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FIRA USA 2025

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December 2025

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Innovation Begins in the Vineyard at Trattore Farms

**Cover and Contents photo: Melinda Taschetta-Millane
New Holland's T4.120F specialty tractor**

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FIRA USA 2025 Opens with a Shared Vision for Farm Automation

Growers, researchers, and innovators align on practical pathways to accelerate robotics adoption in specialty crops.

By Melinda Taschetta-Millane

The fourth annual FIRA USA officially opened October 21 in Woodland, California, reaffirming its mission to accelerate automation in agriculture and strengthen the link between growers, innovators, and researchers.

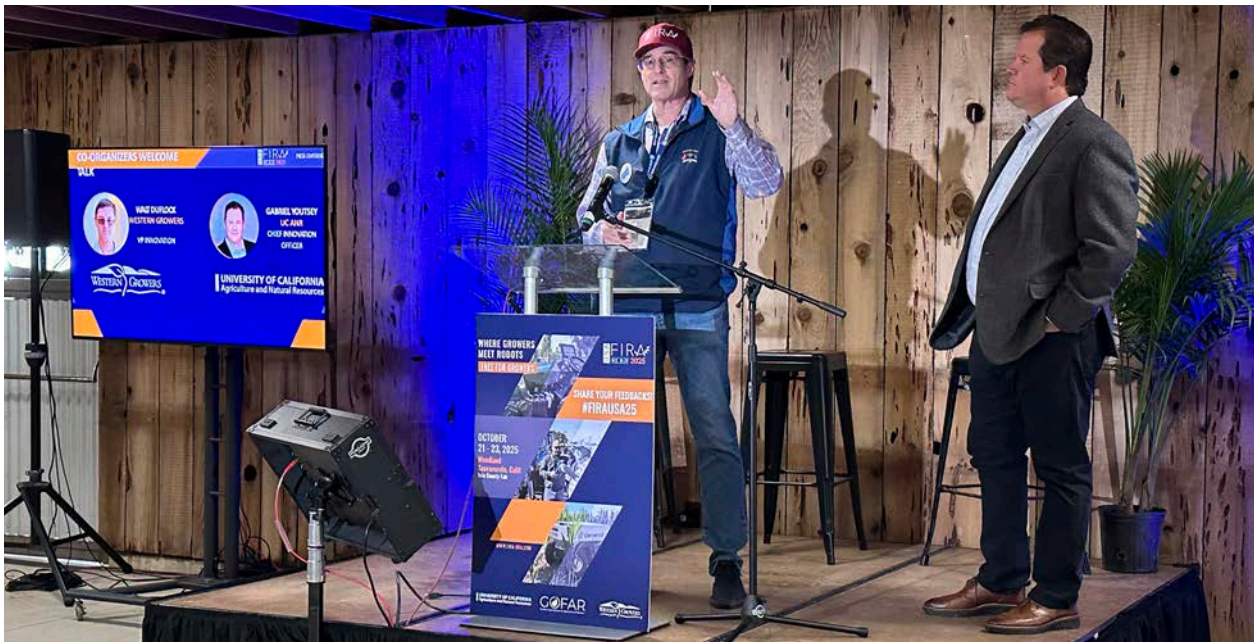
Walt Duflock of **Western Growers** and **Gabe Youtsey**, **Chief Innovation Officer at UC Agriculture and Natural Resources (UC ANR)**, welcomed attendees and emphasized California's pivotal role in advancing ag robotics and ag tech adoption.

"We started FIRA four years ago with one goal: to remind people how much labor



challenges are hitting growers and help them understand that without automation, it gets really hard for growers to continue to farm in California," Duflock said.

He highlighted the urgent labor challenges facing the industry: California agriculture spends \$16.3 billion annually on 850 million labor hours, much of it non-harvest work, of which only 2–3% has been automated. "Until



Walt Duflock of Western Growers and Gabe Youtsey, Chief Innovation Officer at UC Agriculture and Natural Resources (UC ANR), welcomed attendees and emphasized California's pivotal role in advancing ag robotics and ag tech adoption.

All photos: Melinda Taschetta-Millane



The Vineyard Demo area at FIRA USA

we move that number up,” he noted, “we’ll keep relying on international labor at \$30 an hour. We need automation to get there.”

Youtsey announced the launch of the California AgTech Innovation Network, a statewide initiative connecting investors, startups, growers, universities, and government partners to accelerate agtech development and commercialization. “The state of California has invested about \$30 million in the last six months to help build a statewide agtech ecosystem,” he said. “That includes startups, universities, investors, and growers — everyone needed to bring real solutions to scale.”

Both speakers stressed that automation must align with grower economics, requiring collaboration among research institutions, startups, and farmers. “What I want to see this week,” said Duflock, “is growers and robot companies having conversations about one thing: can this product work for grower economics? That’s the whole key to making automation work.”

UC ANR and Western Growers will expand field trials, case studies, and grower-led capital initiatives, particularly focused on harvest automation, an area still lacking viable large-scale robotic solutions. “Harvest automation is still the toughest nut to crack,” Duflock added, “but growers are ready to lead the way with new capital and collaboration to make it happen.”

Youtsey echoed the importance of workforce development alongside technology. “All of this innovation won’t be possible without workforce development,” he said. “We need to bring engineering, computer science, and plant science together, and train both new students and existing farmworkers for the agtech jobs of the future.”

The session also outlined major events for the week, including:

- **Four demo zones with more than 35 solutions showcasing vegetables, orchards and vineyards**
- **More than 80 exhibitors from the AgRobotics industry**

- **Farm Robotics Innovation Awards by UC ANR**
- **The debut of the Women in AgRobotics Award**
- **A closing Visionary Perspectives Panel on Ag Robotics**

Both speakers underscored that FIRA USA's purpose remains clear: to unite technology developers and growers in building a more automated, sustainable, and economically resilient future for specialty crop agriculture. "It's not going to be venture capital alone or corporates alone," Youtsey said. "It's going to take government, industry, and science working together in new ways to make automation real on the farm." ●



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The FIRA Farm Robotics Challenge is a competition for student teams to develop robotic solutions to real-world agricultural problems, and is led by the UC ANR and the AIFS



Agtonomy

The future of farming fits in your hand.

Agtonomy partners with trusted OEMs like Doosan Bobcat and Kubota to deliver automation built in, not bolted on—empowering growers of all sizes to overcome labor shortages, rising costs, and tighter margins. Our factory-fit physical AI platform enables multi-task automation, fleet efficiency, and easy setup with fast training.

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Charting the Future of Ag Technology

Industry leaders call for collaboration, workforce training, and people-focused innovation to guide the next phase of agtech adoption.

By Melinda Taschetta-Millane

On Day 2 of FIRA USA, experts from across California's agriculture and technology sectors gathered for a panel that drilled into some of the toughest questions facing the industry. The conversation centered on the real challenges of adopting ag tech and, more importantly, on the inclusive strategies the sector must embrace to thrive in the years ahead.

Labor Shortages Drive the Push for Automation

Labor scarcity remains one of agriculture's biggest hurdles, and panelists spoke candidly about why automation and robotics are no longer just attractive options, they're essential. Pete Donlon, Vice President at Misionero, explained that his company processes all of its crops, primarily leafy greens, in facilities where products are prepared for food service

or retail, operating in both the Salinas Valley and Arizona. He emphasized that the business faces typical challenges in agriculture, such as a seasonal workforce and very slim profit margins. These pressures make it essential to find more efficient processes, which is why adopting ag technology has become a top priority in their operations.

Technology Needs People

Speakers stressed that successful technology rollout hinges on listening to workers and investing in robust training. "There's a sense of autonomy and self-efficacy that people need to have in order to create that change," said Karen Aceves, CEO of Arken Strategies. "In our recent farm worker survey, when we surveyed 12,000 farm workers, that's what we saw ... people said, 'I would love technology. What is it? And how do I get there? How do I



Panelists (from left) Connie Bowen, Farmhand Ventures, moderator; Karen Aceves, Arken Strategies; Anne Visser, UC Davis; Pete Donlon, Misionero; and Oscar Garcia, Alliance HRMG.

Photo: Melinda Taschetta-Millane

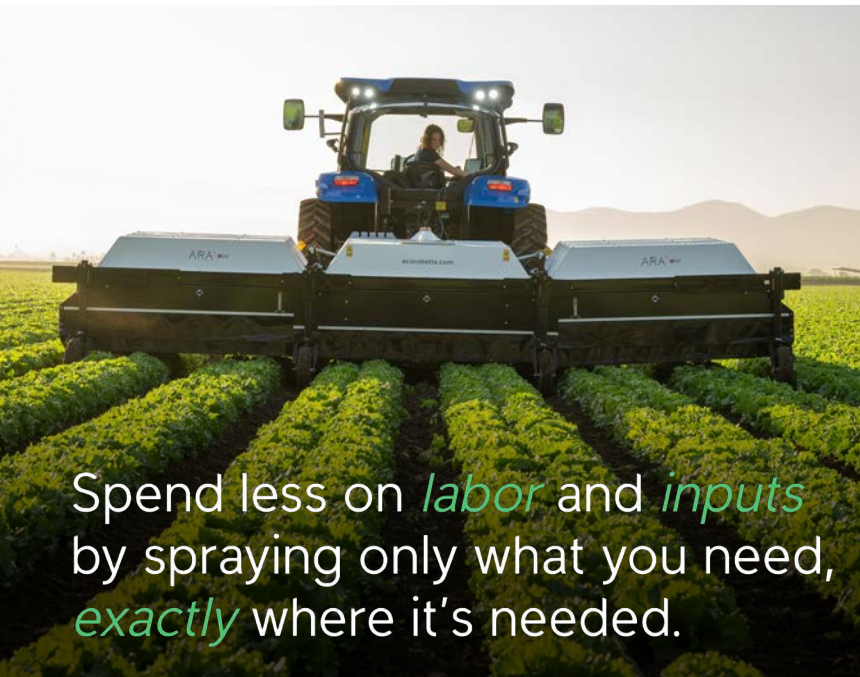
get trained?’ I think it’s the disconnect between the pathways to understanding — what is my role with technology? That is such a broad term. Who even knows what ag tech means?”

Oscar Garcia, Chief Executive Office at Alliance HRMG, spoke to the cultural and organizational challenge. “It is assumed by leadership that by making a decision at the top, everybody will align and adopt the technology, because the benefits for the business is so clear that everybody should have the exact same vision, right? Everybody should understand. And that’s when I have seen these initiatives fail the most, when there’s a full disconnect between the decision makers and the workforce. If you don’t do your due diligence by asking the end user and participating in the development of the decision and how to go about implementing it, it’s going to be difficult to extract the full value of the technology that you are trying to implement.”

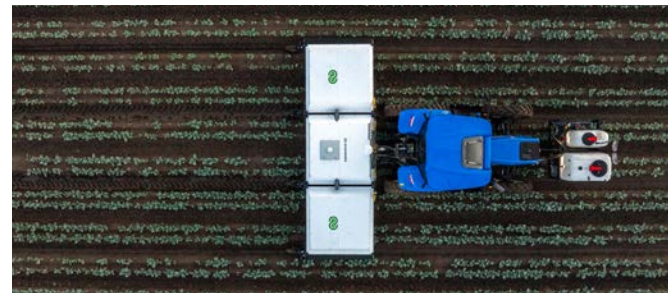
Preparing for Workforce Transformation

Instead of focusing on job loss as ag technology advances, the panelists urged the industry to view these changes as opportunities for job transformation. As Garcia explained, the core aim of technological progress in agriculture has always been to increase productivity — doing more with less. Rather than eliminating work altogether, these transitions should be seen as a call to prepare today’s workforce for new types of roles. “I just don’t see it as a job loss. I see it as a job transformation, and we need to help these communities,” he said.

Aceves added that the next generation of the workforce is ready for these new roles. “We have 60-70 farm workers that are excited about AI. And we’re in a generation where, you know, millennials, Gen X, and boomers, AI and technology have made our lives a lot easier. I think the combination of those multiple generations working together is really going to be the sweet spot.”



Spend less on *labor* and *inputs* by spraying only what you need, *exactly* where it’s needed.



Policy and Collaboration

Panelists also called for policies that are collaborative rather than punitive. Garcia emphasized, “Sometimes we see regulation very punitive in nature and being the agencies there to catch you on things that you are doing wrong. I think we need to change the rhetoric. It’s not an us versus them situation. There needs to be laws and regulations that make sense to the reality of the businesses that we have out there.”

Anne Visser, professor at University of California, Davis, echoed the need for thoughtful, inclusive development of technology. “There’s so much promise in technology if it’s well thought out, balanced, the rollout is innovative, inclusive and involves everybody. But I think the bigger question we have to ask is not just what’s possible when it comes to technology, but how do we make it matter in the lives of the people who depend on agriculture for their livelihoods across the board?”

A Human-Centered Vision

The conversation closed with a look ahead. Technology, the panel agreed, should empower people at every level of the food system, and foster new opportunities, both in the field and beyond. As Connie Bowen, General Partner at Farmhand Ventures put it, “We have an opportunity to leverage technology with people to fully change that, such that it’s just as normal to be a farmer or a farm worker as a doctor or nurse.”

FIRA USA’s panel made it clear that moving ag tech forward will require collaborative leadership, investment in the workforce, smarter regulation, and an unwavering focus on the people who keep farms and food systems running. With these principles in place, the future of agriculture will be both innovative and inclusive. ●



JOHN DEERE

John Deere: Advancing the Path to Autonomy for High Value Crops

For high-value crop (HVC) growers, labor shortages, increasing operational costs, long workdays and safety concerns are constant challenges. John Deere is supporting HVC growers by building a connected, scalable path to autonomy helping growers work smarter today while preparing their farms for the ag technology of the future.

It starts with the **John Deere Operations Center™**, the hub for collecting and managing machine and agronomic data across an operations. By connecting machines and agronomic data in one digital platform, growers can better analyze performance, make informed decisions, and lay the groundwork for more advanced automation and autonomy in the years ahead.

Available now, **GUSS Automation**, part of the John Deere portfolio, delivers proven semi-autonomous spraying solutions to orchards and vineyards. One operator can manage up to eight sprayers at once using GPS, LiDAR, and vehicle sensors. This enables labor to be shifted to higher value jobs and limits operator exposure to application solution. Growers can also add John Deere’s Smart Apply™ technology to GUSS sprayers for enhanced precision and input cost savings.

Revealed in 2025 and showcased at FIRA 2025, the upcoming **John Deere 5ML Autonomous Orchard Tractor** represents the next breakthrough in HVC or high-value crop. Using advanced cameras, LiDAR, and machine learning, it navigates dense canopies to automate key orchard operations—moving HVC growers confidently forward on the path to autonomy.

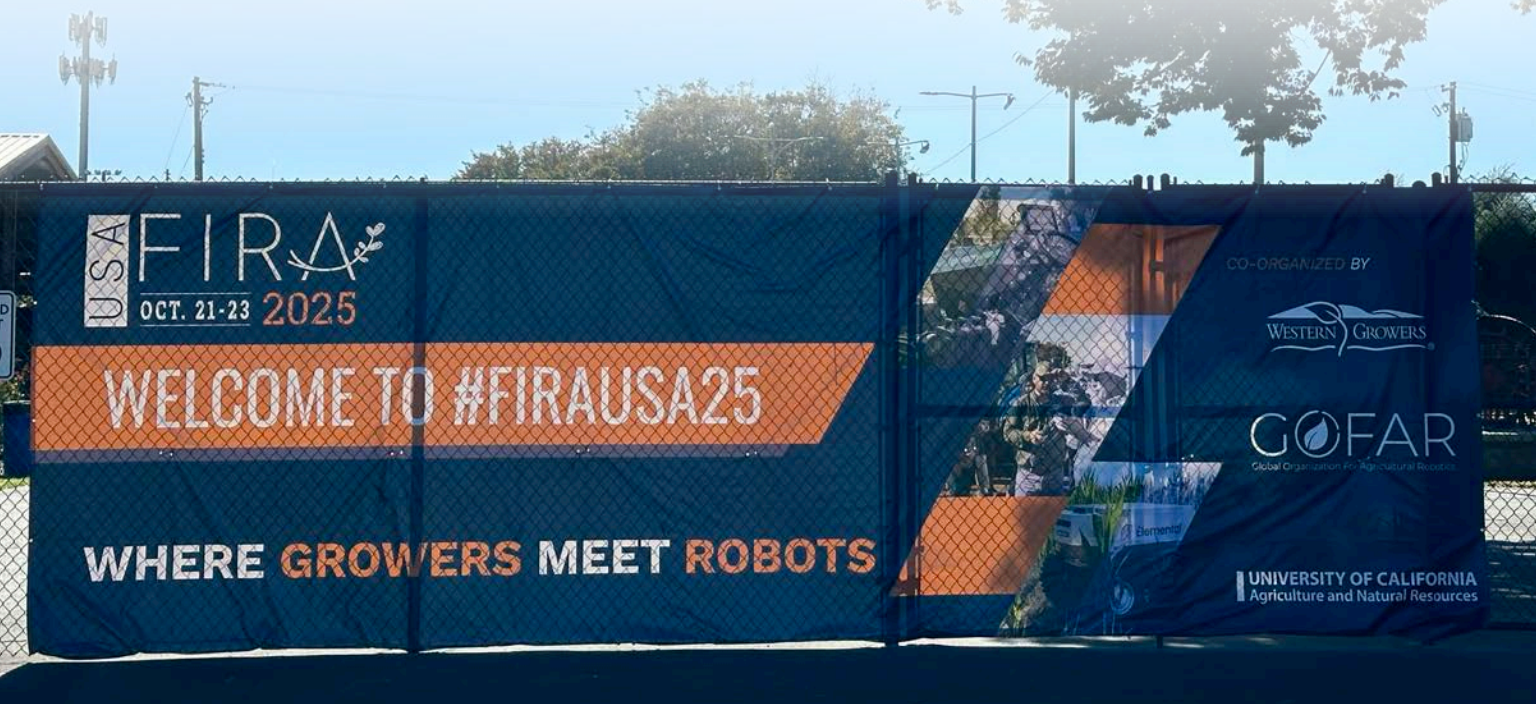




FIRA USA 2025 Highlights Innovation and Collaboration in Ag Robotics

By Melinda Taschetta-Millane

FIRA USA 2025 brought together growers, researchers, and agtech innovators in Woodland, California, for three days of field demos, discussions, and hands-on exploration of farm automation. With more than 80 exhibitors and 35 live demonstrations, the event showcased real-world robotics and smart farming tools designed for specialty crops. From harvest-assist systems to precision weeders, the focus was on practical solutions that connect technology with grower needs. These photos capture the energy and collaboration that defined this year's FIRA USA and showcase a community working together to shape the future of agricultural automation.



Photos: Melinda Taschetta-Millane

Photo Gallery



Kubota XTA210



The Kubota XTA series sprayer features advanced technology for crop health treatments, including a high-tech control system and precise dosage regulation.

Photo Gallery



Bluewhite technology in action at FIRA USA



The weed-killing robot, Jetty, from Tensorfield Agriculture uses computer vision to identify weeds

Photo Gallery



Many components are required for autonomy, including the JD Link modem, Starfire receiver, G5 display, and John Deere Operations

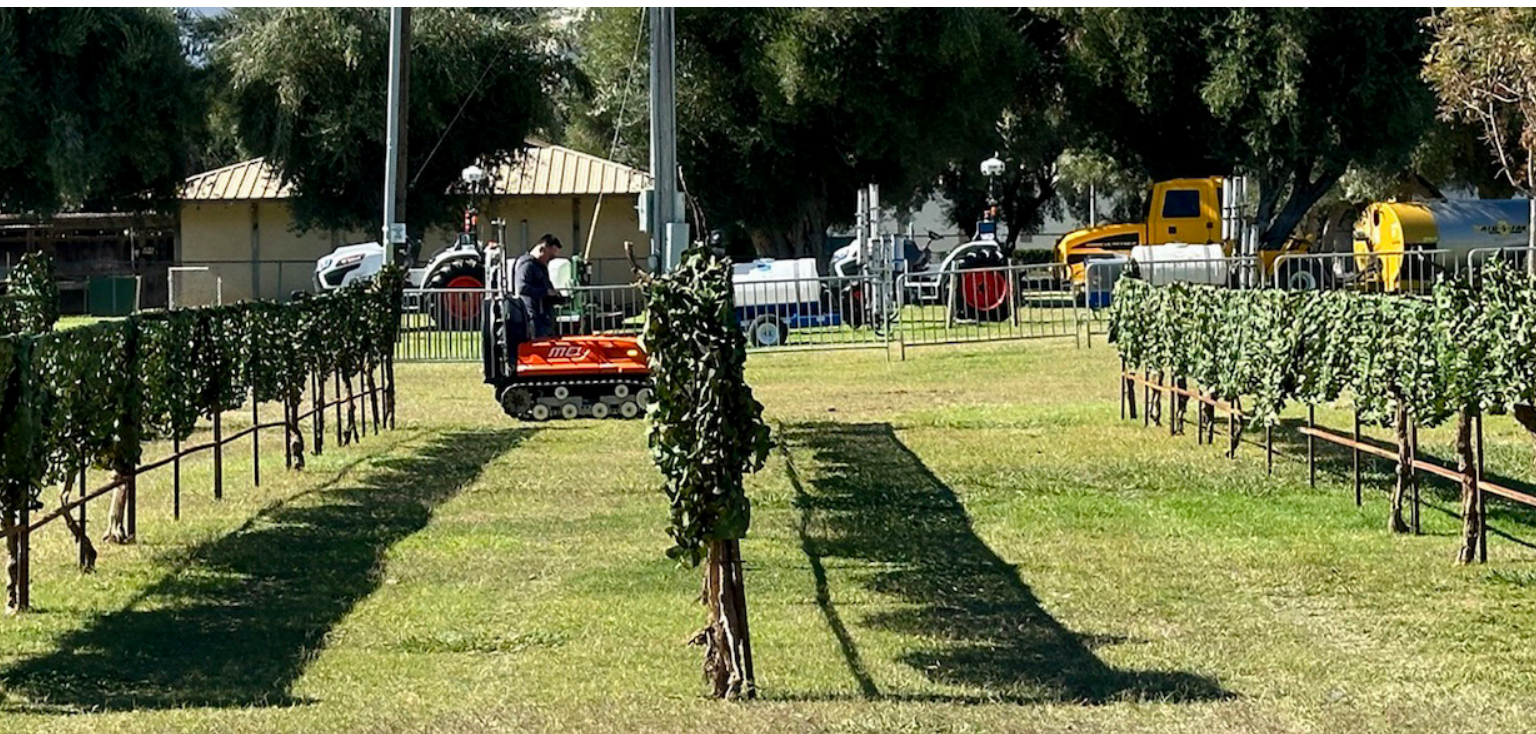
A video of John Deere's autonomy in action during a live demo at FIRA USA



Photo Gallery



OnTarget electrostatic sprayer technology is designed to provide better coverage and reduce the amount of water and chemicals needed

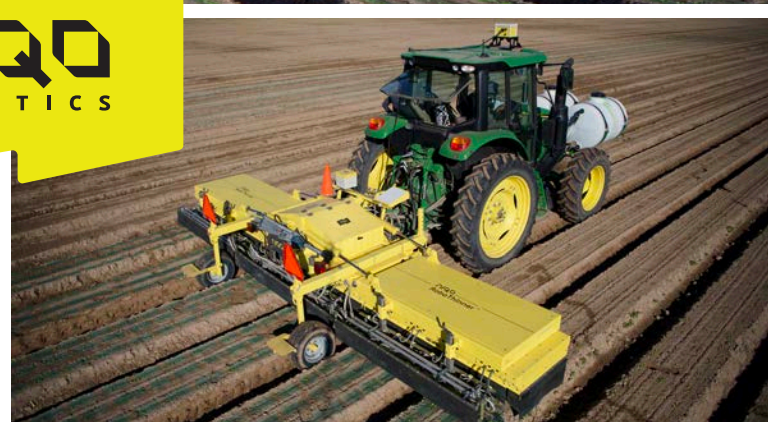


The Monarch M200 is an electric agricultural spraying solution designed for orchards

Photo Gallery



A crowd gathers at the demo zone



Automation in Action Showcased in the Next Wave of Farm Robotics

From autonomous orchard tractors to AI-driven weed control, the year's leading ag tech trends took center stage at FIRA USA 2025 in Woodland, California.



With 3 demo zones, the FIRA USA is the largest robot playground in the world

Photos: Melinda Taschetta-Millane

By Melinda Taschetta-Millane

As labor shortages persist and production costs climb, automation is no longer a futuristic concept, it's a working solution. That message came through clearly at FIRA USA 2025, held October 21-23 in Woodland, California, where growers, manufacturers, and ag tech innovators gathered to see the latest robotics and autonomous systems operating in real-world conditions.

The 4th annual event brought together more than 80 exhibitors and thousands of participants, highlighting how quickly automation has moved from prototype to practice across specialty crops.

Trend #1:

Autonomous Machinery Moves into Production

A defining takeaway from this year's event was that autonomy has entered the production phase. John Deere's 5ML Autonomous Orchard Tractor, making its first live agricultural trade show debut, drew significant attention for its autonomous navigation and precision air-blast spraying. Paired with the Smart Apply Intelligent Spray Control System, the tractor demonstrated how



A John Deere tractor and a Rears air-blast sprayer

machine learning and LiDAR-based canopy sensing can reduce water and chemical use by up to 50% while maintaining spray accuracy and improving sustainability outcomes. John Deere also highlighted its GUSS lineup of autonomous sprayers, managed by a single operator overseeing multiple machines simultaneously.

New Holland reinforced the shift toward fully integrated autonomy, showcasing its Precision Fan Sprayer and guidance systems for the T4.120F specialty tractor. These demonstrations signaled that major equipment manufacturers are transitioning from incremental upgrades to comprehensive

automation ecosystems, designed to deliver measurable efficiency in orchards and vineyards.

Industry attendees noted that autonomous machines are now being tested under real production conditions, and proving reliable. Many agreed that "automation is not just an option anymore; it's an operational tool that's here to stay."



New Holland highlighted a T4.120F specialty tractor with a precision sprayer and the XPower XPR concept electric weeder

Trend #2:

Smarter, Scalable Robotics

For smaller and mid-sized operations, scalability and ROI are central concerns, and FIRA 2025 reflected that reality.

Bonsai Robotics, following its acquisition of Farm-NG, presented expanded capabilities in orchard and vineyard automation. Companies such as LJ Tech and Autogenbot showcased autonomous sprayers with shorter payback periods, while FJDynamics introduced new autosteer kits and sprayer controllers that simplify retrofitting for existing fleets.

Emerging AI-driven firms like NIQO Robotics and Tensorfield Agriculture displayed precision weeding and targeted spraying systems capable of identifying and treating individual plants. This new wave of robotic tools is built around modularity and data integration, making it easier for growers to adapt the technology across multiple crops and production systems.

Niqo Robotics has commercialized the system for lettuce thinning — a key labor-intensive task in Salinas and Yuma



Another highlight came from Ecorobotix, whose ARA precision sprayer uses high-resolution cameras and AI-driven weed recognition to deliver sub-inch accuracy in herbicide application. Designed for flexibility across row crops, orchards, and vineyards, the system can reduce chemical use by as much as 95% while maintaining treatment efficacy. Its modular design and data collection capabilities align closely with growers' increasing focus on sustainability and traceability.



Originally founded a decade ago to develop autonomous sprayers, EcoRobotix pivoted to tractor-compatible systems that integrate easily into existing farm operations. Shown here is the ARA

Growers who attended the demos remarked that having “systems that scale to smaller acreages or diversified farms” represents a major step forward in accessibility and cost-effectiveness.

Trend #3:

Field-Ready Demos and Real-World Validation

The hallmark of FIRA — its live field demonstrations — expanded in 2025 to include cotton and tomato plots alongside orchard, vineyard, and vegetable systems. The broader crop mix allowed growers to evaluate automation under different canopy structures, soil types, and crop cycles.

In orchard settings, John Deere, GUSS, Bonsai Robotics, and Agtonomy demonstrated mowing, spraying, and mapping functions with impressive precision. Vineyard demos by Burro and MQ Autonomous Agritech showcased advancements in fleet coordination and obstacle detection.

The vegetable and open-field demonstrations highlighted solutions from Verdant Robotics, Solinftec, and Stout Industrial Technology, emphasizing how artificial intelligence is improving in-field decision-making. These demos helped confirm that many of today’s autonomous platforms are ready for commercial deployment, not just pilot testing.

Several growers noted that “seeing machines run in real field conditions, not just videos or prototypes, makes a huge difference in evaluating what’s ready to bring home.”



Originally founded a decade ago to develop autonomous sprayers, EcoRobotix pivoted to tractor-compatible systems that integrate easily into existing farm operations. Shown here is the ARA

Trend #4:

Collaboration Fuels Innovation

Two major announcements underscored the growing emphasis on collaboration across California's ag tech ecosystem.

The California AgTech Alliance officially launched during the event, supported by a \$15 million state investment. Led by the California Department of Food and Agriculture (CDFA) in partnership with UC Agriculture and Natural Resources and Western Growers, the Alliance aims to accelerate adoption of climate-smart and automation technologies through regional innovation hubs and workforce training.

In another development, RESERVOIR Farms introduced RESERVOIR St., a private investment marketplace connecting ag tech startups with capital partners, and RESERVOIR Jobs, a recruitment platform dedicated to the automation workforce.

The initiative was described by organizers as a "collaborative village" designed to connect innovators, growers, and investors on active working farms.

Observers agreed that these partnerships mark an important step toward building the infrastructure needed for sustainable technology adoption, not just product innovation.

Karen Ross, Secretary, California Department of Food and Agriculture, discusses the challenges faced by agriculture, including changing climate patterns and the need for a diverse economy to support rural communities



Danny Bernstein, CEO and Managing Partner at The Reservoir, discussed the progress and vision of Reservoir Farms, an ag tech incubator focused on specialty crops

The Human Side of Automation

At FIRA USA 2025, one message echoed through every session: the future of farm automation depends as much on people as on machines.

"Growers are the ultimate innovators," said Walt Duflock, Vice President of Innovation at Western Growers. "They're willing to adopt new tools when it solves a real problem in the field, but the technology has to work, it has to pencil out, and it has to fit into existing operations."

For Gabe Youtsey, Chief Innovation Officer at UC Agriculture and Natural Resources (UC ANR), collaboration is key. "We can't advance automation in

isolation. It takes universities, startups, and growers working together — testing, validating, and training the next generation of the ag workforce."

Speakers across multiple panels reinforced that human-centered design will determine how quickly robotics scale in specialty crops. "It's not about replacing people," one panelist noted. "It's about giving them better tools — and better opportunities — to keep our farms viable."

As growers and innovators left FIRA USA to return to their own fields, that theme lingered: automation may be powered by AI, but its success will always depend on human insight and collaboration.

Trend #5:

From Pilots to Production

Perhaps the strongest signal from FIRA 2025 was the widespread shift from pilot projects to full-scale commercial use.

Companies like Agtonomy demonstrated how embedded AI and remote fleet management can enable autonomy through trusted OEM platforms such as Kubota and Solinftec's Solix Robotics system, now featuring Starlink connectivity and "Discovery Mode" navigation, illustrated how communication and intelligence are converging to deliver truly autonomous, connected fleets.

Several presenters emphasized that growers



A simulated vineyard

are no longer being asked to "try" automation, they're being offered turnkey systems that deliver value immediately. Attendees echoed that sentiment, noting that the conversation has shifted from if to how fast automation can scale across the industry.

Automation With Purpose

FIRA USA 2025 confirmed that agricultural automation has entered a new era, one that is practical, connected, and grower-driven.

Across all sectors, from fruit and nut orchards to vineyards and vegetable fields, this year's innovations reflected a maturing market focused on operational efficiency and environmental sustainability. The message was consistent: automation is not about replacing people, it's about empowering them with better tools and data to make smarter, more efficient decisions.

For growers and operations managers, the takeaway was clear: The future of farming isn't years away, it's already running in the rows. ●



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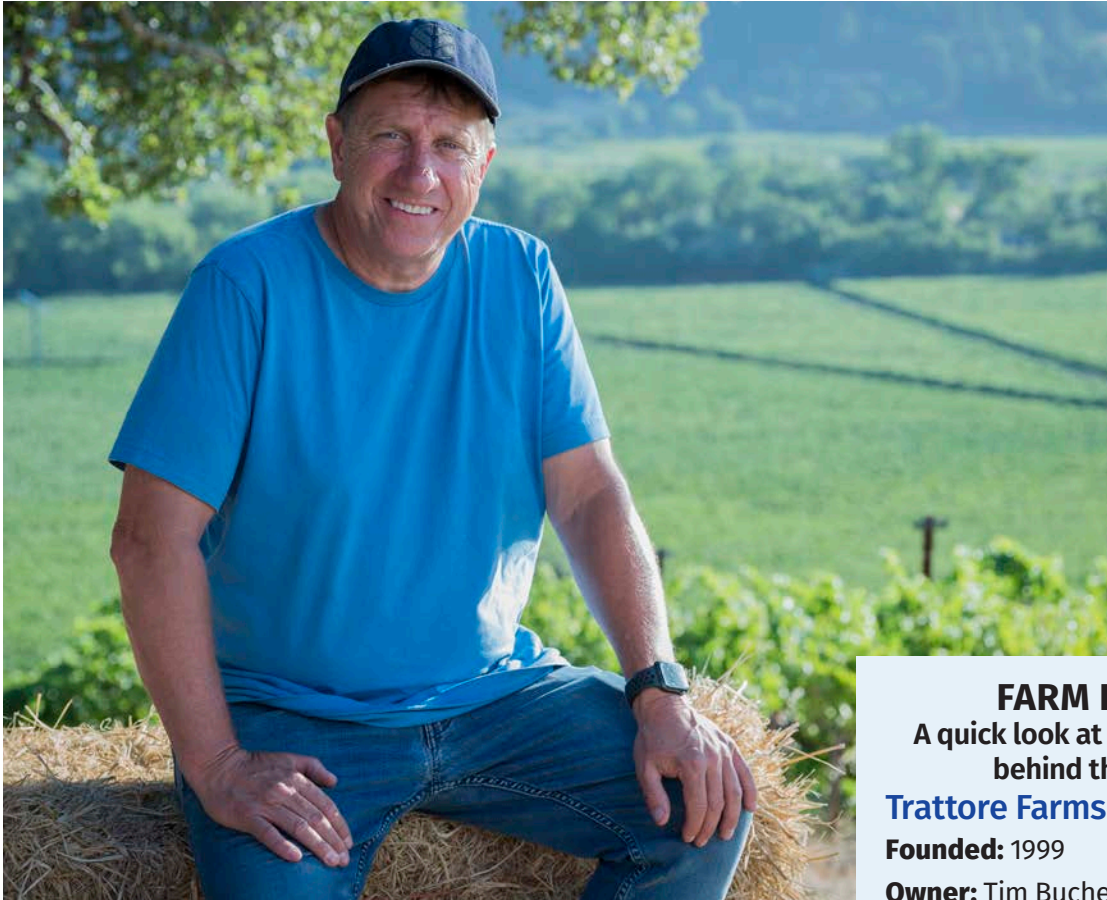
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Innovation Begins in the Vineyard at Trattore Farms

With deep roots in Sonoma's hills and an eye on tomorrow, Tim Buher is turning his vineyards into a living lab for agricultural innovation.



By Melinda Taschetta-Millane

At dawn in the Dry Creek Valley of Sonoma County, the hilltop rows of vines at Trattore Farms stretch toward Geysers Peak and Mount St. Helena. On each slope, vines grow in stone-strewn soils, cooled by Pacific breezes, nurtured by hands and machines alike. The farmer behind it all, Tim Buher, doesn't quite fit the traditional mold: he started his farm at age 16, grows olives and grapes in a vertically integrated model, and then transformed his concerns about labor, regulation and cost into a tech startup driving automation in specialty crops.

FARM FACTS

A quick look at the operation behind the story

Trattore Farms

Founded: 1999

Owner: Tim Bucher

Location: Geyserville, CA

Size: 40 acres

Crops: Vineyards and olive trees

Sustainability:

The farm incorporates sustainable practices, including a water recycling plant that treats production water for irrigation and a compost center to build soil nutrients. The owners use technology to control aspects of the farm remotely, from irrigation to fermentation tanks.

Trattorefarms.com



Photos: Trattore Farms

Tim Buher doesn't quite fit the traditional mold: he started his farm at age 16 and then transformed his concerns about labor, regulation and cost into a tech startup driving automation in specialty crops.

Farming by Hand, Vision in Mind

"My older brother took over the family dairy farm, but I bought my first vineyard at 16," Buher recalls. "By the time I was in high school I was farming full-time, calling the land Trattore Farms, which is 'tractor' in Italian, because I loved machines." He planted olive trees and vines, built an olive mill and winery, and believed deeply in vertical integration: owning the land, the oil, and the bottle.

But the business was changing. Profit margins compressed, and expenses soared. "Labor was 50% of my expenses and rising," Buher notes. "And overtime regulations kept tightening; first 12 hours, then 10, then eight. When you're harvesting grapes or olives during weather fronts, you can't lock the office at five o'clock."

Thirty-five vineyard acres in Dry Creek Valley, 11 varietals grown in individually

managed blocks — all testify to his focus on craft and control. Yet the underlying pressure was unmistakable: the farm that once paid the bills now demanded smarter tools.

From Farmer to Farmer-Engineer

The turning point came at UC Davis. "I accidentally registered for a computer course in a 500-student auditorium. I went in a farmer, took this class, and it changed my life," he credits the class. "By the end of the semester, I was teaching the class, and it scared me, because all I knew was farming."

He came out of UC Davis as a farmer and an engineer, and moved on to graduate work at Stanford University, where he spent years alternating between his Sonoma farm and Silicon Valley. That dual identity, farmer and engineer, gave Buher what he calls "a big unfair advantage."

“When I built automation on the vineyard, I knew what farmers care about,” he says. “Not just the tractor going from A to B; I cared that the spray went on, that no vine was damaged, that I wasn’t building a toy.”

Back on Trattore Farms, Buher had already installed remote-controlled irrigation, fermentation tanks he could monitor via phone, and a water-recycling plant for his olive oil press. But the field work — the mowing, spraying, thinning, row pass after row pass in 110-degree heat — remained dependent on labor he couldn’t always secure.

Birth of an Autonomous Tractor

“Soon I realized the only thing I hadn’t automated was the tractor in the vineyard,” Buher says. He and some friends stripped the engine from a diesel machine, installed electric motors, mounted eight cameras, safety sensors and computers, then created what he calls his first autonomous tractor.

“I started showing it to my Silicon Valley friends and said ‘Hey, look at what we’re

doing to save Trattore.’ She looked at me and said ‘Tim, you’re an idiot. This isn’t about just saving Trattore, this is about saving the world. Let’s go start a company.’ That’s how Agtonomy was born.” Today, Agtonomy is a software and AI services company specializing in automation and physical AI solutions for agriculture and land management. The company develops a hybrid autonomy and tele-assist platform that transforms standard industrial equipment, like tractors, into autonomous and remote-controlled machinery through partnerships with leading original equipment manufacturers (OEMs). This technology was recently on display at FIRA USA in Woodland, California.

From his own rows of grapes and olives he moved to software for others. His prototype runs among permanent crops, the very plants most costly to damage and hardest to mechanize. He noted that in a vineyard, a single vine can be worth thousands of dollars, so even a minor mistake that damages one can be a costly loss.



In a world where growers receive the lowest share of the food-dollar in decades and labor shortages bite hardest on permanent crops, his vision is rooted in both soil and software.

Field-Ready Innovation for Permanent Crops

The vines at Trattore Farms supply wine production, and the olive trees, vintage varieties grown on 20 acres, feed a dual olive-oil and vinegar line. Buher's estate emphasizes hand harvesting, micro-picks, and field-blending of Rhône varieties, yet it also shows the convergence of craft and automation.

"Permanent-crop labor is repeatable work, such as mowing, spraying, and thinning, but you're in trees and vines, slopes and rocks," he explains. "To automate that you need cameras, vision, computing and safety. That's physical AI."

His company embeds software into equipment from trusted OEMs rather than building tractors from scratch, so growers get automation within a proven service network. The aim: retrofit existing machines, keep dealers and service intact, and act quickly.

Farming Today, Technology Tomorrow

Back in his tasting room, Buher welcomes visitors to Trattore Farms' "Get Your Boots Dirty" tour. Guests walk the olive mill, vineyard and winery, and taste wines made from his steep slopes and complex soils. But behind the scenes, he's still solving problems. Rising input costs, regulations, labor scarcity: all remain urgent.

"We didn't build this to replace farmers," he states. "We built it so they can afford to farm." In a world where growers receive the lowest share of the food-dollar in decades and labor shortages bite hardest on permanent crops, his vision is rooted in both soil and software.

At Trattore Farms the vines and trees grow in the same ground that is quietly teaching the next generation of autonomous machines. And when the tractor glides, camera-lit, among the rows, it is guided by a man who never stopped being a farmer first. ●

The future of crop care is already in the field.

Solinftec's Solix Ag Robotics platform is designed to work side by side with growers, providing unmatched agronomic insights and autonomous action powered by artificial intelligence.

Living full-time in the field and running on solar energy, Solix is deployed automatically and continuously monitors crops plant by plant, identifying weeds and growth patterns.

Its AI-driven vision enables precise herbicide applications, resulting in:

- 80% less herbicide use
- 90,000+ gallons of water saved
- 30,000+ gallons of herbicides saved

Already transforming major crops like soybeans, corn, and cotton, Solix delivers smarter decisions, higher efficiency, and measurable ROI. With integrated connectivity and autonomy, Solinftec helps farms become more sustainable, productive, and resilient.

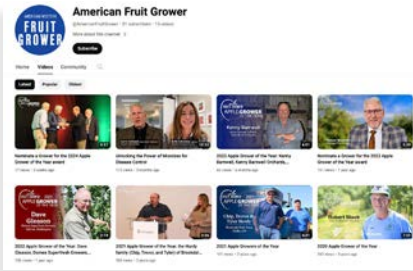


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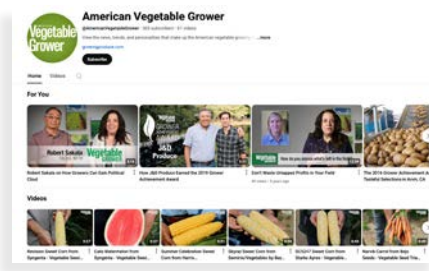


Additional Resources

American Fruit Grower Videos



American Vegetable Grower Videos



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