



MEDIA ALERT

Robots Go to Work in Washington Orchards Next Week as FIRA USA Opens Oct. 20

Live outdoor demos of autonomous harvesting, pruning, weeding, irrigation and canopy management bring Physical AI to PNW orchards

YAKIMA, Washington — October 13, 2026 —Reporters will have a rare opportunity to see autonomous robots at work in Pacific Northwest orchards when FIRA USA opens in Yakima on Oct. 20. The three-day event—the fifth U.S. edition and its only stop in Washington State—will bring together more than 2,500 growers, technology developers, researchers, investors and other agricultural leaders to see first-of-its-kind technology and discuss what it could mean for Pacific Northwest farmers. **Registration is free for growers.**

WHEN: October 20–22, 2026

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

WHAT: The expanded Physical AI, Robotics and AgTech program features 80+ agtech companies with 40+ robots and agtech solutions on display daily in the Expo Hall and Demo Zones, including autonomous tractors, drones, and precision spray/harvest equipment.

- Tues., Oct. 20, 11:00 a.m.–12:00 p.m., Demo Zone: Live Parade of Robots
- Tues.–Thurs., Demo Zone: See It in Action, with robots working real crop rows
- Thurs., Oct. 22, 2:00–5:00 p.m., On-Farm Robotics: Smart Orchard Program
- Daily, 9:00–9:30 a.m., Press Room: Announcements from Agtonomy, Niqo Robotics, John Deere, NAïO, and others.

[Full media highlights available here.](#)

REGISTRATION: **[Free 3-day press badges](#)** available.



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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