

# GENERAL AGENDA

OCT. 20-22, 2026

From 10 am to 4 pm

YAKIMA STATE FAIR

1301 S Fair Ave, Yakima, WA  
98901, United States

## OCTOBER 19

### VIP NIGHT

Open the event with regional AgTech leaders and key industry players in an exclusive evening setting. — By invitation only

## OCTOBER 20 TO 22

NEW

### ROBOT PARADE

Get an overview of all robots on the floor in one single session — the Tech Runway you don't want to miss.

### DEMOS

Watch live demos on simulated fields across 10+ crops— tree fruits, berries, grapes, nuts, potatoes and more— covering weeding, harvesting, irrigation, data management, and autonomous solutions.

NEW

### B&B – BREAKING NEWS & BREAKFAST

Your daily 30-minute morning session with fresh announcements, the day's agenda, and key speakers. Breakfast included.

*FOR JOURNALISTS ONLY*

NEW

### BARCAMP

Two participant-driven formats: an exclusive peer feedback session for farmers, and an open co-design session bringing together growers and industry builders. Informal, interactive, and 100% participant-driven.

### PANEL DISCUSSIONS

10 expert panels with farmers, commodity groups, tech and robotics specialists covering automation, AI, financing, policy, and the next generation of farming.

NEW

### WORKSHOPS

Tailored deep-dive sessions on robot acquisition, lifecycle, and financing: everything you need for a 360° approach to robotics integration.

NEW

### PITCH SESSIONS

Hear directly from FIRA Partners as they present their latest products, services, and innovations.

NEW

### MATCHMAKING

Curated one-on-one meetings designed for your goals: robotics companies with growers, investors with startups, tech suppliers with robotics companies.

NEW

### INNOVATION DAY

A day dedicated to research and the future of AgRobotics & AgTech.

NEW

### KEYNOTE

Key insights on regulation and policy shaping the future of agriculture in the Pacific Northwest.

NEW

### SMART ORCHARD PROGRAM

TBC

Morning sessions at FIRA USA followed by an afternoon visit and live demos at a Smart Orchard on-site.

### SPECIAL HAPPENINGS

Enjoy a drink at our afterworks, get private demos at farms around the event (under invitation) and enjoy our Award ceremony!

## AWARDS 2026

- Robot Favorite — Public Vote:** The Top 3 robots elected by participants at the event.
- Women in AgRobotics — Jury Vote:** Recognizing outstanding women making an impact in AgRobotics & AgTech.
- Innovative Grower — Commodities Vote:** Honoring the grower who took a bold step toward agricultural innovation.
- AgTech with Impact — Industry Vote:** Celebrating the latest AgTech solution that made a real difference in the industry.