

Cobra Resources CEO Rupert Verco Highlights Revolutionary Rare Earths Mining Method at PDAC 2025

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March 18, 2025 – [InvestorNews.com](https://investornews.com) host Tracy Hughes sits down with Rupert Verco, CEO of [Cobra Resources PLC](https://cobraresources.com) (LSE: COBR), to discuss their groundbreaking, environmentally friendly approach to rare earth extraction. Cobra Resources is advancing Australia's only rare earth project amenable to in situ recovery (ISR), a low-cost, minimally invasive mining method that requires no excavation or surface disturbance. Verco enthusiastically highlights Cobra's unique advantage, stating, "We have discovered a unique style of mineralization that is amenable to in situ recovery, which is low cost and low capital," positioning Cobra as a disruptive player within the critical minerals industry.

Tracy Hughes of [InvestorNews.com](https://investornews.com) highlighted Cobra's recent milestone: the production of their maiden Mixed Rare Earth Carbonate (MREC) from the Boland Project, boasting an exceptional Total Rare Earth Oxide (TREO) content of 62.4%. Verco explained Cobra's distinct extraction process, leveraging natural geological confinement and a membrane extraction technology. He detailed the impressive economics: "We're producing a carbonate at a cost metric that's around \$6 US per kilo, for a value add of around \$100 per kilo." Emphasizing the project's unique advantage, Verco stated, "Such a high purity product from a simple, low-cost flowsheet is a clear demonstration of Boland's commercial potential."

In highlighting Cobra's key differentiators, Verco pointed out critical environmental and operational advantages: "We don't move a single cubic metre of material... we're very low cost and we're very low capital." He emphasized Cobra's potential to replicate their innovative model globally, noting existing ISR operations in Wyoming as a blueprint for future expansion. Throughout the interview, Verco underscored Cobra's vision of offering strategic critical minerals sustainably to support global technological development and sovereignty.

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About Cobra Resources PLC

In 2023, Cobra discovered a rare earth deposit with the potential to re-define the cost of rare earth production. The highly scalable Boland ionic rare earth discovery at Cobra's Wudinna Project in South Australia's Gawler Craton is Australia's only rare earth project amenable for in situ recovery (ISR) mining – a low cost, low disturbance method enabling bottom quartile recovery costs without any need for excavation or ground disturbance. Cobra is focused on de-risking the investment value of the discovery by proving ISR as the preferred mining method and testing the scale of the mineralisation footprint through drilling.