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AMERICA'S FIRST FRIENDLY RARE EARTH

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Why Texas Can Lead America's Rare Earth Processing Future

Abundant resources, strategic location, energy advantage, industrial capability, and a culture of innovation position Texas to play a leading role in rebuilding America's rare earth supply chain—responsibly.

By America's First Friendly Rare Earth (AFFRE) | Houston, Texas

TEXAS HAS THE FOUNDATIONS

Texas has long been a leader in energy, petrochemicals, advanced manufacturing, and industrial innovation. Those same strengths create a compelling foundation for rare earth processing and separation. With a skilled workforce, world-class infrastructure, access to energy and water resources, a business-friendly environment, and a long history of turning natural resources into industrial strength, Texas is uniquely positioned to help rebuild America's critical-mineral supply chain.

STRATEGIC LOCATION AND INFRASTRUCTURE

Texas sits at the center of domestic and global supply chains. Deepwater ports, rail networks, interstate highways, and pipeline infrastructure provide efficient access to raw materials and markets. The Port of Houston—one of the busiest ports in the nation—offers direct access to global trade routes. This connectivity can reduce logistics costs, shorten supply chains, and strengthen America's industrial resilience.

ENERGY AND INDUSTRIAL CAPABILITY

Rare earth processing and separation can be energy-intensive. Texas offers reliable and competitive energy supplies, along with a deep network of chemical, refining, and advanced manufacturing expertise. Decades of experience in complex industrial operations—many involving challenging chemistries—provide a skilled workforce and a proven industrial ecosystem that can support the development of safe, efficient, and responsible rare-earth processing facilities.

A CULTURE OF INNOVATION

Texas is home to leading universities, research institutions, and a growing ecosystem of technology development. Collaboration between industry, academia, and government creates opportunities to advance separation technologies, improve environmental performance, and accelerate the commercialization of new processes. This spirit of innovation is essential for solving the complex chemistry and engineering challenges that rare earths present.

A COMMITMENT TO RESPONSIBLE DEVELOPMENT

Texas has also demonstrated that economic growth and environmental stewardship can advance together. Modern industrial development can be designed with water management, land stewardship, emissions controls, and waste reduction built in from the beginning. By applying best practices, investing in new technologies, and maintaining transparency, Texas can set a national standard for responsible rare-earth processing.

STRENGTHENING AMERICA'S INDUSTRIAL INDEPENDENCE

Developing domestic rare-earth processing capacity in Texas is not just a regional opportunity—it is a national imperative. It can reduce reliance on foreign sources, strengthen critical supply chains, create high-value jobs, and support the industries that power our modern economy, from defense and aerospace to clean energy, electric vehicles, and advanced manufacturing.



NATURAL RESOURCES

Known rare-earth resources and geological potential.



STRATEGIC LOCATION

Ports, rail, highways, and global market access.



ENERGY ADVANTAGE

Reliable and competitive energy supplies.



INDUSTRIAL ECOSYSTEM

World-class chemical, refining, and manufacturing expertise.



INNOVATION HUB

Leading universities and research institutions.



ENVIRONMENTAL FOCUS

Opportunity to set a national standard for responsible processing and water stewardship.



ECONOMIC IMPACT

High-value jobs and stronger, more resilient supply chains.

"Texas has the resources, the people, and the industrial capability to lead America's rare earth processing future—and to do it responsibly."

— AFFRE



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AMERICA'S FIRST FRIENDLY RARE EARTH



ENGINEERING
EXCELLENCE



SCIENTIFIC
INTEGRITY



RESPONSIBLE
STEWARDSHIP



LONG-TERM
THINKING



RESPECTFUL
DIALOGUE