

RESERVOIR

MEDIA ALERT

Reservoir to Announce Expansion Plans and New Partners at FIRA USA 2026

WHAT: Reservoir will hold a press conference at FIRA USA 2026 to announce its expansion plans and new partners. The company will also give an update on the startup residents now working at Reservoir Farms, including how their technologies are being tested in working fields.

WHEN: 12:00-12:45 PDT, Tuesday, Oct. 20, 2026

WHERE: Stage 2, FIRA USA 2026, State Fair Park, Yakima, Washington

WHO: Danny Bernstein, founder and CEO of Reservoir, partners and resident startups.

WHY: Reservoir gives agtech startups a working farm where growers and crews test machines under commercial, rugged conditions. Reservoir judges the technology on reliability, task accuracy, throughput, uptime and farm economics, not on a staged demo. The press conference will show how the company plans to take this model further and what its current residents are delivering in the field.

MEDIA OPPORTUNITIES: Reporters can interview Reservoir executives, partners and startup founders after the press conference.

MEDIA CONTACT:

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