



Report on

The World Agriculture Forum

USA Country Council Launch



Date: June 10, 2026 / Time: 02:30 PM – 05:00 PM

Venue: Martha Washington Room, Washington, D.C., USA



www.worldagricultureforum.com

INTRODUCTION >>>>

The World Agriculture Forum USA Country Council Launch was held on June 10, 2026, from 2:30 PM to 5:00 PM at the Martha Washington Room in Washington, D.C., USA. The event brought together invited stakeholders, leaders, and partners to formally introduce the World Agriculture Forum's mission, global agenda, and the purpose of establishing the USA Country Council.

The launch served as an important platform to present WAF's vision for strengthening agricultural leadership, advancing sustainable food systems, promoting agribusiness development, and encouraging collaboration among stakeholders across policy, business, technology, and development sectors.



OPENING AND INTRODUCTION SESSION >>>>

The event began with an introduction session led by Patrick Hayden, who welcomed participants and provided the opening context for the launch. His remarks helped set the tone for the meeting by highlighting the importance of the USA Country Council as a platform for collaboration, leadership, and strategic engagement in agriculture. He stressed his desire that the USA Council be a forum where all points of view are welcome and that respectful dialogue between those with different viewpoints was encouraged and promoted.

The introduction emphasized the purpose of convening stakeholders around the World Agriculture Forum's global mission and the role the USA Country Council will play in advancing agricultural dialogue, partnerships, and action at the country level.

PRESENTATION BY THE EXECUTIVE DIRECTOR >>>>

Following the opening session, Dr. Khan, Executive Director of the World Agriculture Forum, delivered a detailed presentation on the purpose, vision, mission, and structure of WAF. His presentation provided participants with a broad understanding of what WAF represents and why the launch of the USA Country Council is significant.

Dr. Khan explained that the World Agriculture Forum is a global platform focused on shaping the future of agriculture by bringing together stakeholders from government, business, academia, finance, development institutions, technology, and civil society. He highlighted that global agriculture is facing serious challenges, including trade barriers, supply chain disruptions, food waste, food insecurity, population growth, and climate change.

He noted that global agriculture is at a critical point, with the world's population expected to continue growing and food production needing to increase significantly to meet future demand. He also emphasized that agriculture must respond to climate change, reduce environmental impact, strengthen food security, and create economic opportunities for farmers.



WAF VISION AND MISSION >>>>

Dr. Khan presented WAF's vision as the creation of a world where sustainable agriculture ensures global food security, environmental stewardship, and economic prosperity for farmers. He explained that WAF's mission is to drive global agricultural development through policy advocacy, innovation, agribusiness, and coordinated on-ground action.

The presentation emphasized that WAF is committed to fostering collaboration, driving innovation, and promoting sustainable agricultural practices. WAF seeks to move beyond discussions by supporting practical action that connects ground-level farming needs with policy, trade, investment, and technology solutions.



STRATEGIC OBJECTIVES OF WAF >>>>

Dr. Khan outlined several strategic objectives of the World Agriculture Forum. These include empowering agricultural communities by building support ecosystems for farmers, scaling successful innovations in farming and agribusiness, strengthening trade and agribusiness systems, and driving policy and thought leadership in global agriculture.

He also discussed WAF's goal of hosting flagship programs and global summits that bring together political, business, and agricultural leaders to advance the global agriculture agenda.

WAF GOALS AND AREAS OF ACTION >>>>

The presentation highlighted WAF's goal to serve as a neutral platform for ideas, innovation, policy, trade, and business collaboration. WAF aims to catalyze public-private partnerships, foster global collaboration, empower farmers, advance agribusiness and trade, serve as a knowledge hub, and support sustainable development.

Dr. Khan emphasized that WAF seeks to support farmers with skills, financing, technology, and access to markets. He also explained that WAF promotes agribusiness growth through investment, agritech startups, sustainable trade models, and policy engagement.

WAF COUNCILS, SUMMITS, AND WORKING GROUPS >>>>

Dr. Khan introduced the structure of WAF's global programs, including its flagship councils and summits. These include councils focused on soil health, digital agriculture, sustainability, trade and food security, animal health, agritech and innovation, and food and nutrition.

He also presented WAF's thematic working groups, which cover areas such as climate-smart soil systems, water and smart irrigation, sustainable value chains, small farm mechanization, digital agriculture infrastructure, food processing and value addition, agricultural risk management, export-ready agriculture, women in agriculture, youth in agriculture, agribusiness and entrepreneurship, AI and digital agriculture, agricultural trade and markets, and food and nutrition security.

WAF ORGANIZATIONAL STRUCTURE >>>>

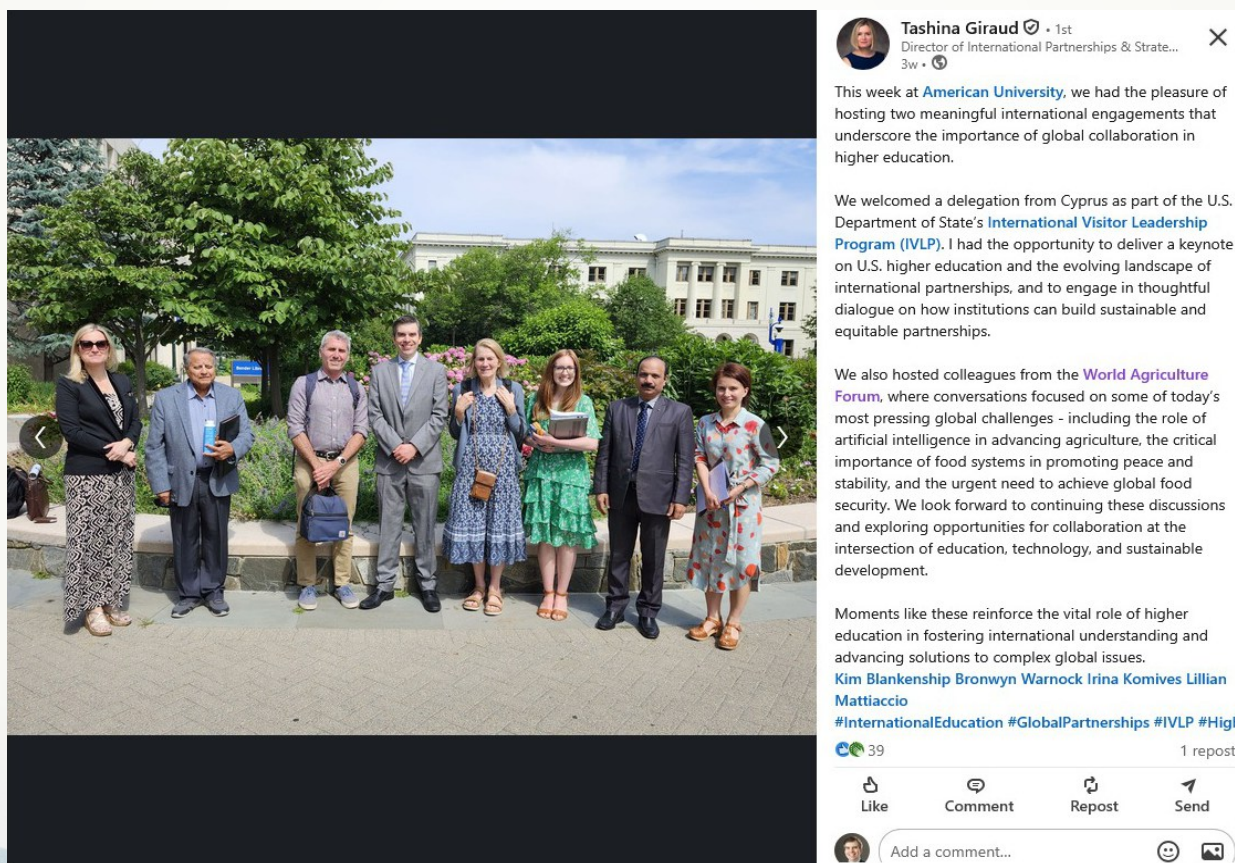
The presentation further explained WAF's organizational framework, which includes the WAF Board, Global Council, Global Councils, Sector Councils, and Country Councils. Dr. Khan explained that WAF Country Councils are designed to replicate WAF's global programs at the country level.

The USA Country Council is therefore expected to serve as a national platform for agricultural leadership, stakeholder engagement, policy dialogue, business collaboration, and coordinated action

PURPOSE OF THE USA COUNTRY COUNCIL >>>>

Dr. Khan explained that WAF Country Councils are intended to become apex country-level convergence platforms. The councils are designed to bring together key stakeholders, form functional committees, align with government and national priorities, and support coordinated action on the ground.

For the USA Country Council, the launch represented the beginning of a structured platform that can host policy and business dialogues, support agricultural innovation, release reports, engage with government and media, and strengthen the national and global agricultural agenda.



INTRODUCTIONS >>>>

Following the presentation by Dr. Khan, the attendees in the room and online introduced themselves and spoke about their backgrounds and hopes for the US Council.

PANEL DISCUSSION :

The second half of the launch event featured a panel discussion moderated by Patrick Hayden. The panelist included: Eric Trachtenberg, Zach Wyatt, Ellen Dent, Chris Samuel, and Dr. Damon Walia.

- **Mr. Trachtenberg, of the International Cotton Advisory Council**, gave an overview of his work with the Council, focusing on the group's efforts in support of cotton farmers and their promotion of innovation and collaboration among the world's cotton producers.
- **Mr. Wyatt, of the Carolina Farm Trust** spoke about the challenges facing farmers and the need for local and urban farming to promote the development of resilient local food systems to address hunger and the impacts of climate change
- **Ms. Dent, with Plant Based Treaty**, discussed her organization's efforts to promote plant-based protein as an alternative to traditional meat-based meals.
- **Mr. Samuel, of Veridian Ecosystems**, talked about Veridian's work developing natural infrastructure services. Veridian works to "value, restore, manage, and finance" the stewardship of forests and works with stakeholders at all levels in promoting forest management and infrastructure investment.
- **Dr. Walia of ARCTECH Inc** discussed his work in promoting soil health, and how he has seen success using carbon capture and coal products to enhance soil health, which has led to better production for farmers who have used his product. He also spoke of the need to look at the issues facing the agricultural sector from a scientific perspective, not just an emotional or cultural one.



CONCLUSION >>>>

The WAF USA Country Council Launch was a significant step in establishing a country-level platform for agricultural collaboration and leadership in the United States. Through the opening session by Patrick Hayden and the detailed presentation by Dr. Khan, participants gained a clear understanding of WAF's global mission, strategic priorities, organizational structure, and the expected role of the USA Country Council.

The event successfully introduced the council as a platform for advancing sustainable agriculture, food security, innovation, trade, investment, and stakeholder collaboration. It also created a foundation for future programs, partnerships, policy dialogues, and coordinated actions under the World Agriculture Forum.



Let's Cultivate a Sustainable Tomorrow !



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