AgroSpectrum ASIA
Envisaging Future | Updating Present

BloomX lands $13 Million Series A to scale its automated pollination technology

19 October 2026 | News

The Israeli agtech company will use its Series A funding to expand deployment of its YAHAV2400 platform, deepen grower partnerships and enter new crops and markets, betting on automation to make pollination more predictable

BloomX, an Israeli agricultural technology company developing robotic systems for crop pollination, has raised $13 million in a Series A funding round led by Elah Fund, as growers look for more predictable ways to manage pollination in high-value crops.

The round also includes participation from Rothschild, OurCrowd and Sadot, an agricultural technology investment fund established by Israel's Granot Organization, alongside existing shareholders and new strategic agricultural partners. Three Granot-affiliated kibbutzim — Magal, Horashim and Eyal — invested separately and plan to deploy BloomX's technology in their own orchards. The company has not disclosed its valuation or revenue.

Founded in 2019, BloomX develops mechanical systems designed to replicate aspects of natural pollination. Its flagship YAHAV2400 platform is intended to support orchard-scale pollination, initially focusing on blueberries and avocados. The new funding will support closer engagement with existing customers, wider adoption of the platform and expansion into additional crops and geographical markets.

The investment comes as pollination management becomes an increasingly important operational consideration for commercial growers. In crops where flowering periods are short and fruit development depends on successful pollination, disruptions during a critical window can affect fruit set and the economics of an entire growing season.

Growers commonly rely on managed honeybee colonies to support pollination, but their effectiveness can vary with weather conditions, hive health and the availability of pollinators. BloomX is positioning robotic pollination as a complementary approach that gives farmers greater control over the timing and delivery of pollination services.

The company combines proprietary mechanical and robotic hardware with agronomic protocols and data-driven tools. Rather than attempting to replace every function performed by bees, its technology is designed to reproduce specific pollination processes for selected crops. This crop-focused approach means that expansion into new agricultural segments will require adjustments to equipment, operating methods and pollination protocols.

Blueberries and avocados are BloomX's initial focus because effective pollination is closely linked to fruit set and commercial outcomes in both crops. By giving growers greater control over pollination schedules, the company aims to reduce dependence on the availability and performance of conventional pollination services.

The participation of agricultural investors who intend to use the technology commercially adds a practical dimension to the funding round. Magal, Horashim and Eyal are expected to be among the first growers to deploy the YAHAV2400 platform in their orchards, creating an opportunity to evaluate its performance under commercial farming conditions.

BloomX founder and CEO Thai Sade has emphasised the significance of growers backing both the company and its technology. Their involvement could provide a route to real-world testing and broader adoption, although the commercial case will ultimately depend on measurable improvements in pollination outcomes, operating costs and farm profitability.

The company currently operates in Israel, Peru, Mexico and South Africa, giving it a presence across different agricultural regions and production calendars. This geographic spread could support more sustained equipment utilisation across seasons, but it also creates operational demands around field servicing, agronomic support and maintenance.

The $13 million round follows approximately $8 million in earlier funding, bringing BloomX's total funding to around $21 million, based on the figures disclosed. The latest capital will support research and development, commercial expansion and the deployment of its robotic pollination platform.

The next stage of growth will depend on BloomX's ability to demonstrate that robotic pollination can deliver reliable results at a competitive cost. Publicly disclosed figures on yield improvements, cost per hectare and customer retention remain limited, making independent field results particularly important to assessing the technology's commercial potential.