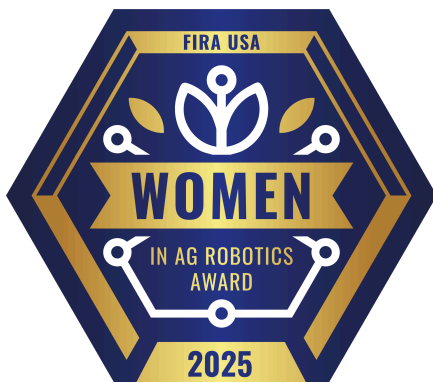




**FOR IMMEDIATE RELEASE**

## **FIRA USA Launches the Women in AgRobotics of the Year Award**

**Woodland, CA – September 17th, 2025.** FIRA USA is proud to announce the launch of the *Women in AgRobotics of the Year Award*, a groundbreaking initiative celebrating women who are shaping the future of agricultural robotics.



The award will be presented at [FIRA USA 2025 \(October 21–23, 2025\)](#), hosted in **Woodland, California**, the world's first and leading event dedicated entirely to agricultural robotics. Gathering farmers, technology providers, researchers, and industry leaders from across the globe, FIRA USA has become the premier meeting point where the future of farming is designed, tested, and discussed.

### **Recognizing Women Pioneers in a Growing Industry**

In a sector still largely dominated by men, this award shines a spotlight on the trailblazing women — entrepreneurs, engineers, farmers, researchers, and leaders — who are driving innovation with determination, vision, and courage. More than just recognition, this initiative seeks to amplify their voices, inspire others, and encourage greater diversity in AgTech leadership.

“The launch of this award at FIRA USA marks a milestone for the industry,” said Elisa Abreu, Communication Officer at FIRA. “By celebrating women who are breaking barriers and leading innovation in agricultural robotics, we aim to inspire the next generation of leaders and further strengthen the global AgRobotics community.”

### **Call for Nominations – Open Until October 5, 2025**

FIRA USA invites all women in the AgRobotics community to submit their candidacy for the inaugural award. Nominations remain open until **October 5, 2025**, at [this link](#).

Candidates will be evaluated on their impact on the agricultural robotics industry, leadership qualities, trailblazing role in a male-dominated sector, innovation and vision, as well as their commitment to advocacy and diversity.

## Distinguished Jury Panel

The 2025 Women in AgRobotics of the Year Award will be evaluated by a panel of respected leaders and advocates for women in agriculture and AgTech:

- **Antoon Vanderstraeten** – *Women In Ag Magazine* (Belgium)
- **Paige Gilligan** – *California Women for Agriculture* (USA)
- **Chrissy Wozniak** – *American Agri-Women* (USA)
- **Melinda Taschetta-Millane** – *Women in Ag Tech* (USA)

## Award Ceremony – October 23, 2025

The winner will be revealed during the **FIRA USA Award Ceremony on October 23 at 12.15 pm in Woodland, California**, in front of an international audience of AgRobotics innovators and stakeholders.

## Recognition and Prizes

The winner will receive:

- The official *FIRA USA Trophy* and on-stage recognition.
- The right to use the official “Women in AgRobotics of the Year” logo.
- Visibility across FIRA USA communication channels, including newsletters and social media.
- Media opportunities through *Women In Ag Magazine*, *Agricultural Robotics News by FIRA*, and *North American Ag*.
- Community engagement and collaboration opportunities with partners such as *Women in Ag Tech*.
- One-year memberships and benefits offered by partner organizations, including *American Agri-Women* and *California Women for Agriculture*.

### 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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