



Toulouse, 17th February 2026 – For immediate release

## From Toulouse (France), GOFAR launches its world tour and accelerates the deployment of autonomous solutions

*On February 5th, the Agrobiopole in Toulouse hosted the launch of the GOFAR Tour 2026 with the Field Day France, the first step of an unprecedented world tour. With an innovative format focused on practical adoption, this event brought together manufacturers, farmers, and distributors around a common goal: accelerating the journey from discovery to acquisition of robotic solutions.*



Celebrating FIRA's 10th anniversary, GOFAR is taking a new strategic step by launching the GOFAR Tour, a travelling world tour that brings autonomous solutions closer to farmers directly in the field, where they truly need them. The Field Day France marked the beginning of this world tour with a resolutely pragmatic approach: enabling producers to discover, test, and advance their acquisition projects through direct exchanges with manufacturers offering solutions already available on the market.

*Credit @Aur lieRodrigo*

### A first stop that leaves a mark

To launch what promises to be a tour rich in innovations and exchanges, it would be hard to dream of a better first stop. The capricious weather of early February did nothing to affect the energy and enthusiasm of participants, who came in large numbers to brave the elements.

The inaugural edition of the Field Day France delivered on its promises. More than 700 visitors made the trip to the Agrobiopole in Toulouse, with strong representation from the agricultural world: farmers, users, distributors, and farmer representatives made up 40% of the audience. In the field, over 15 robots were showcased—including 9 robots never before seen in

Toulouse—adapted to the French market. More than 250 students also participated in a day specially dedicated to them: Campus Day, a sign that agricultural robotics is attracting tomorrow's talent.

## **When robots parade: an unprecedented showcase**

The day began spectacularly with the robot parade, a showcase that had nothing to envy from Paris Fashion Week. On the innovation runway, robots paraded and performed under the admiring gazes of participants. "This robot parade allowed us to unveil the characteristics of each machine before the demos, marking a world first that was widely acclaimed," says Marie-Flore Doutreleau, Robotics Project Manager at GOFAR.

[Relive the parade with our replay](#)

## **Users at the heart of discussions**

True to its commitment to providing exclusive technical content, GOFAR confirmed its expertise by giving the floor to the real actors of this revolution: the users. About ten farmers equipped with robots and autonomous tractors spoke to share their concrete feedback and daily use cases of these solutions.

These authentic, unfiltered field testimonials allowed visitors to understand the real impacts of these technologies: time savings, input reduction, improved working conditions, and agronomic performance. A privileged moment of exchange that reinforced the practical and accessible dimension of the event.

[User testimonials available in replay](#)

## **10 years of FIRA: a decade of innovation celebrated in style**

The day concluded with a festive evening marking FIRA's 10th anniversary, co-organized with SICOVAL. On the program: local gastronomy with regional producers showcasing their products, live music, and a victorious French team match broadcast live—three ingredients that made this celebration an unforgettable moment.

A decade of innovations, meetings, collaborations, and transformation of the agricultural sector celebrated with those who made it possible: manufacturers, researchers, farmers, experts, and institutional partners.

## **GOFAR Tour 2026: heading around the world**

Field Day France is only the first chapter of a year rich in events. The GOFAR Tour 2026 will continue with:

- **April 15:** Field Day Spain at the John Deere Parla Innovation Center, Madrid, Spain (focus on perennial crops) | Hosted and co-organized with John Deere
- **August 11-13:** FIRA Robotics Village Northeast at Penn State Ag Progress Day, Pennsylvania, United States (multi-crops) | Hosted by AgProgress and co-organized with The Robotics Factory Pittsburgh Robotics Network, Penn State College of Ag, Pennsylvania Department of Agriculture, Team Pennsylvania, Balanced Engineering, and CMU
- **September 16-19:** Smartfarming Pavilion at Agrotechniek Holland, the Netherlands, including the Scientific & R&D Workshop on September 16 | Hosted by AgroTechniek Holland and co-organized with Fedecom, Wageningen University & Research - With the support from Hexagon
- **October:** FIRA USA 2026 in Yakima County, Washington, United States (5th edition) | Co-organized with the Yakima County Development Association and the Washington Tree Fruit Research Commission

**GOFAR: much more than an event organizer.** GOFAR positions itself as a true qualified networking platform, active year-round across different regions of the world. The objective: accelerate the adoption of robotic technologies and facilitate expertise sharing among all actors in the agricultural ecosystem.

[Download photos - Credit: @Aur lieRodrigo, @GOFAR & @SICOVAL](#)

## About GOFAR

GOFAR (Global Organization For Agricultural Robotics) is the reference association for the agricultural robotics ecosystem worldwide. Organizer of FIRA (International Forum of Agricultural Robotics), it has been accelerating since 2016 the development and adoption of autonomous solutions in service of more efficient and sustainable agriculture.

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