



***15th Women Leaders' Network
Workshop 4***

**The Tian Mama's Business Program Empowers
Rural Women in Taiwan
-The Mama's Specialised Cuisine Strategy to Win-**

**Ms. Tsao, Shao-Hwei
Director, Department of Farmers' Service, Council of Agriculture,
Executive Yuan, Taiwan, ROC**

**Ms. Peng, Li-Chen
Owner, Tian Mama's MILE HIGH CAFÉ, Taiwan, ROC**

- **My name is Peng, Li-Chen. I am the owner of ‘Tian Mama’s MILE HIGH CAFÉ’ which is located in Miaoli county in Taiwan.**
- **Ginger is a popular crop in Taiwan. We use it in with ginger cookies, and related dishes.**
- **Today, I brought some ginger cookies, everyone is welcome to enjoy them.**



**Miaoli county in
Taiwan**



Outline

- **The Programs to Promote Rural Women's Economic and Social Status**
- **The Case Sharing of 'Tian Mama's MILE HIGH CAFÉ'**
- **Conclusion**

The Programs to Promote Rural Women's Economic and Social Status (I)

- **Rural women play an important role in the countryside. Ex. Farm working, household management, family revenue....**
- **The government sponsored the Farmers' Association to organize the rural women into home economics clubs.**
- **The club members receive training courses to shorten their knowledge gap, enhance their working ability and extend their social network....**
- **So far, there're totally 2,304 home economic clubs, and 49,214 members.**
- **Some of the clubs have developed 'Tian-Mama's (Country Mother) cuisine' and handicraft business.**



**logo of Tian-Mama's
cuisine**



Demonstrate nursing method



Innovative performance of the rural elders



Cooking course



Octopus was made by dried Custard Apple as Country handicraft works

The Programs to Promote Rural Women's Economic and Social Status (II)

The feature of Tian-Mama's cuisine

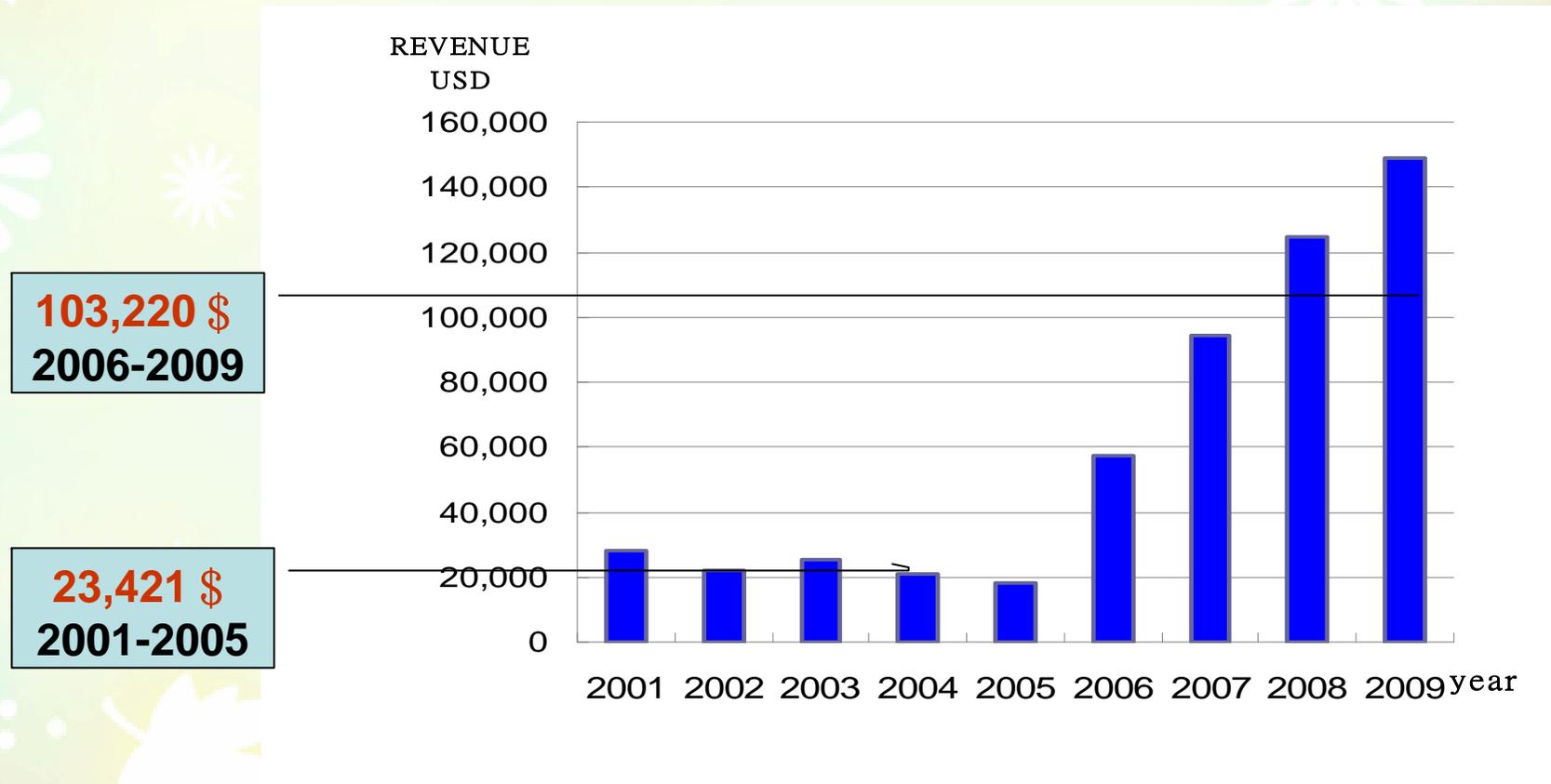
- Using local food materials, with traditional skills to innovate fashion and healthy cuisine. –ie. Low fat, low sugar, low salt and high fiber content.
- So far, there're totally 154 Tian-Mama's cuisine units that have created 1,472 local job opportunities for rural women and earned 71million \$ in the past 10 years.



The case sharing of ‘Tian Mama’s MILE HIGH CAFÉ’ (I)

- **Mrs. Peng and her husband inherited her father’s land in 1983.**
- **At first, they grew fruit to make a living, however they couldn’t make enough profit.**
- **They earned 23,421\$ average per year from their orchard during 2001-2005.**
- **Since 2004 she joined ‘Tian-Mama’s cuisine’ and took part in related training programs to upgrade the skill of cooking and business management.**
- **Running ‘Tian-Mama’s Mile High Café’, helped their income increase dramatically to 103,220\$ during 2006-2009. It is 4.4 times of the revenue previously.**

The case sharing of ‘Tian Mama’s MILE HIGH CAFÉ’ (II)



- She and her family work very hard in developing new cuisine, in offering high quality service.



plum Juice

hot pot of ginger chicken



ginger cookies

Conclusion

The fruitful results of the Tian Mama's program

- Improving the livelihood of farm families.
- Creating local job opportunities and strengthening the ability of business management , promoting the economic and social status of rural women.





**Tian- Mama's cuisine creates thousand chances
all they have to do is to join it.**



***Thank you for
your attention***

