

# AG ROBOTS AND AUTONOMOUS SOLUTIONS IN ACTION

FREE FOR GROWERS

USA **FIRA**  
OCT. 22-24 2024



**OCTOBER**  
**22 - 24, 2024**

**Woodland**  
**Sacramento, Calif.**  
Yolo County Fair



**ROBOT DEMOS**



**EXHIBITION**



**PANEL DISCUSSIONS**



**TECH & EDUCATION**



**ENTERTAINMENT**

**PRESS CONFERENCE**  
MAY 14TH, 2024

[WWW.FIRA-USA.COM](http://WWW.FIRA-USA.COM)



**PRESS KIT**



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# 1 AGRICULTURAL AUTOMATION MARKET OVERVIEW

Manufacturers by the numbers of units in activities in the world (approximate)

Number of units in service (2022-2024)

100-500	
50-100	
10-50	
0-10	
Non Public	

## FIRA AT A GLANCE...

Since 2016, the French non-profit association GOFAR organizes FIRA 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 stands for "International Forum for Agricultural Robotics"**  
**GOFAR stands for "Global Organization for Agricultural Robotics"**

# FIRA USA 2024

October 2024

Sacramento/Davis Area

- Embark on an extraordinary three-day journey delving into the future of agriculture, showcasing cutting-edge autonomous farming and robotic solutions.
- Unparalleled networking opportunities tailored for farmers, robot manufacturers, industry professionals, and scientists.
- All-in-one access to infield demonstrations, business meetings, and research project presentations at a single location.

FIRA USA is a travelling event throughout California, to get closer to farmers and their needs for automation.



Exhibition - Demos - Panels -  
Networking - Entertainment



# KEY FIGURES

Discover the epitome of global gatherings, FIRA USA, where industry luminaries in agriculture and agrobotics converge. Immerse yourself in a three-day showcase featuring the forefront of technological innovation through live demonstrations.



**2,500+**  
**ATTENDEES**

Farmers, robot manufacturers, OEMs, dealers, technology suppliers, scientists, media and investors: FIRA USA is the place to be for networking.



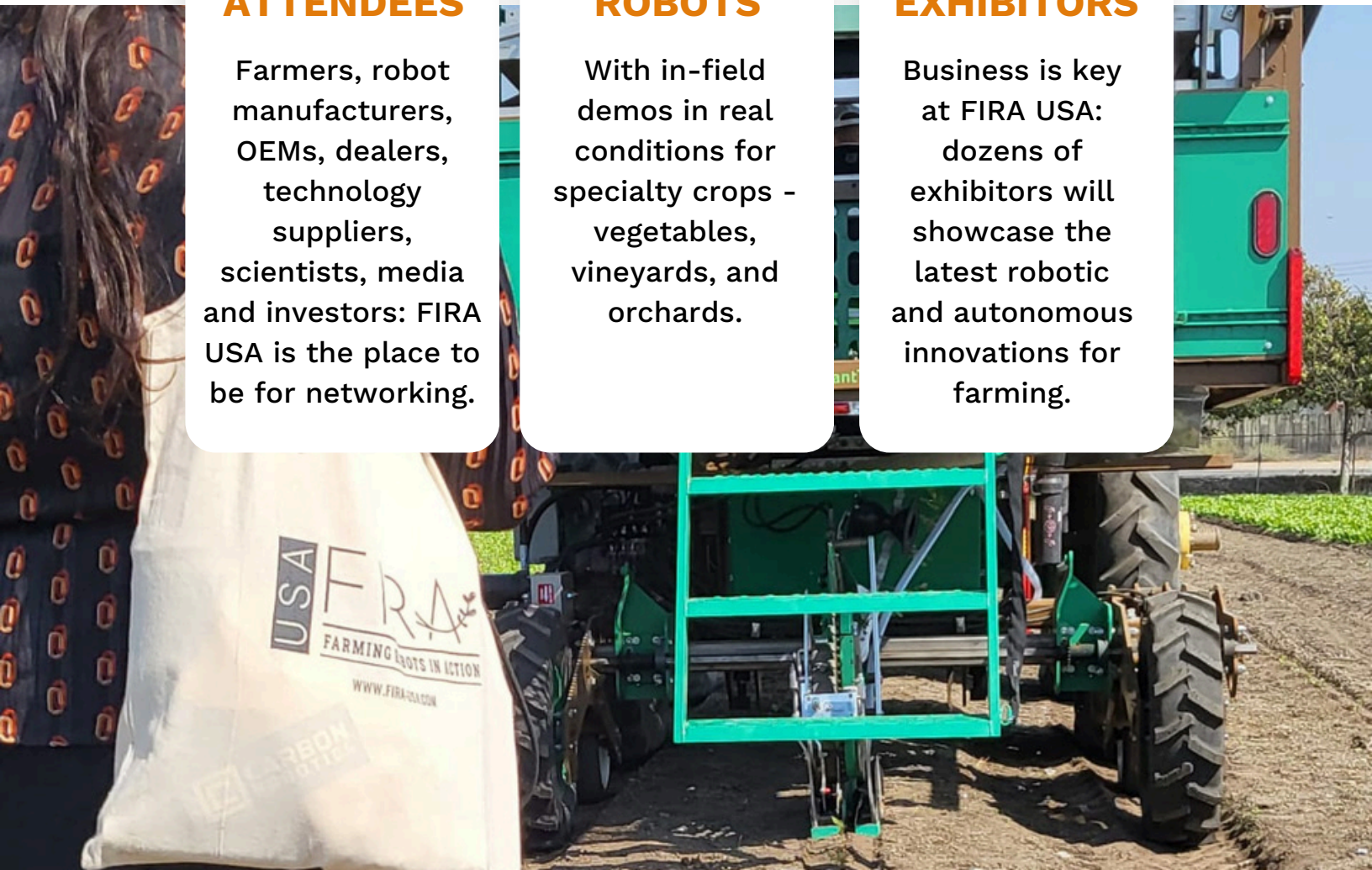
**35+**  
**ROBOTS**

With in-field demos in real conditions for specialty crops - vegetables, vineyards, and orchards.



**80+**  
**EXHIBITORS**

Business is key at FIRA USA: dozens of exhibitors will showcase the latest robotic and autonomous innovations for farming.







# NEW LOCATION YOLO COUNTY FAIR WOODLAND | SACRAMENTO

**A single location for all FIRA USA happenings!**

- Easy Access & parking
- Large areas
- Many rooms available

Exhibition zone and demo zone in the same place  
Demo zone set up and customized from scratch



YOLO COUNTY





# GENERAL AGENDA

**OCT. 22-24, 2024**

From 8 am to 6 pm

**YOLO COUNTY FAIR**

1125 East St.  
Woodland, CA 95776

## MONDAY, OCTOBER 21

6:30 pm - 9 pm

VIP EVENING TO OPEN THE EVENT IN THE PRESENCE OF REGIONAL AGTECH LEADERS AND KEY PLAYERS IN THE AG ROBOTICS INDUSTRY

*UNDER INVITATION*



Sponsored by **GREATER SACRAMENTO**  
ECONOMIC COUNCIL

## TUESDAY, OCTOBER 22

TECH & EDUCATION DAY SESSIONS

8:30 am - 3:30 pm

Exhibition Zone opening

8 am - 6 pm

Official Opening Tour

1 pm - 2 pm

In-Field demos

2 pm - 5:30 pm

Start-up Pitch Session - Invest'Day

3:15 pm - 5 pm

Afterwork - Sponsored by



5 pm - 6:30 pm

## WEDNESDAY, OCTOBER 23

Exhibition Zone opening

8 am - 6 pm

In-Field Demos

2 pm - 5:30 pm

Panel & Round Tables

8:45 am - 12:30 pm

*RT #1: Reducing spray drift and improving spray coverage in the Almond/Tree Nuts Industry*

10 am - 10:45 am

Sponsored by



Inno'Pitches

10 am - 4:30 pm

Press Tour

11 am - 12 pm

## THURSDAY, OCTOBER 24

Exhibition Zone opening

8 am - 5 pm

In-Field Demos

2 pm - 5:30 pm

Panel & Round Tables

8:45 am - 12:15 pm

*RT #4: Addressing Automation Needs in the tree fruits industry*

10 am - 10:45 am

Sponsored by



Inno'Pitches

10 am - 12 pm

FIRA USA 2024 Awards Ceremony

12 pm - 12:45 pm

# THE TECH & EDUCATION DAY

## OCT. 22nd

THE TECH & EDUCATION DAY WILL FOCUS ON CUTTING EDGE ADVANCES IN AG ROBOTICS AND RELATED TECHNOLOGIES BETWEEN THE INDUSTRY, RESEARCHERS AND STUDENTS.

DURING THE DAY, DISCOVER 3 MAIN ASPECTS OF THE R&D SECTOR:

**CALL FOR ABSTRACTS**  
**APPLY BEFORE**  
**JUNE 30TH, 2024**

APPLICATION ON: [WWW.FIRA-USA.COM](http://WWW.FIRA-USA.COM)

# 1

## R&D KEYNOTES & PANELS

LEARN THE CUTTING EDGE ADVANCES IN: AI - DEVELOPING THE DATASETS FOR AUTOMATION, CROP-SPECIFIC AUTOMATION, AUTOMATION FOR PRECISION CLIMATE SMART AGRICULTURE, OPEN INNOVATION PROJECTS BETWEEN RESEARCH INSTITUTIONS AND INDUSTRY.

# 2

## EDUCATION & CAREER

AG ROBOTICS CAREER PANEL, POSTERS SESSIONS, TECHNOLOGY TRANSFER OPPORTUNITIES

# 3

## STUDENT & SCHOOLS ENGAGEMENT

A DAY DEDICATED ALSO TO THE EDUCATION WITH: HIGH SCHOOL ROBOTICS TRAINING AND COMPETITION WITH THE FARMBOT CHALLENGE (WINNERS WILL SHOWCASE THEIR ENGINEERING, COMPUTER SCIENCE, AGRONOMIC, AND FABRICATION ABILITIES BY DESIGNING A NOVEL FARM ROBOT USING THE FARMING PLATFORM.), ROBOTS PARADE, NETWORKING, REGISTRATIONS FOR SCHOOLS AND FFA ORG. WITH TAILOR-MADE FIRA USA EXPERIENCE



# THE GROWERS EXPERIENCES

OCT. 22 - 24

## 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, VEGETABLES, NUTS, ETC.).

## FIELD DEMONSTRATIONS

WITH 3 DEMO ZONES GET TO THE FRONT ROW TO SEE 35+ ROBOTS IN DEMOS & DISPLAY, FROM PROTOTYPES TO MARKETED ROBOTS. FROM WEED CONTROL TO FERTILIZER, HARVESTING, PICKING AND SEEDING ON CULTIVATED PLOTS, VEGETABLES, ORCHARDS, AND VINEYARDS!

**RT #1: Reducing spray drift and improving spray coverage in the Almond/Tree Nuts Industry**

Sponsored by  Almond Board of California

**RT #4: Addressing Automation Needs in the tree fruits industry**

Sponsored by  WASHINGTON TREE FRUIT RESEARCH COMMISSION

NEW

**FIRA USA 2024 IS FREE FOR GROWERS**





# THE BUSINESS DAYS

OCT. 22 - 24

FIRA USA is the only place when it comes to get the experts vision on farming automation and to meet with experts of the industry who are building the future of ag robotics during 3 days.



## EXHIBITION ZONE

80+ EXHIBITORS WILL JOIN AND SHOWCASE TO THE ATTENDEES THEIR LATEST SOLUTIONS FOR AGROBOTICS. ROBOT MANUFACTURERS, TECHNOLOGY INNOVATORS, ASSOCIATIONS, OEMS, MEDIA,... FIND THE RIGHT INNOVATIVE SOLUTIONS!

Discover the DART-HawkTower Drone Pavilion, a pavilion dedicated to the drones solutions for farming.

By



## CONFERENCES

LISTEN ABOUT THE 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....



## NETWORKING TIMES

FIND THE RIGHT PARTNER MADE FOR YOUR BUSINESS DURING OUR DEDICATED NETWORKING TIMES.

B2B MEETINGS - APP FOR THE MATCHMAKING: THE RIGHT APPOINTMENT FOR YOU WITH ONE OF THE 2,500+ ATTENDEES OF YOUR CHOICE, SPONSORED BREAKFASTS, AFTERWORKS...



10/22 - Afterwork  
Sponsored by



Coffee Breaks  
Sponsored by





**NEW**

# THE MANUFACTURERS' EXPERIENCE

OCT. 17 & 20

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.

## A DEDICATED TOUR...

### THURS. 10/17 DAY 1

Meeting at SFO

Explore ag Salinas, relocate to Fresno in the PM.

Vegetables, Lettuce, Berries

### SAT. 10/19 DAY 3

Merced area, relocate to Davis in the PM

Tomatoes, Melons, Cotton, Almonds, Dairy, Citrus, Cotton

### FRI. 10/18 DAY 2

Fresnos area, relocate to Merced in the PM

Stonefruit, Grapes, Cherries

### SUN. 10/20 DAY 4

Day off - with optional Excursion

Supported by



### MON. 10/21 DAY 5

Explore the Sacramento Valley area, FIRA USA VIP Cocktail in the PM

Tomatoes, Rice, Walnuts

FIRA USA 2024 Starts on Tues. 10/22

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 exact route is currently being created. The tour will include a wide range of farms and crops.





# THE INVEST'DAY

OCT. 22 & 24

The pitch session on the Invest Day gives startups the chance to pitch to VCs, Business Angels, and Corporate Ventures for potential investment!

## INVEST DAY AGENDA

OCT. 22ND

- 3:15 PM -

“FIRA US Start-up Pitch Session”: pitches of shortlisted start-ups - Investors Judges

OCT. 24TH

- 2 PM -

“FIRA USA 2024 Awards Ceremony ”: awarding of the most promising start-up

## STEERING COMMITTEE



**TREVOR SIECK**  
ASSISTANT VP STARTUP  
RELATIONSHIP MANAGER



**CULTERRA**  
CAPITAL

**SEANA DAY**  
PARTNER



Fulcrum  
Global  
Capital

**BIJOY SHAH**  
INVESTOR



**FARMHAND**  
VENTURES

**CONNIE BOWEN**  
CO-FOUNDER



**MICHAEL ROSE**  
PARTNER



**GABRIEL YOUTSEY**  
CHIEF INNOVATION OFFICER



**WALT DUFLOCK**  
VP OF INNOVATION

## CALL FOR PITCHES

Are you a start-up developing a fully autonomous robot or an innovative autonomous system for agriculture?

The FIRA USA Start-Up Pitches are made for you!

**APPLY BEFORE**  
**JUNE 30TH, 2024**

Application on: [www.fira-usa.com](http://www.fira-usa.com)



# ENTRANCE FEES

## 3-DAY PASS

REGULAR*	\$449
ON-SITE REGISTRATION	\$499
ACADEMIA*	\$299
ON-SITE REGISTRATION	\$349
<b>NEW</b> GROWER*	FREE
JOURNALIST*	FREE
STUDENT**	FREE

## 1-DAY PASS

REGULAR*	\$199
ON-SITE REGISTRATION	\$249
ACADEMIA*	\$99
ON-SITE REGISTRATION	\$149
<b>NEW</b> GROWER*	FREE
JOURNALIST*	FREE
STUDENT**	FREE

\*The organizer will check the registered profiles. In case of an error in the selected category, your registration will not be validated.

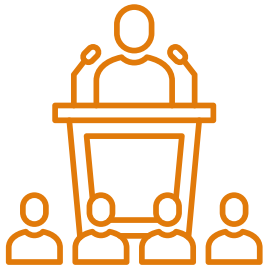
\*\* Students From elementary to undergraduate - K to 16

# FOR JOURNALISTS ONLY

## Get a free access to FIRA USA

REGISTER NOW FOR **FREE** AND GET YOUR BADGE FOR THE THREE DAYS OF THE EVENT AND ALL SERVICES INCLUDED. *REGISTRATION IS MANDATORY TO ACCESS THE EVENT.*

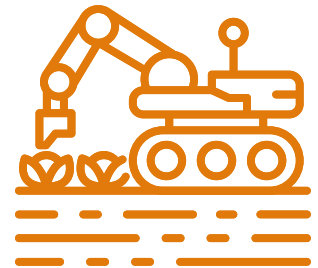
## A FULL AGTECH AGENDA



### CONFERENCES



### EXHIBITION



### ROBOT DEMOS

The unique opportunity to meet, discover and watch the future of agtech during 3 days!

## PRESS TOUR

### FOR JOURNALISTS ONLY

The Press Tour is a unique opportunity to listen to and meet with our top experts during a one-hour tour of the exhibition area and demo zone.

Robot manufacturers, technology suppliers, services and associations: every year, journalists have the chance to discover their products, listen to exclusive announcements and ask them questions.



### WHEN

Wednesday, Oct. 23 at 11 am

### WHERE

Exhibition Area

### WHO?

Stay tuned to get the official list!



# 3 MEET THE FIRA EXPERTS

FIRA USA'S  
CO-ORGANIZERS

## ABOUT GOFAR

The GOFAR non-profit organization undertakes to promote and develop the agricultural robotics sector at international level. Like RobAgri, whose objective is to facilitate the technical development of agricultural robots, GOFAR meets the increasing need for visibility and networking of the agricultural robotics sector.

[www.agricultural-robotics.com](http://www.agricultural-robotics.com)



## ABOUT WESTERN GROWERS

Founded in 1926, Western Growers represents local and regional family farmers growing fresh produce in Arizona, California, Colorado and New Mexico. Our members and their workers provide over half the nation's fresh fruits, vegetables and tree nuts, including nearly half of America's fresh organic produce. Some members also farm throughout the U.S. and in other countries so people have year-round access to nutritious food. For generations, we have provided variety and healthy choices to consumers.

[www.wga.com](http://www.wga.com)



## ABOUT THE VINE, UC ANR

The VINE, an initiative of University of California, Agriculture and Natural Resources, is California's agriculture, food, and biotech innovation network. Our mission is to harness the power of open innovation to help industries and entrepreneurs grow and scale globally while catalyzing technology innovation and commercialization for productive, sustainable, and equitable food systems. We connect entrepreneurs to a vast network of public and private sector resources, build collaborations that accelerate technology solutions to solve industry challenges, and grow regional capacity to support global innovation as an economic opportunity.

[www.thevine.io](http://www.thevine.io) - [www.ucanr.edu](http://www.ucanr.edu)



**THE VINE**

Powered by **UNIVERSITY OF CALIFORNIA**  
Agriculture and Natural Resources

# FIRA USA 2024 PARTNERS

ALREADY CONFIRMED

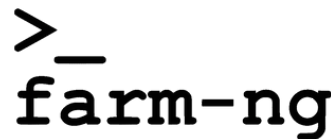
## CO-ORGANIZERS



## PREMIUM PARTNERS



## SILVER PARTNERS & SPONSORS



bluewhite





# FIRA USA 2024 PARTNERS

ALREADY CONFIRMED

## AMBASSADORS PARTNERS



## MEDIA & EVENTS PARTNERS



## YOU WANT TO EXHIBIT AND PARTNER WITH FIRA USA?

JOIN OUR EXPERTS AT FIRA USA 2024!  
EXHIBITION, SPONSORS OPPORTUNITY, MEDIA, EVENT, AMBASSADOR PARTNERSHIPS... THE RIGHT OFFER MADE FOR YOU!



CONTACT US!

**MAY 14TH ROBOTS**  
PRESS CONFERENCE - YOLO COUNTY FAIR



**bluewhite**

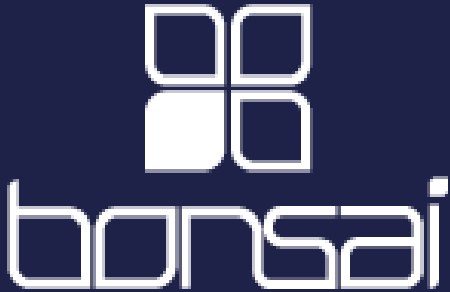
**BLUEWHITE**

Bluewhite drives the growth of resilient farms, through pioneering technology, and a friendly user experience. Our vision is to bring sustainable innovation to growers worldwide. The Bluewhite mission is to build resilient farms by maximizing the grower's productivity and reducing their operational cost. We equip existing fleets with autonomous technology, an easy-to-use platform, and end-to-end service; supporting their journey to a more profitable and sustainable farm. Together, we will Grow Forward.





**MAY 14TH ROBOTS**  
PRESS CONFERENCE - YOLO COUNTY FAIR



## **BONSAI ROBOTICS**

Bonsai Robotics delivers monocular, vision-based, off-road autonomy. This means autonomy that works in real farm conditions like dust, vibration, debris, and loss of GPS. This enables our OEM partners to deliver better economic outcomes and orchestrate better ways of running equipment for their customers.

Bonsai Robotics delivers monocular vision-based autonomy for off-road equipment, particularly in orchards where dust, debris, vibration, and loss of GPS are a huge problem.





# MAY 14TH ROBOTS

PRESS CONFERENCE - YOLO COUNTY FAIR

# BURRO

## BURRO

Introducing Burro, the only fully autonomous robot of its kind that works alongside people to force-multiply their work by Carrying, Following, or Towing product in any production environment, all while constantly learning to do more. Burro pulls together innovative autonomous functions - Machine Learning, High Precision GPS, and Pop Up Autonomy™ - to create the first high-quality autonomous platform that anyone can use anywhere work is done.





**MAY 14TH ROBOTS**  
PRESS CONFERENCE - YOLO COUNTY FAIR

>  
\_  
**farm-ng**

**FARM-NG**

Based in Watsonville, CA, farm-ng is building general purpose off-road robotics hardware and software products. The company's mission is to transform the food system by democratizing access for the smallest farmer to cutting-edge robotics technology. The Amiga is farm-ng's flagship product, a modular, affordable electric vehicle system for farms big and small. The Amiga benefits from gps-denied vision navigation technologies developed by farm-ng for the landing of the Blue Ghost spacecraft on a precise location on the Moon's surface.





**MAY 14TH ROBOTS**  
PRESS CONFERENCE - YOLO COUNTY FAIR

**TRiC**

## **TRIC ROBOTICS**

Today farmers rely on chemical pesticides to provide enough food for our growing population, but these chemicals are becoming less viable due to increasing regulatory pressure and chemical resistances. This is putting our food supply at risk. TRIC Robotics is helping farmers control pests and disease with an innovative alternative that is more effective and chemical-free. TRIC's automated platform, Luna carefully controls dosing of ultraviolet light to treat pests. Luna is offered to farmers as a pest control service and is already in use on nearly 100 acres along California's central coast. Using light, farmers achieve higher yields with fewer inputs while improving safety for field workers, providing healthier food for consumers, and causing less damage to the environment.





# CONTACT US!

## MEET THE TEAM



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