

# BENCHMARK

by Florentin PHILIPPON-CHAMPROUX & Martin RATTI

## Réseau Cocagne - France

The Cocagne Network is a French association that brings together organic integration farms and “Jardins de Cocagne.” Its main goal is to support people on their path back to employment while ensuring access to healthy, local, organic food. With a strong social dimension, the Jardins provide solidarity baskets, integration programs, and territorial partnerships. The network also offers professional resources—such as guides, tutorials, and expertise—for project leaders and members.

Strength	Weaknesses
<ul style="list-style-type: none"><li>- The website is really easy to understand and to explore.</li><li>- There is a lot of information on the main page.</li><li>- The found a garden page is really well done.</li></ul>	<ul style="list-style-type: none"><li>- The navigation menu is full screen, which makes navigating it more complicated.</li><li>- There is too much information sometimes. That makes the navigation harder.</li><li>- The nav images are not clickable.</li></ul>

## Social Farms & Gardens - United kingdom

The association Social Farms & Gardens was born from the merger of two charities, both of them championed community farms and gardens. Established in 1980, the Federation of City Farms, provided support for community farms and gardens. Today, the community is helping 200 city and school farms, more than 1000 community gardens and helping UK care farms and developing farms and gardens. The association supports organisations offering nature-based community activities, they also work with sector partners, councils and government at regional and national levels.

Strength	Weaknesses
<ul style="list-style-type: none"><li>- Mainpage seems like others, the user will not be lost</li><li>- It's readable, the font is clear and simple</li><li>- Latest news and events make the scrolling interesting</li><li>- Graphic Charter is always the same, it bring a professionalism</li><li>- Having a little menu that bring Wales language and British English, is a real plus</li></ul>	<ul style="list-style-type: none"><li>- The Navbar doesn't have a proper style</li><li>- Cards that present Latest news and events have the same presets everywhere, make it not responsive and redondant</li><li>- Every combo box has no style, having no harmony with the whole.</li><li>- Surveys, combo boxes and buttons have default style, making them not as pretty as the whole.</li></ul>

## CSA Network UK - Royaume Uni

The Community Supported Agriculture UK was born in 2013 with the desire of CSA's to have a representation in the UK. This network brings together over 150 farms, representing more than 25 000 people cultivating soil and harvesting vegetables and fruits. Farms are supported by individuals and organisations who share their vision of farmers and consumers relationship. Their objective is to suggest the government help more collaborative farms that create jobs and tighten the relationship between the workers.

Strength	Weaknesses
<ul style="list-style-type: none"><li>- The colors are well chosen and represent the nature with Green and Brown</li><li>- News and events are displayed in a 3 by 3 grid which make the reading experience better than a list on the event.</li><li>- The "join us" section is made of two big picture that show the user both of the option : Memberships or Supporters</li></ul>	<ul style="list-style-type: none"><li>- The instagram feed section is not available</li><li>- The Footer is sectioned in two Picture and Dirt, it feels harsh.</li><li>- The site wireframe is not very sophisticated, it gives an impression of less professionalism</li><li>- There is only 3 or 4 colors, no gradient or no shade are added</li></ul>

## Family Farmers Network - Canada

Founded by Équiterre in 1996 on the principles of community supported agriculture (CSA), the Family Farmers Network started with 7 farms in Quebec. Today, the association brings together more than 110 farms that feed more than 22 000 families every year. The Family Farmers Network farms are harvested by benevolents and the vegetables and fruits are given weekly to families in baskets. Also, workplaces can be delivered to distribute baskets to their workers.

Strength	Weaknesses
<ul style="list-style-type: none"><li>- EN FR switch between the two language make the readability better</li><li>- The structure of the website is presented as topics, which make the experience less messy (picture 1)</li><li>- Color are well chosen and link the website with the ecology side of the association</li><li>- Subscribe button is on the navbar, making the decision more easily</li></ul>	<ul style="list-style-type: none"><li>- Topics are presented with only one style, making the website boring to browse. This type of website seems really like most of the "blog/topic website"</li><li>- Sometime the green shade of the font on the navbar is a bit miss leading and make the readability worse (picture 2)</li><li>- The footer haven't a site map that show every pages (picture 3)</li></ul>

## Red de Huertos Urbanos Comunitarios - Spain

The Red de Huertos Urbanos Comunitarios association is a Spanish association specializing in environmental data collection and documentation. The association also has more than 20,000 community gardens in Spain. This allows them to educate and inform Spaniards about urban gardening, consumption, and healthier lifestyles. The association also tries to promote more organic consumption.

Strength	Weaknesses
<ul style="list-style-type: none"><li>- First of all the site start with a little introduction, with that it's easier to understand the association</li><li>- The Spain card with the list of gardens is really useful and helpful to find a garden. (picture 4)</li><li>- The button to add your garden in the list is really useful to help people to join the association.</li><li>- There is a lot of information given on the website, and this information is easy to understand and not too long.</li></ul>	<ul style="list-style-type: none"><li>- The phone version is not really easy to use and has too much button (and they are not really big)</li><li>- On the phone the spain map doesn't fit with the size of the page. (picture 5)<ul style="list-style-type: none"><li>- The question for the cookie is supposed to be shown when we go on the page.</li><li>- The font is not really readable (picture 6)</li></ul></li></ul>

## Netzwerk Solidarische Landwirtschaft - German

The Netzwerk Solidarische Landwirtschaft association was founded in Cologne, Germany, in July 2012. This association offers individuals a way to invest in agricultural projects. The yield (vegetables, etc.) is then given to these individuals in return. This allows farmers to develop their farms in a sustainable way and individuals to eat healthier and cheaper food. Netzwerk Solidarische Landwirtschaft also offers courses to improve understanding of agriculture and shares job offers from the network. The farm network comprises 466 different farms.

Strength	Weaknesses
<ul style="list-style-type: none"><li>- There is a lot of information on the website.</li><li>- The "news" section is very useful and tells us a lot of very useful information.</li><li>- The website is well thought to allow the user to have a lot of very important information</li></ul>	<ul style="list-style-type: none"><li>- The website is not well structured and it's a little bit hard to navigate in it.</li><li>- The image of the index page doesn't have any accessibility or place holder set. (picture 7)</li><li>- the website needs to have a graphic update (seems old).</li></ul>

# BIBLIOGRAPHY

Picture 1 :

## COMMUNITY SUPPORTED AGRICULTURE (CSA)

Community supported agriculture is a system that connects the producer and consumers within the food system more closely by allowing the consumer to subscribe to the harvest of a certain farm.

Given that Québec loses a farm a day, your decision to support a small, organic farm makes a big difference. It helps keep farmers on the land, ensures a safe and healthy food supply, and boosts the local economy.

[Find my farmer](#)



## HOW TO SUBSCRIBE?

1. Choose a delivery point from 600 across Québec.
2. Sign up by contacting your family farmer directly.
3. Then, just pick up your basket near your home or workplace.
4. Taste, prepare and enjoy delicious, local, organic vegetables!

[Sign up](#)

## DIFFERENT FORMULAS

Go home with your favourite vegetables with these flexible options:

- Mini market
- Exchange baskets
- Supplementary products (meat, fruits, bread, eggs, honey...)
- Vacations periods

[Sign up](#)



picture 2 :

**FAMILY FARMERS NETWORK**

**Organic baskets**

picture 3 :



BECOME A FAMILY FARMER



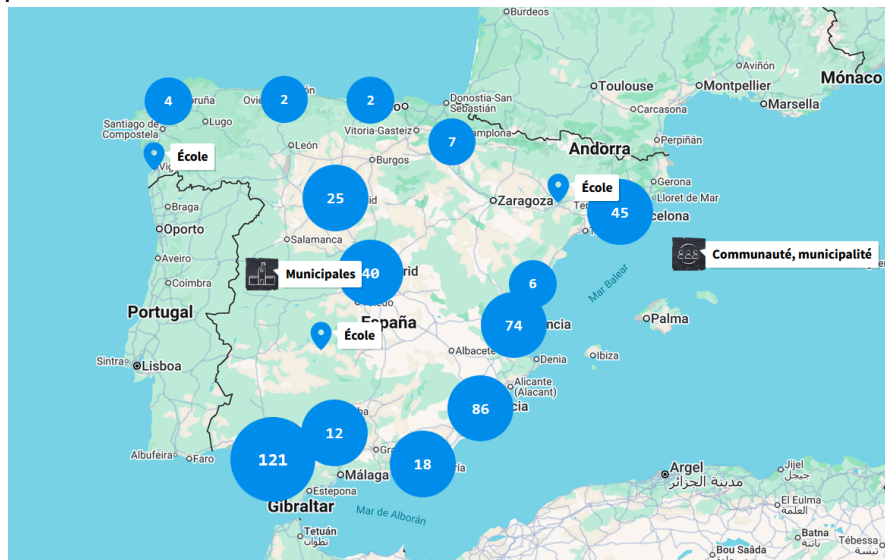
CONTACT

OUR PARTNERS

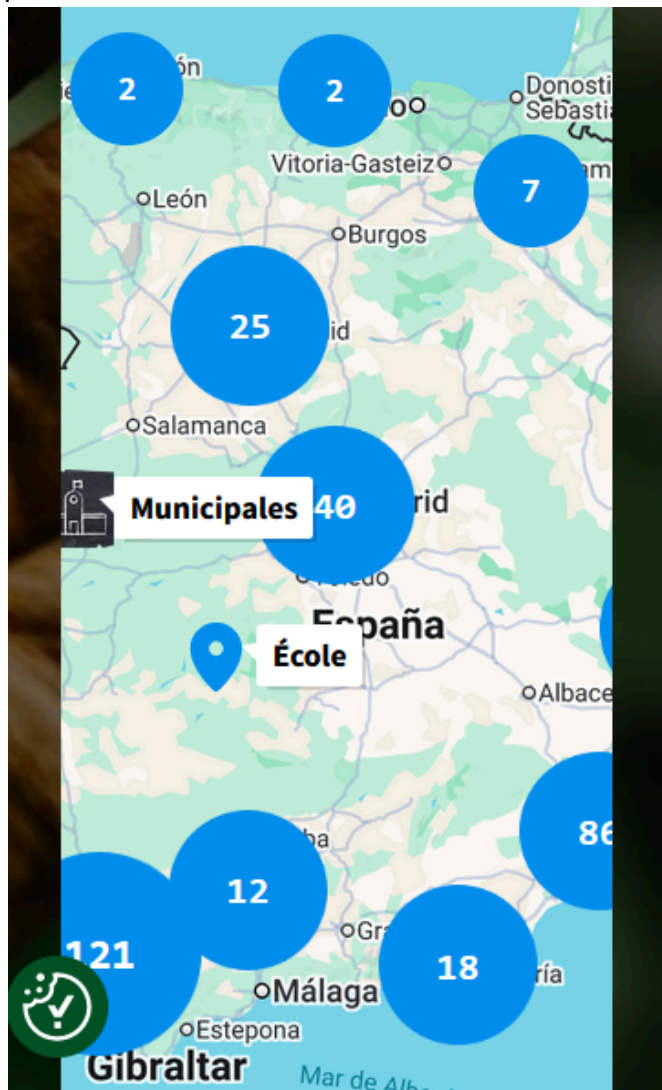
Avec la participation financière de

Québec

picture 4 :



picture 5 :





Martin RATTI  
Florentin PHILIPPON-CHAMPROUX

picture 6 :

# Nuestros artículos

picture 7 :

