



## 第18屆海外台商磐石獎

The 18th Outstanding Overseas Taiwanese SMEs Award



# 大山行花旗蔘股份有限公司 GREAT MOUNTAIN GINSENG CO. LTD.

負責人 Owner : 葉長林 Charles Yeh

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多倫多台灣商會 黃麗美會長

Taiwan Merchants Association of Toronto

President Marie Chang

營業項目 Business Items :

花旗蔘、中藥、食品、海味、什貨、化妝品等零售批發及國際貿易。  
Ginseng, Chinese herbs, Assorted Food, Dry seafood, Cosmetics...etc.

產品名稱 Main Products :

花旗蔘及花旗蔘附屬品，如：花旗蔘咖啡、奶茶、軟糖、硬糖、冰蜂蜜、面霜、面膜、肥皂、杏仁果、腰果等。

Ginseng and Ginseng related products. Ginseng Coffee, Milk Tea, Candy, Ice Honey, Facial Mask, Facial Cream, Soap Bar, Almond, Cashew...etc.



董事長 葉長林先生  
Chairman: Mr. Charles Yeh



執行長 葉翠華女士  
CEO: Mrs. Diana Yeh

<http://www.greatmountainginseng.com/>





大山行最初由葉開枝夫婦於1976年開創，葉開枝先生在臺灣原是臺電高級工程人員，退休後移民加拿大，當時為協助在臺灣從事花旗蔘批發生意的弟弟找尋貨源，因緣際會下開始栽種起花旗蔘。起初雖經歷病蟲害、暴雪等襲擊，心血付之一炬，但仍不放棄，不斷研究與改良，增闢參園，為大山行打下紮實的基礎。

### 異鄉開墾 筆路藍縷

1989年，由第二代葉長林夫婦接手後，正式以大山行為名，在華人聚集地—密西沙加市的中國城租了一間小店面，開啓自產自銷的零售生意，其後倚著優良的品質、良好的信譽，陸續在大多倫多地區展店。同時也開始從事出口生意，將花旗蔘銷往臺灣、香港，再轉銷至中國等需求量較大的地區，打開事業版圖。

### 栽種、包裝、銷售 服務一條龍

大山行秉持著「安心、誠信、創新」的企業理念，至今仍堅持走自營農場的路，做到第一線的把關，連包裝都不假他人之手，加上自營門市為主的銷售方式，不僅讓消費者擁有直接的諮詢管道，更提供相關售後服務，建立



大山行總部大門全景 Great Mountain Ginseng Head Office Entrance

「一條龍的服務」為的就是讓消費者能夠吃的安心且放心。在社會公益上，鑒於臺灣人於異鄉打拼、創業的艱辛，大山行葉翠華執行長積極投入各種公益團體，出錢出力，希望在大山行站穩腳步、穩定發展之際，能為社會盡一點微薄之力。

### 農場透明化 提升品質形象

自1976年至今日，大山行已累積40年的種蔘經驗，在技術上已達穩定的水平。一直以來憑藉著擁有自營農場的優勢，主打大山行的花旗蔘是100%產自加拿大安大略省，同時不定期與旅行社合作，舉辦農場一日遊活動，一方面公開、透明化栽種環境，一方面介紹花旗蔘，普及分辨好壞、真假的知識，建立大山行等同於高品質的形象。

為了迎合市場的脈動，大山行致力於研發花旗蔘的各式產品。如花旗蔘咖啡、花旗蔘冰蜂蜜、花旗蔘腰果等，以迎合現代人快速的生活步調，讓花旗蔘不再侷限於燉煮，於食用上更加便利，以拓展更多不同的消費客群。此外，大山行於出口貿易上，不再僅限於對臺灣的單向輸出，以藉由與各地經銷商的合作，如中國、香港、馬來西亞等地，建立起強大的貿



大山行農場作業 Ginseng Field Installing Shade in the Spring





易及銷售網絡，拓展銷售的舞台，將大山行的產品推往世界的各個角落。

### 未來遠景與展望

今年適逢大山行40週年，這一路以來，葉董事長夫婦在異鄉開墾花旗參園，成功轉變成企業經營，至今交出一張精彩的成績單，路程確實艱辛，但每當葉董事長看見年過90的母親，只要在身體狀況許可下，仍堅持到花旗參場進行挑參、揀參之作業，便讓葉董事長擁有繼續前進的動力與勇氣。今日的大山行，雖不及許多大型企業，但仍會繼續努力，繼續將大山行推向世界，期許未來的50週年、60週年，朝百年企業的目標邁進。■

Great Mountain Ginseng was founded in 1976 by Mr. KC Yeh; who was a senior electrical engineer in Taiwan. Having retired from Taiwan Electric Corp, KC Yeh decided to immigrate to Canada to help his brother with his ginseng wholesale business. In 1976, he started his own farm. This was the foundation in which Great Mountain Ginseng would begin to grow.

### Company History

In 1989, Mr. Charles Yeh and Mrs. Diana Yeh took over the business and officially named it Great Mountain Ginseng. They continued to grow, procure, and export ginseng around the world, but they also saw huge potential in the retail market here in Canada. After many months of discussion, they opened their first retail outlet in the Mississauga Chinatown Center, Mississauga Ontario. It was a location that wasn't too far from Toronto, but convenient enough that they would be able to look after the farm and the retail business at the same time.

### Company Focus

Great Mountain Ginseng is focused on product integrity, customer education, and product



花旗參篩選 Ginseng Line Grading



大山行零售店 Great Mountain Retail Store

innovation. Product integrity involves inspecting each ginseng root and removing any and all root that does not satisfy Great Mountain's quality levels. All roots are graded by hand, and inspected at each level of grading. Customers can see the final grade at any of our retail store, and if they wish, further value can be added right in front of the customer.

A well-educated customer is a loyal customer. Because of this, Great Mountain Ginseng spends a great deal of time and effort educating their customers on ginseng. From consumption of the product to recognizing the different roots, Great Mountain Ginseng always focuses on first hand customer support and education.

Finally, Great Mountain Ginseng has been investing heavily in product and production innovation. Ginseng has been traditionally cooked and eaten in a soup form. As the world moves faster



and faster, consumers are not able to spend as much time cooking or preparing home cooked meals. Great Mountain Ginseng has seen this trend, and is constantly creating new products with ginseng to accommodate their client's needs. From ginseng coffee to ginseng honey, they are always working on trying to create new forms of ginseng food products that focus on people's needs. Because of this, research into production improvements is always pursued.

### Company Strategy

Great Mountain Ginseng has always been committed to high quality food products. They started with Ontario grown ginseng, and are now branching into All Canadian food products; this would include Canadian Honey, Canadian sea cucumbers, and Canadian grape wines. We are committed to finding the best quality products for our customers; both here and around the world.

As local markets shift to international markets, Great Mountain Ginseng must also move with it. As such, Great Mountain Ginseng is proud to open its first international retail location in Taipei Taiwan. Besides retail, Great Mountain Ginseng also has a strong distribution network around the world. They have distributors in Malaysia, Hong Kong, and Mainland China. Their products reach all parts of the world.

Retail and sales may be the result of our business, but service and customer support are what define us. Great Mountain Ginseng has created outlets where all customers can contact their staff for any questions that they have. Website services and social media accounts are just some of the ways that our staff can communicate with the customers. The goal is to make communication with customers as easy as possible.

### Social Responsibility

Immigrating and integrating into a new country has always been a challenge for all newcomers. Being immigrants themselves, the Yeh family believes in making the transition as smoothly as possible. Mr. and Mrs. Yeh are always attending, assisting,

and advising Taiwanese merchant associations and business associations to help anyone who needs help or advice. They are always meeting newcomers from other countries and helping them with anything that they need; from advice to networking the right people.

Great Mountain Ginseng has also donated to many charities over the years. These donations would be for everyday programs as well as all natural disasters. They are committed to helping people in need. ■



大山行40週年聚餐  
Great Mountain 40th Anniversary Staff Dinner



### 綜合評語 Commentary

深耕本業40年，鏈結台灣農業技術，建立台灣的花旗蔘品牌，開發電子商務廣拓客源，結合產銷、多元商品及觀光農場，提升品牌知名度。積極參與僑界及台灣公益，促進台加雙邊實質關係，回饋社會不遺餘力。

Taiwan's own American ginseng brand is based on forty years of industry experience and Taiwanese agricultural technology. E-commerce was adopted to expand the market while a combination of production, sales, diversified products and tourism farm boosted brand recognition. The company is an active participant in the overseas compatriot community and charitable causes in Taiwan. It not only promotes Taiwanese-Canadian ties but also spares no effort when it comes to giving back to society.