

Press Release

FIRA USA to Make a Stop in Sacramento for its 2024 Edition, October 22-24

Sacramento, May 14th, 2024 - Firmly established in the US AgTech trade show scene, the outdoor event FIRA USA continues its California tour and will stop in Woodland, near Sacramento, for its 3rd edition.

To always meet the needs of growers as closely as possible, FIRA USA 2024 will notably offer an expanded range of robots for specialty crops, vegetables, and vineyards, as well as demonstrations on fruit and nut trees - crops particularly prevalent in this region.

The Industry Experience: An Enriched Programming

The Tech & Education Day will kick off proceedings on October 22nd with a program showcasing the latest advancements in technologies, regulations, safety... and the famous "robot parade."

October 23rd and 24th will provide participants with insights into the levers enabling the widespread deployment of robots in the fields: the role of OEMs, distributors and dealers, and manufacturers, automation from production to marketing, as well as pitches and networking times (B2B meetings, app for the matchmaking, sponsored breakfasts, afterworks...).

The FIRA USA Awards 2024 will close these three days with the presentation of awards such as the best startup (awarded by investor judges) and the best robot of the show (acknowledged by participants).

The Growers Experience: Roundtables and Demos by Sector

Resolutely focused on end users, FIRA USA 2024 offers a new perspective for grower participants this year. The program will feature themed roundtables, led by Commodity Boards with presentations on current issues, testimonials, and use cases from producers, and proposed robotic solutions, for each sector:

- Vineyards
- Orchards: fruit trees (by Washington Tree Fruit Research Commission), tree nuts (by the Almond Board)



- Vegetables: leafy greens, lettuce, tomatoes, fresh vegetables...
- Berries: strawberries...

Field demonstrations, as in previous years, will take place on-site and allow participants to see robots and autonomous machines in real operation, while challenging manufacturers and providing opportunities for partnerships. To facilitate access for as many people as possible, the passes for FIRA USA are free of charge for growers.

The Manufacturers' Experience: California Ag Robotics Discovery Tour

For the first time, a 5-day "Ag market tour" will connect international AgTech leaders and delegations with innovative farms across Sacramento, Davis, the Central Valley area, and Salinas, offering a firsthand look at the latest in agricultural technology.

From October 17 to 20, participants will get the opportunity to join the bus tour to experience a customized journey to delve into the nuances of automation in specialty crops across California and North America. This unique opportunity allows participants to deepen their market understanding, connect with key industry figures, and forge new alliances. The tour will include a wide range of farms and crops.

Call for Pitches and Call for Abstracts are open!

Agricultural robotics startups seeking investment are invited to apply for the call for pitch, which allows them to present their projects to dozens of VCs and M&A.

Researchers are also invited to submit their papers for the Call for Abstracts to present them during the Tech & Education Day.

Information and registrations: <https://fira-usa.com/>

ABOUT FIRA USA

Since 2016, the French non-profit association GOFAR has organized FIRA (International Forum for Agricultural Robotics) events:

- World FIRA (France), the Global event for agricultural robotics and automation
- FIRA USA (California, since 2022), the North America event for autonomous and robotic farming solutions

FIRA USA is co organized by GOFAR (Global Organization for Agricultural Robotics), the University of California Agriculture and Natural Resources (UCANR), The VINE and Western Growers Association. More info: <https://fira-usa.com/>

Press Kit:

