



MEDIA ALERT

FIRA USA 2026 Brings Physical AI and Agricultural Robots to Washington State for the First Time

Live outdoor demonstrations put autonomous robots and agtech solutions to work in Pacific Northwest orchards, as growers turn to automation to close a labor shortage

YAKIMA, Washington — August 25, 2026 — FIRA USA, the leading U.S. event for agricultural robotics and autonomous technology, returns for its 5th edition — and its first in Washington State. The event expands beyond robotics into a broader Physical AI and AgTech scope, with live field demonstrations covering irrigation, harvesting, canopy management, pruning, and tillage. This marks the first year FIRA USA will showcase robotics demonstrations in working orchards, reflecting the shift to one of the country's premier tree fruit and specialty crop regions.

WHO:

More than 80 [exhibitors](#) showcasing 40+ robots and agtech solutions, including **John Deere, Burro, Agtonomy, GUSS, Verdant Robotics, New Holland, Naïo**, and more. More than 35 live [demos](#). Featured [speakers](#) include **U.S. Rep. Dan Newhouse (WA-04)** along with leading growers, researchers, investors and founders from across the industry.

WHEN: October 20–22, 2026

WHERE: Yakima Fairgrounds and working farms across the Yakima Valley, Washington

WHY IT MATTERS:

While most AI headlines are about chatbots, physical AI — autonomous machines that see, decide, and act in the real world — is already at work in America's fields. FIRA USA 2026 brings together the leaders and innovators building and deploying solutions to tackle one of the country's most urgent labor and supply-chain challenges: keeping specialty crops planted, tended, harvested, and moving to market. Rather than sales pitches, growers get field-tested, side-by-side demonstrations of what works, what scales, and what pencils out.

MEDIA OPPORTUNITIES:

- Daily, 9:00–9:30 a.m., Press Room — **Daily Press Briefings: "Breaking News & Breakfast."**
- Daily, 9:00 a.m. - 5:00 p.m., Expo Hall — [The Expo Floor](#): 80+ exhibitors with 40+ robots and AgTech solutions on display, including autonomous tractors, drones, and precision spray/harvest equipment.

- Tues. 12:00–4:30 p.m., Wed. 10:00 a.m.–4:30 p.m., Thurs. 10:00 a.m.–2:00 p.m., Demo Zone — "[See It in Action: Robots at Work in the Field.](#)" Robots actively irrigating, harvesting, pruning, and managing canopy in real crop rows.
- Tues., Oct. 20, 11:00 a.m.–12:00 p.m., Demo Zone — **Live Parade of Robots: "Meet the Robots: Live Parade of AgTech Innovation."** Autonomous robots move together through the demo zone — a high-energy, single-frame visual of the fleet in motion.
- Wed., Oct. 21, 4:30–6:00 p.m., Food Court — **FIRA USA Awards & Community Open House.**
- Thurs., Oct. 22, 2:00–5:00 p.m., Yakima Valley orchards — [On-Farm Robotics: Smart Orchard Program](#) visit working orchards, showing autonomous equipment operating outside the fairgrounds in commercial growing conditions.

REGISTRATION: [Free 3-day press badges](#) are now available. Credentialed media get full access to the show floor, live demonstrations, and the media-exclusive "Breaking News & Breakfast" briefing each morning.

BY THE NUMBERS:

5th edition | First year in Washington State | 2,500+ attendees | 80+ exhibitors | 40+ robots & physical AI solutions | 10+ crops covered

CAPTION: FIRA USA, the leading U.S. event for agricultural robotics and autonomous technology, will bring forward more than 40 robot and physical AI solutions, as well as live demonstrations in working orchards.

ABOUT GOFAR:

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

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