

FIRA USA BRINGS AGRICULTURAL ROBOTICS TO THE HEART OF THE PACIFIC NORTHWEST



Where Robotics & AgTech Meet Growers' Needs
Yakima, WA | Oct. 20–22, 2026 | Free for Growers



GOFAR, the international organization dedicated to accelerating the adoption of agricultural robotics and autonomous technologies, is proud to announce that **FIRA USA is heading to Yakima, Washington State**, for its 5th edition, taking place **October 20–22, 2026**. Free for growers, this edition marks a new chapter in FIRA USA's journey across the United States and a deeper commitment to building events that truly serve the agricultural communities that host them.

Co-organized with the Yakima County Department Association, Yakima County, and supported by the Washington Tree Fruit Research Commission.

A New Location, A New Ecosystem

After four successful editions across California's dynamic agricultural regions, FIRA USA is heading to the **Pacific Northwest**.

The 5th edition will take place in one of the **most diverse and high-value specialty crop hubs** in the United States, home to world-class **orchards, hops, vineyards, potatoes, onions, berries, and a wide spectrum of farm operations**.

The move to Washington is no coincidence. Specialty crop production here is booming, yet farms are struggling to find the workforce to sustain it. Labor shortages are acute, the pressure to automate is real, and growers are not waiting: they are actively looking for solutions that work in their fields, under their conditions, and at their scale.



“Yakima is not just a venue, it is a perfect testing ground: large-scale commercial farms, high-value crops, and the right conditions to run meaningful demonstrations of ROI and scalability. It is precisely the kind of environment where FIRA USA delivers its greatest impact.”

— Maialen Cazenave, co-director - GOFAR, FIRA USA



Beyond Robots: A Broader Vision for Agriculture

FIRA USA has always been driven by what growers actually need, and listening to them means evolving. A dedicated market study conducted in 2025 across the Pacific Northwest confirmed that the most pressing challenges on farms today go well **beyond robotics alone**: water management, canopy control, soil health, and data integration are equally critical.



In response, **FIRA USA 2026 will formally expand its scope to AgTech**, featuring dedicated content on **irrigation, harvesting, canopy management, pruning, and tillage,...**

Covering the full technology stack that modern specialty crop operations depend on. Solutions will be showcased under simulated field conditions, with a clear filter: **does it work, does it scale, and does it make financial sense for the farms in this region?**



“We listened to growers across the Pacific Northwest. They don't need a robotics show, they need answers to their most urgent operational challenges. That's exactly what FIRA USA 2026 is designed to deliver.” — Maialen Cazenave, co-director - GOFAR, FIRA USA



An Event Built With the Ecosystem, Not Just For It

At FIRA USA, growers are not just attendees, **they are co-builders**. From the earliest planning stages, **GOFAR will work directly with local farmers, commodity groups, regional organizations, and industry partners** to shape every aspect of the program: topics, formats, demonstrations, and discussions.

The result will be a **tailor-made event** that reflects Pacific Northwest realities: **crop-specific sessions** on tree fruit, berries, potatoes, and specialty seeds; **peer-to-peer discussions** between growers who will have deployed robotics for a full season; and **live field demonstrations** at the **Yakima fairgrounds and on working farms**.

The ambition is clear: **compress two years of learning into three days**. Growers will not come to be sold to. They will come to **understand, compare, and make informed decisions**, with direct access to engineering teams, executive leadership, and fellow farmers who have already made the leap.

**FOR MORE INFORMATION AND TO REGISTER,
VISIT OUR WEBSITE: WWW.FIRA-USA.COM**

Press Kit: [[Click here](#)] to gain full access to our press kit (photos, kit, teaser in English & Spanish...)

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About GOFAR

GOFAR (Global Organisation for Agricultural Robotics) is the leading association for the agricultural robotics ecosystem worldwide. As the organiser of FIRA (International Forum for Agricultural Robotics), it has been accelerating the development and adoption of autonomous solutions for more efficient and sustainable agriculture since 2016.

Website: www.agricultural-robotics.com

