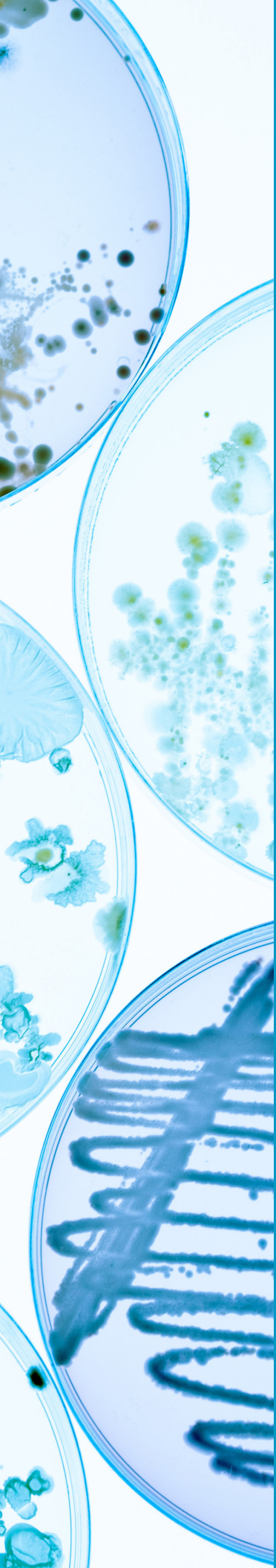
## Research Components to Consider

### Science and Technology Integration

Research projects that promote the convergence of science, automation, and technology to solve Cobb's challenges are highly encouraged. The CRI seeks partnerships with researchers who consider how technology and automation could be used to support solutions within the key focus areas identified in this request for applications. Artificial intelligence, data systems collection, data systems management, robotics, and/or automation are technologies Cobb is seeking to leverage to improve our genetic products and production efficiency. Research with strategies that include the application of biotechnology for breed improvement is highly encouraged.

### Global Engagement

Cobb is a global genetics company that has been advancing science around the world for over 100 years. Cobb welcomes pre-proposals from researchers around the globe and encourages researchers to consider our worldwide presence and extensive customer network. We recognize that some solutions may not be universal. However, we encourage researchers to propose solutions that may be adapted to fit regional needs and commercial application.



## Pre-Proposal Application Process

### Application Restrictions

The CRI welcomes multiple applications from the same primary researcher. However, applications that are duplicated or overlapping are not accepted.

### Application Dates

The CRI program is accepting research pre-proposals beginning January 28th, 2025 and will close on March 3rd, 2025. Researchers must submit their applications electronically using the form available at [cobbgenetics.com](http://cobbgenetics.com) and must upload the pre-proposal form to complete the application process. Ideally, proposed research projects should be completed within 18 to 24 months. Researchers will be notified of the outcome of the pre-proposal selection process by April 17th, 2025.



# Instructions for Preparing the Pre-proposal

## Pre-Proposal Application Information

(Use the Cobb CRI form that can be downloaded from the website)

1. Lead Researcher's first and last name
2. Lead Researcher Institution
3. Lead Researcher's email address
4. Project Title
5. Co-Researcher(s) first and last name (if applicable)
6. Co-Research Institution(s) (if applicable)
7. Estimated Project Start Date
8. Estimated Duration of the Project (ideally, projects should be completed between 12 and 24 months).
9. Estimated Total Cost of Project (Researchers are encouraged to estimate total budgets based on the duration of the project and the amount of funding needed to cover the costs of completing the project in that time frame).

## Project Abstract

Provide an abstract that describes how the proposed project will address the research needs outlined in this RFA. Describe how Cobb can apply or use the outcomes of the project. Limit the abstract to approximately 700 to 1200 words.

## Images

Images may be copied and pasted into the submission form, but are not required. Please limit the number of images to 4. Please note that the submission portal total file size is limited to 50 MB. High resolution images may substantially increase the total size of your file.

## CV

Please include a brief CV for the Lead Researcher. Include current and past affiliations and any publications, funded projects, or other work relevant to the proposed project.



## Instructions for Pre-proposal Submission

- Use the fillable document accessible on the website (Cobbgenetics.com). This form will be used to enter all your information including your project narrative. Any application that is submitted as a file other than the fillable form issued by Cobb, will not be accepted. Pre-proposals received with missing information or lacking the required signatures will not be accepted.
- Save your file as a pdf and title the file for submission using the following format:

Pre-Proposal\_Application\_(Last Name of Primary Researcher).

**Example:** Joe Smith is the lead researcher so he would title his file:

Pre-Proposal\_Application\_Smith.pdf

If submitting more than one pre-proposal as a Primary Researcher, add a number after the last name.

**Example:** Joe Smith is the lead investigator submitting 2 pre-proposals as the Primary Researcher so he would title his files:

Pre-Proposal\_Application\_Smith\_1.pdf

Pre-Proposal\_Application\_Smith\_2.pdf

- Fill in all the requested information in the submission portal.
- Upload your file. Submit the pdf pre-proposal form file. Do not submit supplementary files. Any files other than the fillable pre-proposal form will not be reviewed.
- File size is limited to 50 MB. Files over this size will be rejected by the submission portal.
- Applications must be received by 11:59 pm Central Time (CT) on the due date. Applications received after the deadline will not be reviewed. Do not submit the same application more than once.
- ***You will receive an email confirmation that your pre-proposal has been received within 30 minutes of submission. If you do not receive an email confirmation that your pre-proposal has been received within 30 minutes of submission, contact [research@cobbgenetics.com](mailto:research@cobbgenetics.com).***



## Full-Proposal Application Process

Researchers selected from the pre-proposal application process will receive a fillable form to prepare the full proposal. As part of the full proposal development process, researchers will be given the opportunity to partner with a Cobb subject matter expert to refine their research proposal before submitting the full application. The full application must be submitted by May 23rd, 2025.

## Cobb Review and Selection Process for Full Proposals

A panel of Cobb subject matter experts will evaluate the full proposals. Reviewers will consider the strengths and weaknesses of the proposal, the overall likelihood that the study will have significant outcomes and impact for Cobb, and the alignment of the project with current research initiatives. The panel will select the full proposals for funding and all researcher applications will receive notice from Cobb.

## Cobb Disbursement of Funding

In the event the Researcher's proposal is ultimately selected by Cobb and upon the execution of a mutually agreeable written research agreement signed by both parties, the Researcher will receive several payments over the duration of the project as more specifically set forth in said contract. At the initiation, the Researcher will receive 25 % of the total requested budget. Once the final report is received, the final payment will be disbursed.

# Important Dates

January 28th, 2025 RFA is released and pre-proposal application portal opens

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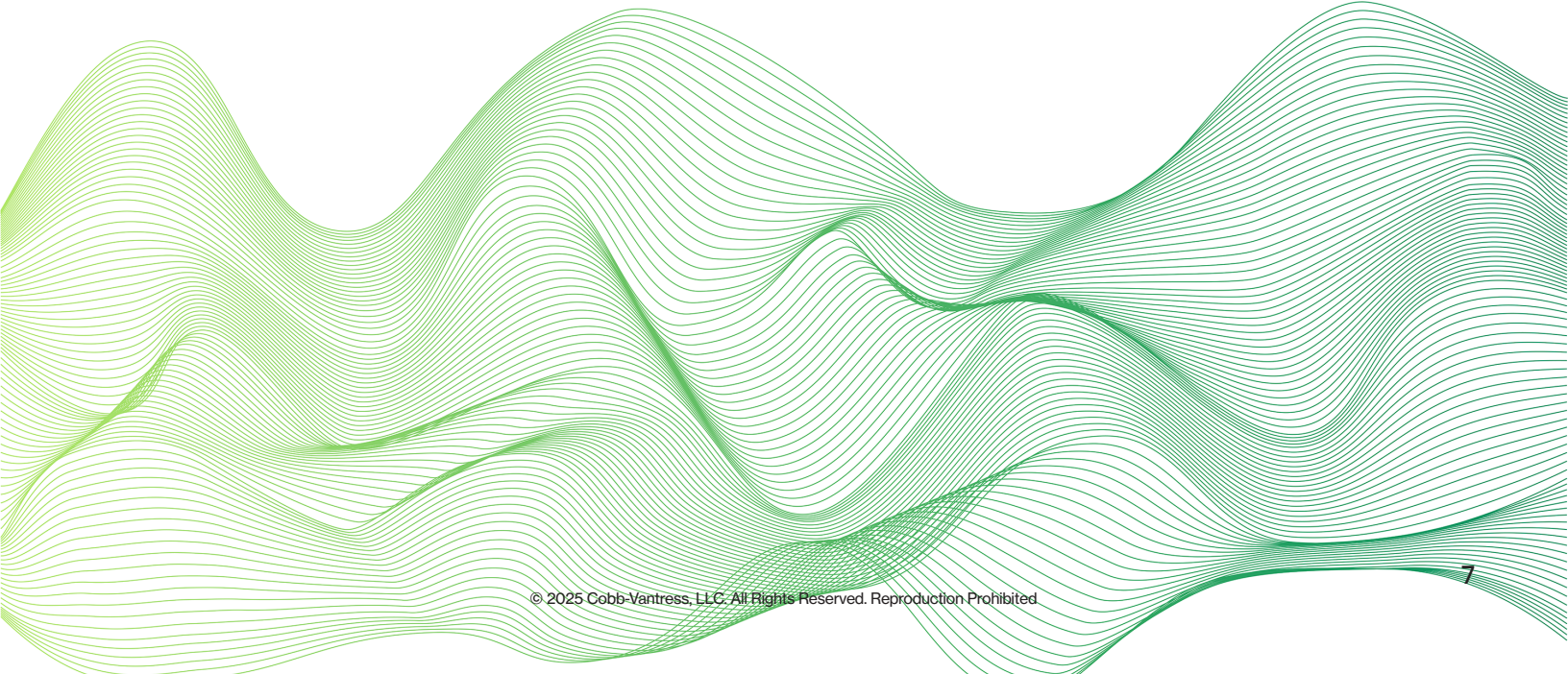
March 3rd, 2025 Deadline to submit pre-proposals

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April 17th, 2025 Requests for full proposals notification

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May 23rd, 2025 Deadline for full proposals







Partner with Cobb  
research to help us  
further genetic progress.

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Find your competitive edge

