

AGENDA

Tuesday, October 21st

Discover the full
program and the speakers



9:00 AM

9:00 am - 10:00 am Press Conference: FIRA USA 2025 📍 The Plaza	9:15 am - 10:00 am Automating the Harvest: Cutting-Edge Technologies Revolutionizing America's Farming 📍 Exhibition Zone 1 - Stage 2	9:15 am - 9:25 am #ID Innovation day - Opening talks 📍 Waite Hall - Stage 1
		9:30 am - 10:45 am #ID Technical Talks #1 - Building the Tech Stack for Agricultural Autonomy 📍 Waite Hall - Stage 1

10:00 AM

10:00 am - 11:00 am Press Conference: NIQQ Robotics 📍 The Plaza	10:00 am - 10:20 am Smart Tech Pitch by Greater Sacramento Economic Council 📍 Exhibition Zone 1 - Stage 2	10:00 am - 10:15 am Precision Application in Row Crops: John Deere See & Spray 📍 Demo Zone 2
	10:20 am - 10:40 am Smart Tech Pitch by XSens 📍 Exhibition Zone 1 - Stage 2	
	10:40 am - 11:00 am Smart Tech Pitch by John Deere 📍 Exhibition Zone 1 - Stage 2	

11:00 AM

11:00 am - 12:00 pm Press Conference: Ecorobotix 📍 The Plaza	11:00 am - 11:20 am Smart Tech Pitch by Innovation Works Robotics Factory 📍 Exhibition Zone 1 - Stage 2	10:45 am - 11:45 am #ID Lightning Talks #1 📍 Waite Hall - Stage 1
	11:40 am - 12:40 pm AgriFoodTech Innovation Grant Pitch Competition 📍 Exhibition Zone 1 - Stage 2	11:45 am - 1:00 pm #ID Posters Session: Lunch & Learn 📍 Exhibition Zone 2

12:00 PM

1:00 PM

1:00 pm - 1:15 pm Farm Robotics Challenge Winners (Autonomous Spraying Drone Platform) 📍 Demo Zone 1
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2:00 PM

1:00 pm - 2:45 pm Start-up pitch session: Farming's Next Big Tech 📍 Exhibition Zone 1 - Stage 2	1:00 pm - 2:15 pm #ID Technical Talks #2 - Building the Tech Stack for Agricultural Autonomy 📍 Waite Hall - Stage 1	1:15 pm - 2:15 pm Vineyard Management Solutions: Autonomy, Precision Application Equipment and Mowing 📍 Demo Zone 1
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3:00 PM

2:45 pm - 4:00 pm Sealing Ag Robotics: Brutal Truths & Winning Strategies 📍 Exhibition Zone 1 - Stage 2	2:15 pm - 3:15 pm #ID Lightning Talks #2 📍 Waite Hall - Stage 1	3:00 pm - 4:00 pm #ID Farm Robotics Winners Reception UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources 📍 The Plaza
	3:30 pm - 4:30 pm #ID Public-Private Partnerships in Ag Automation Research 📍 Waite Hall - Stage 1	2:30 pm - 4:15 pm Autonomous and Precision Application Implements in Vegetable Crops 📍 Demo Zone 1

4:00 PM

4:00 pm - 5:30 pm Woodland's Food Front Welcome Reception 📍 Food Court	4:00 pm - 5:15 pm #ID Posters Session: Network & Learn 📍 Exhibition Zone 2
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5:00 PM

6:00 PM

Innovation Day #ID

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Grower Pitches

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Demos

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Technical supports for demos:

Thanks to...



AGENDA

Wednesday, October 22nd

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program and the speakers



9:00 AM

9:00 am - 10:00 am
Breakfast: Smarter Farming - How
Automation Can Secure the Future
of Florida Agriculture?

UF UNIVERSITY of
FLORIDA

📍 The Plaza

9:00 am - 9:15 am
Opening by the organizers
📍 Exhibition Zone 1 - Stage 2

9:15 am - 10:00 am
Weed Management Showdown:
Lasers, Precision Spraying, or
Mechanical Solutions?

📍 Exhibition Zone 1 - Stage 2

9:45 am - 10:00 am
Farm Robotics Challenge Winners
(Autonomous Spraying Drone Platform)

📍 Demo Zone 1

10:00 AM

10:00 am - 11:00 am
Optimizing Crop
& Field Design for
Automation



📍 Waite Hall - Stage 1

10:00 am - 10:20 am
Smart Tech Pitch by Autogenbot
📍 Exhibition Zone 1 - Stage 2

10:20 am - 10:40 am
Smart Tech Pitch by AMOS Power
📍 Exhibition Zone 1 - Stage 2

10:40 am - 11:00 am
Smart Tech Pitch by Robovision
📍 Exhibition Zone 1 - Stage 2

10:00 am - 11:00 am
CA AgTech Press
Conference



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

📍 The Plaza

10:00 am - 11:00 am
Vineyard Management
Solutions: Autonomy,
Precision Application
Equipment and Mowing

📍 Demo Zone 1

11:00 AM

11:15 am - 12:30 pm
Update on Reservoir
Farms: The Olympic
Village of AgTech

RESERVOIR

📍 Waite Hall - Stage 1

11:00 am - 11:20 am
Smart Tech Pitch by NIQO
Robotics
📍 Exhibition Zone 1 - Stage 2

11:20 am - 11:40 am
Smart Tech Pitch by Nodar
Sensor
📍 Exhibition Zone 1 - Stage 2

11:40 am - 12:00 pm
Smart Tech Pitch by Autopickr
📍 Exhibition Zone 1 - Stage 2

11:15 am - 12:15 pm
Autonomous and
Precision Application
Implements in
Vegetable Crops

📍 Demo Zone 1

12:00 PM

12:00 pm - 1:00 pm
Field Break with Ecorobotix
📍 Demo Zone 1

1:00 PM

1:00 pm - 1:30 pm
Autonomous and Precision Application Implements in
Vegetable Crops
📍 Demo Zone 1

2:00 PM

1:30 pm - 2:15 pm
From Vineyard to Value
- Feedback on Farming
Automation
📍 Exhibition Zone 1 - Stage 2

1:30 pm - 2:30 pm
CA Ag Tech Workforce Ini
- tiatives: Robots, Workers
& Regulation
📍 Waite Hall - Stage 1

1:45 pm - 2:00 pm
Precision Application in Row Crops: John Deere See & Spray
📍 Demo Zone 2

3:00 PM

2:30 pm - 2:50 pm
Smart Tech Pitch by New Holland
📍 Exhibition Zone 1 - Stage 2

2:50 pm - 3:10 pm
Smart Tech Pitch by Monarch
📍 Exhibition Zone 1 - Stage 2

3:10 pm - 3:30 pm
Smart Tech Pitch by UC Davis
📍 Exhibition Zone 1 - Stage 2

2:30 pm - 3:45 pm
Navigating the Ever-Changing
Conversation Around Autonomy
📍 Waite Hall - Stage 1

2:15 pm - 4:00 pm
Orchard Management Solutions:
Autonomy and Precision Application
Equipment
📍 Demo Zone 1

4:00 PM

4:00 pm - 5:30 pm
Taylor Farms Afterwork
📍 Food Court



5:00 PM

6:00 PM

Grower Pitches

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Demos

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RESERVOIR

Technical supports for demos:

Thanks to...



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Thursday, October 23rd

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9:00 AM

9:00 am - 10:00 am

VIP Growers Breakfast - California Farm Bureau's
Cream of the Crop

📍 The Plaza



9:30 am - 10:30 am

AI Revolution in Agriculture: Current Realities and
Future Horizons

📍 Exhibition Zone 1 - Stage 2

10:00 AM

9:45 am - 11:30 am

Autonomous and Precision Application
Implements in Vegetable Crops

📍 Demo Zone 1

11:00 AM

11:30 am - 12:15 pm

Data-Driven Farming: Transforming Grower Decision-
Making

📍 Exhibition Zone 1 - Stage 2

12:00 PM

12:15 pm - 1:15 pm

FIRA USA awards ceremony

📍 Exhibition Zone 1 - Stage 2

1:00 PM

2:00 PM

2:00 PM

1:30 pm - 2:15 pm

The ROI Advantage: Understanding Grower Decisions
Around Technology Adoption

📍 Exhibition Zone 1 - Stage 2

2:15 pm - 2:45 pm

Farming's Next Horizon: A Visionary Perspective
on Agriculture

📍 Exhibition Zone 1 - Stage 2

3:00 PM

1:30 pm - 3:15 pm

Orchard Management Solutions: Autonomy and
Precision Application Equipment

📍 Demo Zone 1

4:00 PM

3:15 pm - 4:15 pm

Vineyard Management Solutions: Autonomy,
Precision Application Equipment and Mowing

📍 Demo Zone 1

5:00 PM

Grower Pitches

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