



FOR IMMEDIATE RELEASE

FIRA USA 2025: Where Farmers Find Real Automation Solutions That Work

Woodland, California – September 11, 2025 – The 4th annual FIRA USA returns to Woodland, California, from October 21 to 23, 2025, at the Yolo County Fair Grounds, with a clear vision: to bring together the concrete needs of farmers with the most innovative robotic and autonomous solutions.

U.S. farmers are grappling with 2.4 million unfilled jobs this year, rising labor costs, and a projected 17.4% drop in net farm income, intensifying pressure to cut expenses. North America is responding with record adoption of ag robotics, driving the \$15.8 billion global market, and FIRA USA 2025 is set to showcase the sector's rapid growth with unprecedented exhibitor participation and live demos.

This year's edition gains additional momentum following the public reveal of John Deere's Autonomous 5ML Orchard Tractor coupled with an air-blast sprayer at CES 2025, while New Holland highlights its full suite of guidance technologies — a strong signal that ag automation is no longer a concept, but a present-day reality.

FIRA USA stands as the essential hub where already-commercialized technologies and ready-to-use machines directly address the labor shortages and profitability challenges facing today's farms.



New for 2025: An Edition Marked by Expansion and Relevance

FIRA USA 2025 innovates with several major additions that enhance its relevance for the entire agricultural sector:

- **Agricultural Machinery Giants in Force:** John Deere makes a strong statement at FIRA USA 2025 as a Gold Sponsor, unveiling a brand-new machine alongside robotics leaders, with GUSS Automation and Smart Apply each of which operate as wholly-owned subsidiaries of John Deere. New Holland highlights its full suite of guidance technologies, including the Precision Fan Sprayer for the T4.120F specialty tractor and its complete tech offering in a dedicated “Tech Trailer” for 1-1 demonstrations.
- **New Robots & Exclusive Global Launches:** This year will feature several exclusive global debuts, including:
 - **John Deere (USA):** the autonomous 5ML Orchard Tractor with Air-Blast Sprayer - First Revealed at CES 2025 - will deliver its first live-demo at an agricultural event, here at FIRA USA.
 - **Bonsai Robotics (USA):** With the acquisition of Farm-NG, expands beyond orchard robotics to broaden its automation offerings.
 - **Autogenbot (India):** A sprayer promising a return on investment in just 12 months.
 - **FJDynamics (China):** An autosteer kit and sprayer controller.
 - **LJ Tech (USA):** An autonomous orchard sprayer.
 - **NIQO (India):** Launch of a new robot.

Robot Demonstrations: More Diverse and Immersive



The demonstration areas have been significantly improved for 2025. In addition to the existing vegetable, orchard, and vineyard plots, this year's edition will include **cotton** and **tomato** fields, offering an even broader representation of specialty crops. Participants will be able to observe robots at all stages of development, with live demonstrations on real crops.

Among the demos featured:

In orchards:

- John Deere 5ML Autonomous Orchard Tractor
- Retrofit kits from Bluewhite, Kingman AG and Agtonomy,
- Mowing and spraying robots by Bonsai, Burro, Boson Motors, GUSS, LJ Tech AG, and MQ Autonomous Agritech
- Precision spraying add-on with Smart Apply

In vineyards:

- Mowing and spraying with Agtonomy, Bonsai, Burro and MQ Autonomous Agritech

In vegetables:

- Autonomous spraying implement with Ecorobotix, Verdant and Niqo Robotics
- Spraying robots with Solinftec and Bonsai Robotics
- Mechanical weeding with Stout on vegetables, and Aigen on tomatoes and cotton
- Weed tech revolution with oil power by Tensorfield

In open field:

- Targeted Weed Control with See & Spray™ Technology by John Deere

All the program is available here: <https://fira-usa.com/>

About FIRA USA:

FIRA USA is the leading North American event dedicated to robotics and automation in agriculture. It brings together farmers, manufacturers, researchers, and investors to accelerate the adoption of innovative technologies in the face of modern agricultural challenges.

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