

# Jack Lifton and Pini Althaus on USA Rare Earth's mine to magnet strategy

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"You have formally announced a mine to magnet strategy. In the rare earths business, we have seen this before, in the round one of the rare earths boom in around 2011 or 2012. A company no longer in existence called Great Western Minerals announced a mine to magnet strategy. Then Molycorp announced a mine to market strategy. Neither of those companies ever achieved anything like that and neither of them advanced to where you have advanced which is the separation of the heavy and light rare earths. I would like to know if you are planning a vertically integrated company which would be not only mining and refining but producing metals and alloys and fabricated magnets" Asked Jack Lifton, critical materials expert and Technology Metals Show host, in an interview with Pini Althaus, CEO and Director of [USA Rare Earth LLC](#).

Pini replied, "The difference here is between announcing strategy verses implementing strategy and we have been very careful to announce things as they actually take form and become a reality."

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546-9233