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GOFAR TOUR HEADS TO SPAIN: AGRI-ROBOTICS TAKES CENTER STAGE AT JOHN DEERE'S PARLA INNOVATION CENTER

GOFAR is proud to announce the next stop of the GOFAR Tour 2026: Field Day Spain. Co-organized with John Deere with the support of Datagri, this full-day event will bring together for the first time in Spain, farmers, innovators, distributors, and industry leaders for agricultural robot demonstrations in real perennial crop conditions — free entry on registration.

The **GOFAR Tour** journey continues with the [Field Day Spain](#), taking place on **April 15, 2026**, at the **John Deere Parla Innovation Center**, just outside Madrid.

This milestone event marks GOFAR's first field day on the Iberian Peninsula, bringing the Tour's signature formula to one of Europe's most dynamic and diverse agricultural landscapes. Free to attend, the day will feature live robot demonstrations in real farming conditions, direct exchanges between farmers and technology manufacturers, distributor insights, and access to

one of the most advanced agri-tech ecosystems in Europe. The event will bring together **15+ robots in live demonstration**, and **30+ partners with 20+ exhibitors and tech corners** for a full day dedicated to the future of farming on the Iberian Peninsula.

A Strategic Stop on the Iberian Peninsula

Spain and Portugal are two of the most important agricultural nations in Europe, and of the most compelling frontiers for agrobotics. With over **17 million hectares of agricultural land**, Spain ranks among the **EU's top producers of fruits, vegetables, olives, citrus, almonds, and wine grapes**. Yet, the sector faces mounting structural pressures: ageing rural populations, rising



input costs, tightening regulations on pesticide use, and intensifying global competition. For Spanish farmers, the question is no longer whether to embrace automation, it is how to do so quickly enough, and on their own terms.

GOFAR Field Day Spain arrives at exactly the right moment to connect this demand with the innovation and dialogue needed to accelerate real-world adoption.

Iberian Crops: Where Robotics Can Make the Biggest Difference

GOFAR Field Day Spain is not built around a single crop type. The event brings together robotics solutions spanning **perennial crops** — vineyards, olive groves, berries, citrus, and fruit orchards — and **vegetable and open-field crops**, reflecting the full diversity of Iberian agriculture.

Attendees will see machines operating across different environments and crop systems, from autonomous spraying technologies to mechanical weeding and scouting, with real use cases relevant to the challenges Spanish and Portuguese farmers face today.

This cross-sector approach is at the core of what makes Field Day Spain unique: a single venue, one day, multiple realities of modern farming all in live demonstration.

Farmers at the Heart of the Event

GOFAR was built on a simple conviction: that agricultural robotics will only succeed if it is developed in close dialogue with the farmers it is meant to serve. Field Day Spain embodies this principle.

Beyond the robot demonstrations, the day is structured to maximise meaningful exchange between growers and the manufacturers, engineers, and distributors shaping the next generation of farming technology. Farmers will be able to speak directly to the teams behind each robot, ask the questions that matter to them, share their operational realities, and provide feedback that can genuinely inform product development.

Distributor insights on market readiness and adoption pathways will also be part of the programme, helping farmers understand not just what the technology can do, but how and when they can access it, what support is available, and what the commercial landscape looks like today.

Entry to Field Day Spain is **free of charge**. The event is open to farmers, agronomists, distributors, researchers, policymakers, and anyone with a stake in the future of Spanish and Iberian agriculture.

John Deere Parla Innovation Center: A World-Class Host

Field Day Spain will be hosted at the **John Deere Parla Innovation Center**, located in Parla, just south of Madrid. This facility is one of John Deere's most significant technology development



hubs in Europe and serves as a collaborative space where engineers, agronomists, technology partners, and farmers come together to co-develop and test agricultural solutions.

The Innovation Center is designed not only as an internal R&D facility but as an **open ecosystem for agri-tech collaboration**. It provides the infrastructure, expertise, and real agricultural settings needed to test autonomous systems, digital tools, and precision agriculture technologies under genuine field conditions.

Hosting GOFAR Field Day Spain at this location sends a clear signal: that advancing agrobotics in Europe requires shared spaces, open partnerships, and the willingness to put innovation in front of the people who will ultimately use it, the farmers.

“Our vision at the John Deere Parla Innovation Center is to drive profitability and sustainability for high-value crop farms by accelerating technological innovation and its adoption,” said Javier Fernández, head of the Parla Innovation Center. “Our approach brings the energy and creativity of a start-up together with the experience and know-how of multinational companies to deliver measurable value to growers and the broader agricultural ecosystem.”

For more information and to register, visit our website: <https://gofar-tour.com/field-day-spain/>

About GOFAR

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

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