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## Partners Sign to Support the UN Blue Numbers Registry via the Integrated Sustainable Agriculture Programme (iSAP), Malaysia

**Kuala Lumpur, 3 August 2015** – iSAP Malaysia National Secretariat, today, signed a series of MoUs (Memorandum of Understanding) with top 5 identified partners from both private and public sectors to extend support services for farmers registered under the Integrated Sustainable Agriculture Programme (iSAP) Malaysia. Representatives from ASEAN Co-operative Organisation, DiGi Telecommunications, Emery Oleochemicals; Iskandar Regulatory Development Authority (IRDA), and Perception Management Sdn Bhd pledged their commitment to initiate discussions on a ‘partnership model’, to help our farming community improve their efficiencies and socio-economic status. The micro-site page for Blue Numbers Malaysia was also launched by representative of the Ministry of Rural and Regional Development at the signing ceremony today.

iSAP Malaysia aims to enlist local farmers, who will go through a global, neutral, UN registration (“passport”) process and secure unique Blue (Identification) Numbers free of charge. The objective is to achieve global recognition for farmers, bringing a host of benefits to the farming community and everyone in the demand and supply ecosystems.

“We are happy to be able to mobilise support from our first rung of partners, who will be instrumental in shaping the future success of the Blue Numbers registry in Malaysia. The idea behind establishing ‘partnership models’ with them is to empower Blue Number users with various facilities, tools and mechanisms, which will contribute to raising their productivity and efficiencies. The Malaysian partnership model will also set a benchmark in public-private engagement for other countries rolling out Blue Numbers,” said **Faroze Nadar, Director, iSAP Malaysia**.

Within the next 3-6 months, partners to today’s MoUs will introduce a host of benefits to the Blue Number holders (farmers and SMEs), covering various priority areas such as access to finance, technology, skills and knowledge for them to progress.

“We’re looking forward to be part of this initiative and provide internet connectivity that will bring together Malaysian’s Blue Number agropreneurs on a common global online sustainability platform. This aligns with our ambition to deliver internet for all communities and help them realise the benefits of being connected. Our customised plans and services will make it easy for this community to connect and engage with their peers globally, set benchmark for the industry, and at the same time, help drive their socio-economic status,” said **Albern Murty, DiGi’s Chief Executive Officer**.



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“Blue Number project translates Emery Oleochemicals’ goal of making real-world natural-based solutions for many farmers possible. As one of the early partners of iSAP, we aspire to enable Blue Number users to transition to improved yield, worker safety and production of higher value products all whilst being responsible in their farming practices. Additionally, Blue Numbers will allow us to work hand-in-hand with farmers to develop solutions that allow them to reduce persistent soil contaminants with new generation of bio-pesticides,” explained **Ramesh Kana, Group Chief Executive Officer, Emery Oleochemicals Group.**

“Our role in the urban farming development programme is to nurture potential Agropreneurs within the Iskandar Malaysia community through upskilling and training, hence creating the potential for higher income among the participants. This is in line with Iskandar Malaysia’s efforts to support the nation’s move towards high income status in addition to improving land utilisation and resource optimisation. For those who are interested to venture into this programme, IRDA will also facilitate acquisition of ready-to-farm land and business start-up financing by working closely with relevant agencies,” said **Datuk Ismail Ibrahim, Chief Executive of IRDA.**

**“The ASEAN Co-operative Organization is a community-based regional economic development and integration, through the practice of economic democracy and the creation of social justice among the co-operative organizations within the ASEAN countries. The Blue Numbers would be beneficial in advancing our agenda within our cooperative members and connect them to global marketplace” - Dato' Abdul Fattah, President, ACO.**

“Our farmers do not necessarily have a representing voice today, talking about their achievements, challenges on the ground as well as the fundamental policy issues that come in the way of their progress. With our partnership, we hope to identify, document and communicate the story of Malaysian farmers, through various platforms, creating new opportunities for interaction and solutions with various stakeholders”, shared **Kishore Ravuri, Chief Executive Officer, Perception Management Sdn Bhd.**

Last month, the Rural Transformation Centre (RTC) was the first to sign in as iSAP’s lead partner, with an established e-commerce platform that has a local registry of farmers and entrepreneurs, with high-growth potential. RTC is targeting to enlist at least 100,000 farmers by 2017 and secure Blue Numbers for them. With the Blue Numbers, farmers will also be able to login to the UN Blue Numbers Platform, which will retain the history of farmers’ / SME accreditation and information on their skills and development etc. Such information can be applied or made available across standards documentation. The UN Blue Number program is a sure solution to help farmers and SMEs become more capable without having to endure multiple and expensive certification audits.

“Blue Numbers has also been designed to empower all actors – farmers, government, donors, extension service providers, supply chains to compare, contrast and benchmark national codes to international voluntary standards, eliminating the documentation dilemma of farmers venturing into international markets”, concluded **Dr Puvan Selvanthan, Special Advisor, UN Global Compact.**



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### **About Integrated Sustainable Agriculture Programme & Blue Numbers:**

A group of standards-setters in food and agriculture are collaborating to develop an open global registry (Integrated Sustainable Agriculture Programme) to recognise the contribution of millions of farmers and small agricultural businesses to the world's food systems. Working neutrally under the umbrella of the [United Nations Global Compact's Food and Agriculture \(FAB\) Principles](#) and the [Declaration of Abu Dhabi](#), the collaborators include [GLOBALG.A.P.](#), [SAI Platform](#), [Rainforest Alliance](#), [GS1](#) and [Control Union](#). All are leading global organizations dedicated to advocating, designing and implementing global principles, standards and solutions to advance safe and sustainable practices for food security.

The group supporting the 'blue number' system hope a common understanding of safe and sustainable agricultural practices will gradually develop while recognising the world's diversity of economic contexts, cultures and commodities. This will allow governments, companies and NGOs to focus on designing and delivering affordable training and education for family farmers and SMEs to access.

The public data is designed for free and non-commercial use by governments, companies and communities to build and deliver more impactful programmes for rural development, increase transparency and reporting in value and supply chains, encourage the uptake of national and voluntary standards, and to empower small farmers and SMEs.

Altogether the United Nations Global Compact, GLOBALG.A.P, SAI Platform, Rainforest Alliance, GS1 and Control Union currently engage with over 2 million farmers and agricultural businesses across 120 countries.

### **About the United Nations Global Compact Food and Agriculture (FAB) Principles**

The six [FAB Principles](#) were released in September 2014 after a two-year global multi-stakeholder process including more than 1,000 businesses, UN agencies and civil society organizations involved in agriculture, nutrition and food systems. They urge businesses to aim for food security and nutrition; to be environmentally responsible; to respect the rights of farmers, workers and consumers; to respect land and resource rights; and to invest in new technologies and developing the capacities of smallholders and SMEs. The FAB Principles are a framework for companies to cooperate with the UN, governments, civil society, and other stakeholders, to advance sustainability in food and agriculture. For more information visit [www.unglobalcompact.org](http://www.unglobalcompact.org)

### **For more information please contact:**

Faroze Nadar, Program Director, iSAP Malaysia  
[faroze@ungcmalaysia.com](mailto:faroze@ungcmalaysia.com)

Kishore Ravuri, Communications, Global Compact Network Malaysia  
[kish@ungcmalaysia.com](mailto:kish@ungcmalaysia.com)