

---

## advanced.farm displays its cutting-edge robotic apple harvester at FIRA USA 2024

DAVIS, California, October 2024. For the first time ever, advanced.farm will display its robotic apple harvesting technology as part of FIRA USA 2024. As an official event sponsor, advanced.farm will host an “afterwork” happy hour and product demonstration by invitation only at its testing facility in Davis, CA.

Guests will see an up close look at advanced.farm’s apple harvester operating on a test trellis that closely resembles an actual orchard. “It’s not always easy for potential investors and partners to travel to our customer ranches in Washington, so we decided to bring that experience to them instead,” stated Kyle Cobb, the company’s President and Co-Founder. advanced.farm started developing an apple harvester in late 2021, making 2024 their third season of testing with growers in Washington state.

CEO and Co-Founder Marc Grossman said, “this year we have really turned a corner in our field testing, and continue to prove that we’re the best in the world at robotic harvesting. Our harvester has picked hundreds of thousands of apples, and is doing so at 3x the rate of humans. Our fruit handling is at parity with human pickers - a testament to our hard work this past offseason and our willingness to listen to growers to aid our development.”

advanced.farm’s robotic apple harvester is designed to navigate vertical-trellis orchard rows without the need of a human operator. The machine moves forward slowly between rows of trees, measuring the tree canopy to stay centered on the row. While driving, robots on either side of the machine are scanning for fruit using cameras to find red, ripe fruit. Robots then use artificial intelligence to determine the best, fastest path to an apple, relying on AI learning from previous successful picks to make decisions in real-time. After a robot picks an apple, it is gently placed onto a conveyor belt which then moves it into a standard apple bin.

“We are deeper into the challenges of robotic harvesting than any company has ever been. We continue to break new ground, and our lead over the competition is expanding. Every day, we get tens of thousands of successful picks to train our models, make our AI more performant, and learn how we can improve in operations,” says Cedric Jeanty, CTO and Co-Founder.

Despite the “high-tech” nature of its technology, the company remains focused on building relationships with growers. “This year, we’ve been on dozens of ranches, speaking with everyone we can - from pickers to owners - to understand how we impact their work,” says

Mike Corsetto, Director of Hardware and Systems Engineering. “We consider ourselves to be equal parts ag and tech, and we value spending time in the field just as much, if not more, than our time in the shop or in front of a computer,” he continued.

“We expect our values of honesty, humility, humanity and hard work to be on full display at the FIRA afterwork event,” says Blair Swadley, VP of Human Resources and Legal Compliance. “Visitors will have the chance to meet our team, hear from our customers and partners, and watch the tech that we are so proud to have built.”

advanced.farm first participated in FIRA in 2022, when Kyle Cobb participated on a panel alongside other ag equipment companies, including CNHi, who later went on to invest in the company. “We are very proud of the impact that FIRA has had on our company,” says Cobb. “We look forward to sharing our experience as part of a panel this year and we hope our happy hour event can help others make valuable connections like we did at FIRA just a few years ago.”

### ***About the FIRA Event***

*The afterwork event takes place the evening of Tuesday, October 22 at the Company’s testing facility in Davis, CA (20 minutes from the main FIRA venue). Attendance is by invitation only. If you are a member of the press and you have not yet received an invitation, please email Kyle Cobb at [kyle@advanced.farm](mailto:kyle@advanced.farm).*

### ***About advanced.farm***

advanced.farm was founded in 2018 and has since raised almost \$40M from leading agricultural equipment manufacturers (Kubota, Yamaha and CNHi) and venture capitalists (notably, Catapult Ventures and Impact VC). advanced.farm is committed to building robots for the next generation of farming, with a current focus on tree fruit harvest. More information is available at [www.advanced.farm](http://www.advanced.farm).