

Parla, 15th April 2026 – For immediate release

In Parla - Madrid (Spain), the GOFAR Tour brought robotics in field and knowledge in agrobotics

On April 15th, the John Deere Parla Innovation Center in Spain hosted the second stop of the GOFAR Tour 2026 with the Field Day Spain. The very first agri-robotics field day of its kind ever held on the Iberian Peninsula. Under a generous spring sun, more than 900 industry professionals gathered around a shared conviction: the future of Spanish agriculture runs on robotics.

Credit @Lucia Romero



A historic first for the Iberian Peninsula

After a landmark launch in Toulouse in February, the GOFAR Tour 2026 crossed the Pyrenees to land in Spain for an instant milestone.

Field Day Spain brought together, for a single day, the full spectrum of the agricultural robotics ecosystem: manufacturers, farmers, distributors, researchers, and institutional partners, all united to see autonomous solutions in operation, to learn more about those technologies, and to exchange concrete uses and case studies.

Hosted by John Deere at its Parla Innovation Center—a living hub surrounded by four hectares of vineyards, pistachios, almond trees, olive groves, and orchards just south of Madrid—and sponsored by DATAGRI, the event carried a strong signal of local industry endorsement from the outset.

“This Field Day is not just another event about agricultural robotics. It is a space where farmers can answer one simple but fundamental question: do these machines actually make sense for my farm today, tomorrow... or perhaps not yet?” — Maialen Cazenave, Co-Director, GOFAR

More than 900 professionals from Spain and abroad made the trip to Parla, a resounding validation of the demand that exists in the Spanish market for AgRobotics. Crucially, 350+ innovative and curious farmers came directly from the agricultural world, not to observe, but to engage, question, and evaluate. Among them: a delegation of young growers from the Unión de



Pequeños Agricultores y Ganaderos (UPA) (145+ members) and innovative large-scale operations like Raymat, Hortifrut, and Driscoll's, among others.

When robots parade under the Madrid sun

The day opened with the robot parade—already a beloved GOFAR Tour signature—before giving way to live field demonstrations, farmer testimonials, panel discussions, and networking.

18 robots performed live in real perennial crop conditions, covering the full range of challenges that define Spanish high-value crop farming: autonomous weeding, precision spraying, navigation, and harvesting assistance.

On show:

- Agrikola.AI - Wagus | NEW AT GOFAR
- AGC Technologies - Aries 300N | NEW AT GOFAR
- Centre for Automation and Robotics - SAM | NEW AT GOFAR
- EdenCore - Viewer | NEW AT GOFAR
- GUSS Automation x John Deere - Mini-GUSS
- INESC TEC - Modular-E & Modular-X
- John Deere - Smart Apply & E-Power Tractor | NEW AT GOFAR
- KIOTI Europe B.V. - Kioti RT100
- KUHN Iberica - Aura & Karl (expo) | NEW AT GOFAR
- MQ Autonomous Agritech - M200 Sprayer
- MULA Autonomous Farming - MULA 1250
- Naïo - Oz & Ted
- PeK Automotive - Slopehelper
- RootWave - F601 | NEW AT GOFAR
- SABI AGRI - The SRBC Robot
- Voltrac - Thor | NEW AT GOFAR

A day that felt like a turning point

Beyond the machines and the numbers, what Field Day Spain will be remembered for is its atmosphere and the quality of its conversations.

A dedicated panel brought together leading Iberian producers to share their vision, their operational challenges, and their real expectations from the robotics industry, covering vineyards, olive groves, fruits, and vegetables. Unfiltered and grower-led, it gave everyone in the room a direct window into where the Iberian market truly stands. From the opening parade to the final networking session as the afternoon light faded over the Madrid plains, the day had the unmistakable energy of something new beginning.

“Spain is a major player in the EU fruit and vegetable sector, with a dynamic agri-tech ecosystem and growing needs for automation. It was an obvious choice, and today proved it with strong support from farmers and key international players.”
— Maialen Cazenave, Co-Director, GOFAR



The Parla Innovation Center, with its open fields and collaborative spirit, provided the ideal backdrop: a place where the boundary between innovation and practice simply does not exist. April 15th was a first step in opening the discussion and accelerating the deployment of robotic solutions across the Iberian territory.

[Download photos - Credit: @LuciaRomero \[photos in progress\]](#)

The GOFAR Tour continues: the next stop is the Démo-Tour on May 6th, 2026, in Flavigny-sur-Ozerain, France. Full agenda: www.gofar-tour.com/agenda/

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.

Website: www.agricultural-robotics.com

Press Contact: maialen@world-fira.com

