

Robotics Factory to Host PA Pavilion, Spotighting AgTech Innovation at FIRA USA 2025

WOODLAND, Calif. — Oct. 21, 2025 — Pennsylvania will highlight how a diverse agriculture economy combined with world-class robotics expertise delivers practical, field-ready AgTech solutions at [FIRA USA 2025](#). The Pennsylvania Pavilion, hosted by the [Robotics Factory](#), a division of [Innovation Works](#) dedicated to creating, accelerating, and scaling robotics companies in the Pittsburgh region, will showcase live demonstrations, startup exhibitors, and office hours with state and industry leaders.

The Pavilion underscores Pennsylvania's unique history in agriculture and robotics. With one of the most diverse farming sectors in the nation and a globally recognized robotics hub in Pittsburgh, anchored by Carnegie Mellon University, the state is building a research-to-commercialization pipeline that delivers tools growers can put to work in the field. One such research institution is [Penn State's College of Agricultural Sciences](#), the state's only land-grant college, which invests in research and delivers innovation, education, and extension programs across all 67 Pennsylvania counties. Recent milestones, like [Kubota's acquisition of Pittsburgh-based Bloomfield Robotics](#) and a [first-of-its-kind agricultural innovation grant](#), demonstrate the global relevance of Pennsylvania's AgTech ecosystem.

"Our region has a rich history in both agriculture and robotics, and the Pavilion brings those strengths together on a national and global stage," said Kevin Dowling, Managing Director of the Robotics Factory. "Showcasing our growers, researchers, and startups to audiences on the West Coast reinforces how these sectors are working in tandem to accelerate AgTech adoption and commercialization."

Pavilion exhibitors include the Robotics Factory, [SKA Robotics](#), [Bloomfield Robotics](#), [Hellbender Robotics](#), [Balanced Engineering](#), and [Carnegie Mellon University's National Robotics Engineering Center](#) (NREC). The Pavilion will also feature representatives from the [Pennsylvania Department of Agriculture](#), [Team Pennsylvania](#), Penn State University's College of Agricultural Sciences, [Carnegie Mellon University's Robotics Institute](#), and the [Pittsburgh Robotics Network](#). Pennsylvania-based companies exhibiting and demonstrating elsewhere, [Burro](#) and [New Holland](#), will also participate as partners with the Pavilion.

Exhibitors and partners will host media walk-throughs, live demo opportunities, and office hours with Pennsylvania agriculture and robotics leaders. Growers and equipment manufacturers can meet directly with Mike Roth, Director of Innovation at the Pennsylvania Department of Agriculture; Kelly Kundratic, Agriculture Director at Team Pennsylvania; and Phoebe Gerst, Director of Partnerships at the Pittsburgh Robotics Network.

"Family farms across Pennsylvania thrive when they have access to tools that improve productivity and resilience," said Roth. "The PA Pavilion helps us demonstrate what innovation looks like in the field and why it matters to agriculture in the Commonwealth and beyond."

Attendees can visit the PA Pavilion in Exhibition Zone 2 at the Yolo County Fairgrounds during FIRA USA, Oct. 21-23. [Contact us](#) to set up media walk-throughs or office hours.

About Robotics Factory

The Robotics Factory is an [Innovation Works](#) program, supported by the Pittsburgh Robotics Network to create, accelerate, and scale companies in the Pittsburgh region. The program gives developing companies access to capital, mentorship, investors, and other support to help them become stable and self-sufficient as well as manufacturing and robotics resources they need to grow their business. The Robotics Factory launched in 2023 as part of the \$63 million Build Back Better Regional Challenge grant awarded by the U.S. Economic Development Administration (EDA) to the Southwestern Pennsylvania New Economy Collaborative. Learn more at roboticsfactory.org.

Contact

Lexie Capperella

Gregory FCA on behalf of the Robotics Factory

innovationworks@gregoryfca.com