

WHERE ROBOTICS & AGTECH MEET GROWERS' NEEDS

THE TAILORED TRAVELING EVENT

USA **FIRA**
PACIFIC NW 2026

OCTOBER 20 - 22, 2026

Yakima
Washington States

 **ROBOT DEMOS**

 **SMART MATCHMAKING**

 **AGTECH EXHIBITION**

 **GROWERS INSIGHTS**

 **PREMIUM CONTENT**

WWW.FIRA-USA.COM

PRESS KIT



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1 WHO ARE WE?



GOFAR

ACCELERATING AGROBOTICS & AGTECH ADOPTION WORLDWIDE

Founded in 2019, GOFAR – Global Organization for Agricultural Robotics – is a French-based non-profit connecting farmers, innovators, and industry leaders to accelerate the adoption of autonomous and agri-tech solutions across the globe.

OUR MISSION

To drive the development of agricultural robotics that truly responds to farmers' real-world needs, from the field to the market.

HOW GOFAR MAKES IT HAPPEN

- Field-tested expertise tailored to the ag industry
- Translating farmer needs into actionable tech roadmaps
- A deep understanding of sector challenges and opportunities
- Building the world's most recognized AgTech destinations

GOFAR - A GLOBAL NETWORK

+30k

Community across social media

10 years

bringing the ag robotics ecosystem together

5+

Top OEM alliance

50+

Ag Journalists at the event



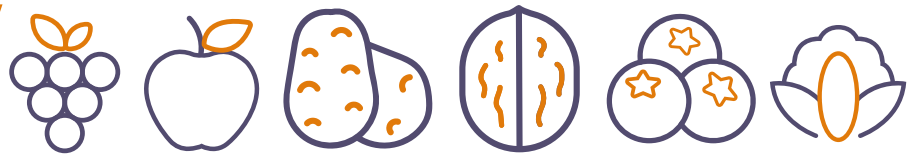
THE PREMIER AGROBOTICS & AGTECH EVENT

FIRA USA was launched in 2022 in California in close collaboration with UC ANR and Western Growers, with a clear objective: accelerate the adoption of agricultural robotics by connecting technology providers directly with growers in simulated field conditions and to co-built this new era of agriculture..

THE TAILORED TRAVELING EVENT, WHERE AGROBOTICS & AGTECH MEET GROWERS' NEEDS

FIRA USA Moves to Washington State to Advance Agricultural Robotics in the Pacific Northwest

SPECIALTY CROPS AT THE HEART OF THE EVENT



WHY PACIFIC NORTHWEST, AND WHY NOW?

Acute labor shortages, strong growth potential, and a favorable policy environment make the Pacific Northwest one of the most compelling regions for agricultural robotics adoption. Growers here are ready, open to early adoption, and determined to evaluate what actually works on their farms, under their conditions.

A GLOBAL EVENT, A LOCAL IMPACT

FIRA USA brings international solutions—from Europe, Asia, and Oceania—while ensuring every technology is evaluated against Pacific Northwest realities. Does it work here, for these farmers, on these farms? That is our main goal.

FIRA USA 2026 - PACIFIC NORTHWEST

October, 20th - 22nd
Yakima, Washington

New!

EXPANDING TO A NEW HIGH POTENTIAL TERRITORY, UNLOCKING NEW OPPORTUNITIES *A new chapter, built on real market insights*



OPENING TO AGTECH

The event now embraces AgTech, addressing the specific needs of the Pacific Northwest: irrigation, canopy management, tillage, and more.

BUILT WITH THE ECOSYSTEM

Every session, every demo, every discussion shaped directly with local growers, commodity groups, and regional partners, to reflect what farmers here actually need.

A TAILORED CONTENT

AGTECH SESSIONS

Irrigation, harvesting, canopy management, tillage, pruning...

CROP FOCUS

Commodity-specific deep dives: challenges, needs, & perspectives for automation by crop type.

360° THEMES

From financing to daily operations: everything you need to know before buying a robot.

MATCHMAKING

Peer-to-peer discussions, end-user feedback, direct access to CEOs & product teams, investor sessions.

DEMOS

Live demonstrations at the Yakima fairgrounds and private on-farm sessions.

TECH BUILDERS

From startup product to industrial grade: how to scale from 1 to 1,000 units in the field.

INNOV & CAMPUS DAY

A dedicated day focused on innovation, education, and research, connecting academia with industry.

SPECIAL HAPPENINGS

Robot Parade, awards ceremony with new categories, unmissable moments of the event.

**WATCH THE ENGLISH
TEASER HERE**



**MIRA EL TRÁILER
EN ESPAÑOL AQUÍ**

FIRA USA 2026 IN NUMBERS

FIRA USA is the world's leading event dedicated to agrobotics and agtech. Join us for three days of live demonstrations, groundbreaking innovations, and unmatched networking opportunities with the biggest names in the industry.



2,500+
ATTENDEES

From farmers and robot manufacturers to scientists, investors, and media. FIRA USA brings together the most influential minds in agricultural technology under one roof.



40+
ROBOTS & AGTECH

Experience cutting-edge robots & agtech solutions on display and in action. Explore the exhibition floor and watch live demos at FIRA USA and on real working farms. The ultimate testing ground for tomorrow's ag innovations



80+
EXHIBITORS

Meet the companies shaping the future of farming. Dozens of exhibitors will present their latest robotic and autonomous solutions, making FIRA USA the go-to place for business and innovation.



10+
CROPS

Tree fruits, berries, onions, grapes, hops, nuts, potatoes and more. Explore over a dozen Pacific Northwest crops showcased across the event grounds.



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.

THE GROWERS EXPERIENCE

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

THEMED WORKSHOPS

In collaboration with Commodity Boards, these workshops help growers dive deeper into their sector's needs — orchards, hops, vineyards, potatoes, onions, berries, and more— covering robot integration, lifecycle management, support, and financing.

FIELD DEMONSTRATIONS

Get front-row access to 40+ robots & AgTech solutions across multiple demo zones. Watch live demos on simulated plots on-site, covering weed control, harvesting, irrigation, data management, canopy management, picking, and more.

And for growers only: exclusive private farm visits with live demos in real field conditions, on actual crops.

PEER TO PEER DISCUSSIONS

Through dedicated matchmaking sessions and the growers-only Private BarCamp, connect with fellow farmers, users, and commodity groups to share experience and learn from each other.

KEY TOPICS

With a 360° agenda, robotics and AgTech will hold no secrets. From Pacific NW production challenges and farmworker transitions, to regulation, crop-specific solutions, irrigation, and more.

FIRA USA 2026 IS FREE FOR GROWERS



THE TECH BUILDERS EXPERIENCE

Industry leaders gather at FIRA to meet, discover and debate the future of AgRobotics & AgTech. Connect with experts and innovators building the next generation of farming automation over 3 days.

NEW: AgTech Showcase & Demos



EXHIBITION ZONE

80+ exhibitors showcasing their latest solutions in AgRobotics & AgTech. Robot manufacturers, technology innovators, associations, OEMs, media — find the solutions that move your business forward.

CONFERENCES

From labor challenges to AI regulation, startup scaling to government policy — FIRA USA conferences bring together the voices and insights shaping the future of agricultural automation in the Pacific Northwest and beyond.



NETWORKING TIMES

Peer-to-peer discussions, direct access to CEOs and product teams, B2B matchmaking app, sponsored breakfasts and afterworks — every format to make the right connections among 2,500+ attendees.

INVESTORS X START-UPS — NEW FORMAT

A dedicated matchmaking session for deeper conversations between investors and start-ups. No more pitch in front of a crowd, tailored one-on-one meetings with investors specialized in start-up solutions.



INNOVATION DAY

A dedicated day spotlighting the latest breakthroughs in agricultural robotics and AgTech, bringing together industry professionals, researchers, and students to collaborate and push the field forward.

1

INNOVATION TALKS & KEYNOTES

Dive into cutting-edge topics: AI & dataset development, crop-specific automation, climate-smart agriculture, pest management, irrigation technology, yield prediction, precision weeding, and open innovation partnerships.

2

PANELS

Where is ag innovation headed in the next decade? What makes R&D collaborations succeed? How do we bridge universities, startups, and industry? Experts tackle the big questions: funding, partnerships, and the path forward.

3

POSTERS SESSIONS

Researchers and students present their latest work in a dedicated poster session. an open space to explore new findings, spark conversations, and ask the questions that matter.



New!

CAMPUS DAY

A hands-on day designed for the next generation of ag innovators, explore, experiment, and connect with the people building the future of farming.

AGENDA

Live demonstrations of agricultural robots in real-world field conditions

Hands-on piloting and configuration workshops

Networking sessions with industry professionals and researchers

FIRA USA 2026 IS **FREE FOR STUDENTS**

Students and classrooms are invited to join a dedicated day alongside leading robot manufacturers and industry partners, a unique opportunity to get up close with the latest AgTech innovations.

MORE INFORMATION SOON

ENTRANCE FEES

1-DAY PASS

TUES. 20 OR WED. 21	\$120
<i>ON-SITE REGISTRATION</i>	<i>\$170</i>
THURS. 22	\$60
<i>ON-SITE REGISTRATION</i>	<i>\$110</i>
GROWERS*	FREE
JOURNALIST*	FREE
STUDENT**	FREE

2-DAY PASS

TUES. 20 & WED. 21	\$240
<i>ON-SITE REGISTRATION</i>	<i>\$290</i>
WED. 21 & THURS. 22	\$180
<i>ON-SITE REGISTRATION</i>	<i>\$230</i>
GROWERS*	FREE
JOURNALIST*	FREE
STUDENT**	FREE

3-DAY PASS

REGULAR PASS	\$280
<i>ON-SITE REGISTRATION</i>	<i>\$330</i>
GROWERS*	FREE
JOURNALIST*	FREE
STUDENT**	FREE

**The organizer will check the registered profiles. In case of an error in the selected category, your registration will not be validated.*

*** Students From elementary to undergraduate - K to 16*

FOR JOURNALISTS ONLY

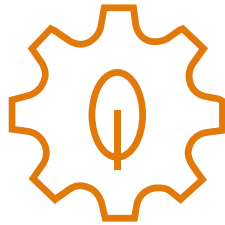
GET FREE ACCESS TO FIRA USA

REGISTER NOW FOR **FREE** AND GET YOUR BADGE FOR THE THREE DAYS OF THE EVENT AND ALL SERVICES INCLUDED. *REGISTRATION IS MANDATORY TO ACCESS THE EVENT.*

A FULL AGTECH AGENDA



CONFERENCES



EXHIBITION



ROBOT DEMOS

The unique opportunity to meet, discover and watch the future of agtech during 3 days!

BREAKING NEWS & BREAKFAST **FOR JOURNALISTS ONLY**

This dedicated daily 30-min session will welcome you to start your day at FIRA USA.

Agenda of the day, news not to be missed, partners' special announcements and more, all around a breakfast to kick off your day with your report already full of insight.



WHEN

Everyday

WHERE

Press Room

WHO?

GOFAR and invited partners

3 MEET THE FIRA EXPERTS

FIRA USA'S
CO-ORGANIZERS

ABOUT GOFAR

GOFAR – Global Organization for Agricultural Robotics is the world's leading agricultural robotics accelerator. GOFAR has been connecting farmers, manufacturers, researchers, investors, & distributors for the past ten years.

Our mission is built on three pillars: identifying on-the-ground needs, showcasing available robotic solutions, and connecting key players in the industry.

Through a global network of innovators and knowledge sharing, we are building the agriculture of tomorrow together.

www.agricultural-robotics.com



ABOUT YCDA

The Yakima County Development Association is a non-profit, publicly and privately funded organization that focuses on business recruitment, growing local industry, assisting entrepreneurs, and attracting technical and professional talent to the region.

The Yakima Valley's cornucopia of agricultural products combined with well-developed supplier networks and infrastructure, a skilled labor force, and pro-business communities create an ideal climate for your agriculture and food processing operations.

www.chooseyakimavalley.com

ABOUT YAKIMA COUNTY

Yakima County is #1 for agricultural production in the Northwest and home to a network of thriving communities supported by industry clusters as diverse and productive as its towns and peoples. Our top business clusters include agribusiness and food processing, logistics and distribution, manufacturing, aerospace, and healthcare.

www.yakimacounty.us



With the support of WTFRC



The Washington Tree Fruit Research Commission (WTFRC), founded in 1969, represents tree fruit producers in Washington state. Our mission is to help find science-based solutions for the numerous challenges that face Washington apple, cherry, pear, and stone fruit growers and packers. We seek to provide a dynamic interface between academia and industry and to foster communication and interactions that benefit both communities.

www.treefruitresearch.org

FIRA USA 2026 PARTNERS

ALREADY CONFIRMED

CO-ORGANIZERS



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SILVER PARTNERS & SPONSORS



MEDIA & EVENTS PARTNERS



YOU WANT TO EXHIBIT AND PARTNER?

Be part of **the premier agrobotics & agtech event**, check out our **partnership offers**



MEET THE TEAM



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