

# RESERVOIR

## MEDIA ALERT

### Update on RESERVOIR Farms: The Olympic Village of AgTech Press Conference at FIRA USA

*Real-World Innovation, Industry Giants, and the Unveiling of RESERVOIR St.*

#### WHAT:

[RESERVOIR](#), the on-farm innovation hub that connects, equips, and grows agricultural technology start-ups, will host a press conference at FIRA USA to announce major updates:

- The launch of RESERVOIR St., a private investment marketplace connecting ag start-ups and investors, and RESERVOIR Jobs, a talent marketplace for agtech employers and workers.
- Expansion to new locations in California and Arizona.
- Partners joining: John Deere, Nutrien Ag Solutions, Taylor Farms, and more.
- Exclusive on-farm robotics and precision ag start-ups.

#### WHO:

Danny Bernstein, Founder and CEO of the RESERVOIR

Special guests representing new partners and resident start-ups to be announced.

#### QUOTE:

“RESERVOIR Farms is the first walkable AgTech village that brings together startups, corporate partners, growers and investors. That’s why we call it the “Olympic Village of AgTech”—and it’s what we’re building on real farms, right now. At FIRA USA, we’re humbled to present alongside global leaders and entrepreneurs, from John Deere to the top AI robotics founders. This is the new engine room of agricultural production, and everyone’s invited to engage and provide feedback,” said Danny Bernstein, founder and CEO, [RESERVOIR](#).

**WHEN:** Wednesday, October 22, 2025 at 11:15 a.m. – 12:30 p.m. PST

**WHERE:** FIRA USA Trade Show, Woodland, CA  
[Waite Hall – Main Stage](#)

#### WHY:

Reporters are invited to receive updates on the first-ever on-farm robotics hub, meet the founders and partners behind the fastest-moving ag robotics projects in specialty crops, and see RESERVOIR unveil new digital product offerings for VC, growers, and the next wave of agricultural technology.

**Media Contact:** Jennifer Goldston, AgTech PR for RESERVOIR, [jennifer@agtechpr.com](mailto:jennifer@agtechpr.com)

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