

**Malaysia First Country To Localise iSAP Under UN  
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KUALA LUMPUR, July 8 (Bernama) -- Malaysia is the first among five countries to localise the Integrated Sustainable Agriculture Program (iSAP) under the United Nations (UN).

Special advisor on Food and Agriculture to the UN Global Compact, Dr Puvan Selvanathan, said Malaysia was chosen because it had a recognised leadership in food technology in agricultural system, and also because of Malaysia's position as the current chairman of ASEAN.

"Malaysia is an excellent model for countries which are transitioning from developing state to developed state.

"Malaysia's success through iSAP could help demonstrate to other countries as people will look to it as an example," he told reporters after witnessing the signing of the Memorandum of Understanding (MoU) between Global Compact Network Malaysia (Local Network) and Johor Rural Transformation Centre, which will collaborate in realising the program.

The other four countries involved in the pilot programme are Denmark, Netherlands, Turkey and Vietnam.

With the iSAP, Malaysian farmers will go through a global registration process and secure unique Blue Numbers as identification that allow them to interact, share practices and tap new opportunities with agricultural players around the world.

The collaborators of iSAP, including Johor RTC, will provide the Blue Numbers to any farmers or business in any part of food value chain in Malaysia to create a public profile with basic information such as name and types of product.

Meanwhile, Johor RTC General Manager Dr Mohd Azlan Ab Jalil said some 30,000 farmers were targeted to join the programme this year.

"Currently, RTC has an established e-commerce platform, with a local registry of farmers and entrepreneurs, with high-growth potential," he said.

Local Network president Mohd Shah Hashim said the initiative could be an instrumental in achieving one of the key focus areas under the 11th Malaysia Plan which to enhance market access for modernisation of agriculture.

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