

2025 The Desert Difference: FarmTech Connect

November 12–14, 2025 | Yuma, Arizona



The 2025 Yuma Desert Difference is a three-day essential event for anyone involved in the future of agriculture, particularly in arid regions. The Desert Difference: FarmTech Connect showcases the future of agriculture in one of the most productive and innovative specialty crop regions in the country. Set in Yuma, Arizona, this event brings together growers, researchers, startups, equipment companies, and public sector leaders to witness how infrastructure and technological innovation are transforming desert agriculture.

This conference is a unique opportunity to explore cutting-edge agricultural technologies and see how they are being integrated into real-world farming systems. Attendees will experience live demonstrations of AI-powered machinery, IoT sensors, farm management software, GIS mapping, camera systems, drones, aerial imagery, and variable rate application tools—all geared towards supporting the future of desert agriculture.

The Desert Difference provides a platform for networking among AgTech companies, growers, researchers and other industry leaders to encourage collaboration and knowledge sharing. Whether you're a grower looking to improve efficiency, a tech developer showcasing innovations, an investor seeking emerging opportunities, or a university student eager to learn about a rapidly evolving industry—the Yuma Desert Difference AgTech Conference is the place to be! The 2024 event drew over 300 participants from five countries and seven states, and we expect an even greater reach this year. Don't miss your chance to help shape the future of desert agriculture!

Event Highlights:

Pre-conference Kick-off

November 12: Broadband Infrastructure Groundbreaking

A ribbon-cutting to celebrate major milestones for Yuma agriculture: placing the initial tower of the first wireless farmer-focused broadband network and new legislation

supporting applications of autonomous vehicles and broadband management in agriculture. This foundational step represents a collaborative effort to close the connectivity gap in Yuma County and will enable a wave of smart farming applications locally. The pre-conference kick-off will feature remarks from regional and state leaders and highlight the public-private partnership driving this critical infrastructure forward.

Day 1

November 13: Field Demo Day & Agricultural Tour

This is the hands-on and immersive day of the event. Attendees will experience live field demonstrations of next-generation AgTech equipment, automation tools, irrigation systems, and data platforms at the University of Arizona's Yuma Agricultural Center. Static displays and interactive exhibits will offer the chance to talk directly with technology providers and see innovations in action.

In the afternoon, an optional guided tour will take visitors into the heart of Yuma's winter vegetable season, offering a look at large-scale leafy greens production and the advanced practices growers use to remain successful in this highly productive environment.

Day 2

November 14: The Desert Difference Conference

The final day of the event is a half-day conference designed to spark dialogue, share insights, and connect people working across the AgTech ecosystem. It opens with remarks from the University of Arizona, highlighting its growing commitment to agricultural technology and innovation in the Desert Southwest. Throughout the morning, you'll hear a mix of perspectives—from investors and technologists to farmers and entrepreneurs.

Panel sessions will explore the state of AgTech investment, diving into how innovation can continue to scale even as funding trends shift, and what broader regional and global dynamics are influencing the sector's direction. Conversations will also bring growers to the forefront, offering a practical look at which technologies are truly moving the needle in the field, and what startups need to focus on more when trying to serve the industry.

We'll also spotlight up-and-coming solutions in a startup pitch session, where new AgTech companies will present their technology, followed by an engaging Q&A panel session.

The conference wraps up with a keynote exploring what connectivity really looks like on the ground: how digital infrastructure is enabling smarter farms and shaping the future of production agriculture.

The Desert Difference is more than a conference—it's a catalyst for collaboration in one of the world's most essential farming regions! Attendees will walk away with practical insight, new partnerships, and a clear view of where agriculture is heading next.