



UNIVERSITÉ
DE LORRAINE



IUT Saint-Dié-des-Vosges

Directed study

International Benchmark Study:

***Comparing "Les Jardins de Cocagne" with Foreign
Sustainable Agriculture Organizations***

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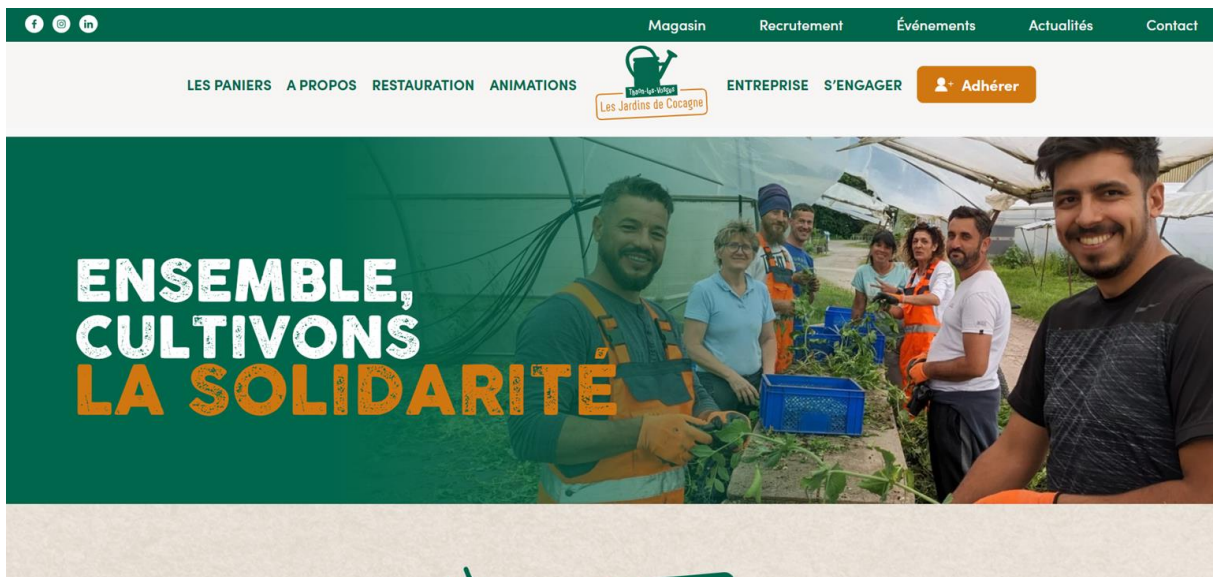
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1- Benchmark : <https://jardins-cocagne-thaon.fr/>

Introduction

The website for *Les Jardins de Cocagne Thaon-les-Vosges* presents a community-focused initiative dedicated to promoting sustainable agriculture, social inclusion and environmental education. Situated in the Vosges region, the organization cultivates 13 hectares of land using organic farming practices, producing fresh, locally grown produce. Their offerings include weekly organic produce baskets, a retail shop, catering services and educational workshops. The website effectively communicates their mission to support individuals facing employment barriers through meaningful work and professional development opportunities. It also emphasizes their commitment to environmental stewardship and community engagement. The website is accessible in French and provides clear information on how to get involved, whether through purchasing products, participating in events or supporting their cause.



Pros and Cons of Les jardins de Cocagne :

Pros / Advantages	Cons / Disadvantages
Clearly communicates its mission, values, and focus on organic produce, social inclusion and the local economy.	Some pages are text-heavy, which may overwhelm casual visitors.
Information is well-organized, making it easy to navigate.	No search feature for quickly finding specific content.
Presents a variety of services and ways to engage, such as products, events and visits.	Long pages could benefit from more visuals or summaries to break up text.

Attractive design with images and icons, making the site vibrant and engaging.	Limited interactive or multimedia elements to further engage users.
Emphasizes community, sustainability, and environmental education.	Accessibility features are limited or not obvious.
Mobile-friendly and responsive, with clear navigation and visible action buttons.	SEO and discoverability could be improved to reach a wider audience.

2- Benchmark: WWOOF (Worldwide Opportunities on Organic Farms) <https://wwof.net/>

Introduction

WWOOF (Worldwide Opportunities on Organic Farms) is a global non-profit network connecting volunteers, called “WWOOFers,” with organic farms. Its primary goal is to promote sustainable agriculture, cultural exchange and hands-on learning experiences. Volunteers work on farms in exchange for food and accommodation, gaining practical skills in organic farming, permaculture and ecological practices. WWOOF operates in over 130 countries with each national organization managing its own network of farms and volunteers.

Welcome to WWOOF

A world filled with nature, fresh air, good food, hands-on farming, and community.

At WWOOF, we welcome everyone and embrace curiosity, enthusiasm, and adventures driven by the desire to improve the world around us. Since 1971, we've been part of a

Pros and Cons of WWOOF:

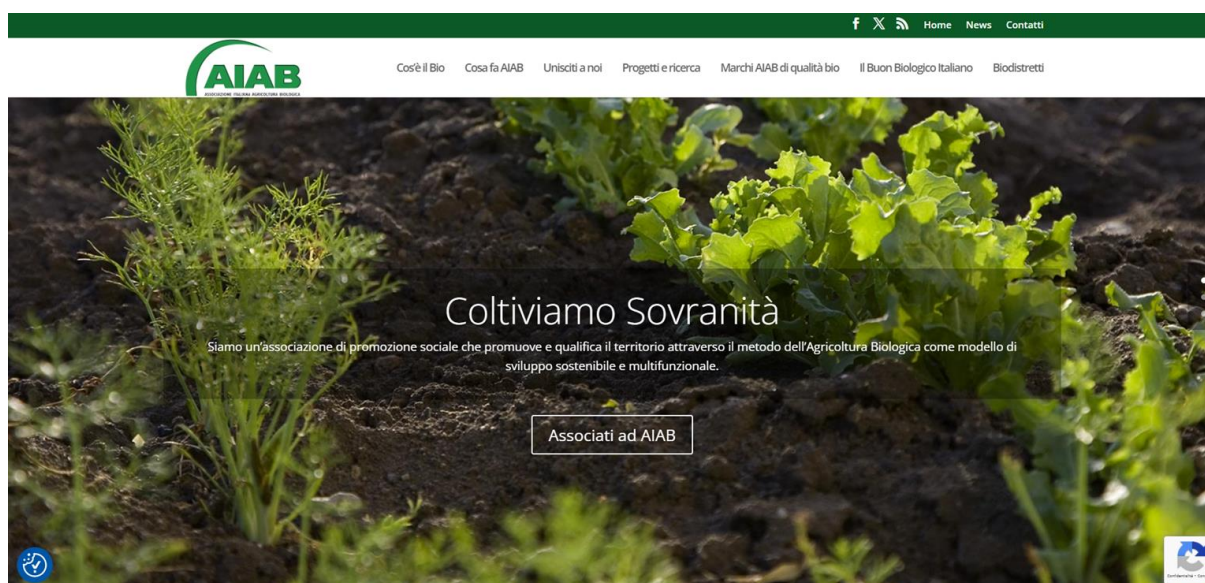
Pros / Advantages	Cons / Disadvantages
<i>Global Network:</i> Connects people worldwide with organic farms in many countries.	<i>Country-Specific Membership:</i> Must join different national organizations separately.
<i>Cultural Exchange:</i> Promotes learning new cultures and languages.	<i>No Money Exchange:</i> WWOOFers work without monetary compensation.

<i>Educational Focus:</i> Provides hands-on farming experience and sustainable agriculture learning.	<i>Membership Fees:</i> Requires payment to join each country's WWOOF organization.
<i>Free Accommodation:</i> Includes meals and lodging during farm stays.	<i>Limited Legal Protection:</i> Informal arrangements with potential safety concerns.
<i>50+ Years Experience:</i> Established movement since 1971 with proven track record.	<i>Physical Demands:</i> Requires physical labor which may not suit everyone.
<i>Modern Website Design:</i> Clean, user-friendly interface with good navigation.	<i>Language Barriers:</i> Communication difficulties in foreign countries.
<i>Community Focus:</i> Builds connections between organic farmers and environmentally conscious people.	<i>Seasonal Availability:</i> Farm opportunities may be limited by weather and seasons.

3- Benchmark: AIAB (Associazione Italiana per l'Agricoltura Biologica) <https://aiab.it/>

Introduction

AIAB is the Italian Association for Organic Agriculture, founded in 1982. It represents and supports organic farmers across Italy, promoting sustainable agricultural practices and advocating for policies that favor organic farming. AIAB is involved in various initiatives, including research, education, and certification of organic products. It also collaborates with regional organizations to implement projects that enhance the visibility and viability of organic agriculture in Italy.



Pros and Cons of AIAB:

Pros / Advantages	Cons / Disadvantages
<i>Experienced Organization:</i> 30 years of helping organic farmers in Italy.	<i>Only Italy:</i> Limited to Italian farmers, not international.
<i>Complete Services:</i> Offers research, certification and education all in one place.	<i>Only Italian Language:</i> Hard for non-Italian speakers to use.
<i>Quality Control:</i> Ensures organic products meet high standards.	<i>Basic Design:</i> Looks old-fashioned and not very attractive.
<i>Basic Design:</i> Looks old-fashioned and not very attractive.	<i>Limited Budget:</i> As a non-profit, has less money for improvements.
<i>Well-Organized:</i> Information is divided into clear sections	<i>Poor Mobile Experience:</i> Difficult to use on phones and tablets
<i>Practical Research:</i> Works directly with farmers in the field.	<i>Policy Dependent:</i> Success depends on government agricultural policies
<i>Simple Layout:</i> Not confusing or cluttered.	<i>No Modern Features:</i> Missing social media, videos, or interactive tools.
<i>Clear Mission:</i> Visitors understand their goals quickly.	<i>Narrow Focus:</i> Mainly focuses on organic farming, not other social issues.

4- Benchmark: <https://www.bund-naturschutz.de/landwirtschaft/biolandwirtschaft-in-bayern>

Introduction

BUND Naturschutz in Bayern (BN) is the oldest and largest environmental protection association in Bavaria, Germany. Its initiative, *Biolandwirtschaft in Bayern*, aims to promote ecological farming practices across the region. BN advocates for a transition from industrial-scale agriculture to sustainable, small-scale, and environmentally friendly farming. The organization emphasizes the importance of organic farming for soil health, biodiversity, water protection and climate resilience. BN also engages in policy advocacy, aiming to influence agricultural policies towards more sustainable practices.

The screenshot shows the website's navigation bar with links for 'AKTIONEN', 'THEMEN', 'ÜBER UNS', and 'SPENDEN+HELFFEN'. The main heading reads 'BIOLANDWIRTSCHAFT: MERKMALE, VORTEILE UND IHRE ROLLE IN BAYERN'. Below the heading is a large image of a rural landscape with hay bales. On the right side, there is a call-to-action box with the text: 'Helfen Sie mit, das geplante Gipsbergwerk von Knauf im Wasserschutzgebiet "Zeller Quellstollen" zu stoppen und unterschreiben Sie unseren Appell. Das Bergwerk gefährdet aus Sicht der Stadtwerke Würzburg die Trinkwasserversorgung von 78.000 Menschen in Würzburg und umliegenden Gemeinden. Jetzt unterschreiben'.

Pros and Cons of BUND Naturschutz Website :

Pros / Advantages	Cons / Disadvantages
<i>Comprehensive Information:</i> Detailed explanation of organic farming benefits and practices	<i>German Language Only:</i> Not accessible for non-German speakers
<i>Scientific Evidence:</i> Provides facts, statistics, and research-based information	<i>Regional Focus:</i> Primarily focuses on Bavaria, Germany only
<i>Environmental Focus:</i> Strong emphasis on climate protection and biodiversity	<i>Dense Content:</i> Very text-heavy, may be overwhelming for casual readers
<i>40+ Years Experience:</i> Long-established organization with proven impact (since 1984)	<i>Limited Interactivity:</i> Lacks modern web features and user engagement tools
<i>Clear Structure:</i> Well-organized information in logical sections	<i>Academic Tone:</i> May be too technical for general public
<i>Practical Guidelines:</i> Offers specific steps and recommendations for farmers	<i>No Mobile Optimization:</i> Not well-designed for mobile devices
<i>Policy Advocacy:</i> Actively promotes government support for organic farming	<i>Limited Visual Appeal:</i> Minimal graphics and outdated design

5- **Benchmark :** https://ishpingo.org/en/farmers-association/#pll_switcher

Introduction

Ishpingo is a non-profit organization dedicated to reforestation and sustainable development in the Ecuadorian Amazon. Based in Tena, Ishpingo works hand-in-hand with local farmers to plant fruit trees, promote agroforestry and develop fair-trade initiatives that improve living conditions while protecting the rainforest. Through projects like the Farmers’ Association, they bring together over 100 producers, train them in sustainable practices and create legal sales channels for their harvests-ensuring that reforestation is both environmentally and economically rewarding.



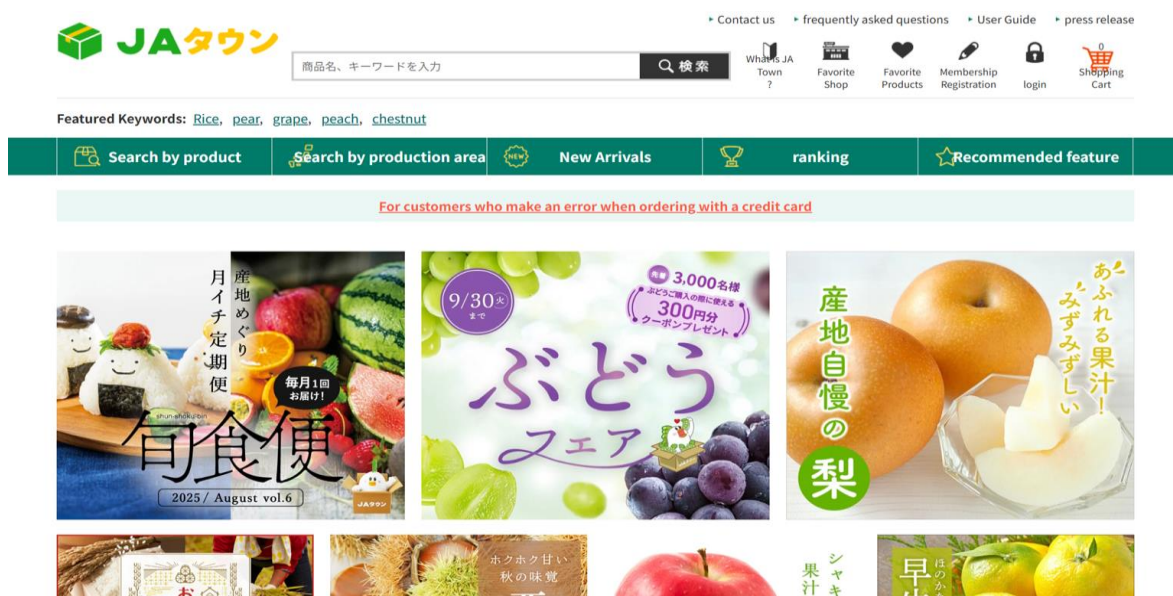
Pros and Cons of the Ishpingo website :

Pros / Advantages	Cons / Disadvantages
Clearly explains Ishpingo’s mission, projects, and goals	Some sections are text-heavy and may overwhelm visitors
Multilingual (English, Spanish, French)	Limited visuals and few interactive elements
Simple and clean design matching the environmental theme	No search bar for quick access to information
Easy navigation with a clear menu structure	Pages can feel long and require scrolling
Responsive and mobile-friendly	Basic design could be more visually dynamic
Fast loading speed and secure (HTTPS)	Limited accessibility features for people with disabilities
Direct Impact: Works with 100+ Amazon farmers	SEO could be improved for better online visibility
Environmental Mission: Combines reforestation with farmer support	Limited social media integration

6- Benchmark : <https://www.ja-town.com/shop/customer/authmail.aspx?ismodesmartphone=on>

Introduction

Ja-Town is a national e-commerce platform created by JA Zen-Noh (全国農業協同組合連合会), an agricultural cooperative federation in Japan. JA is a powerful and historic organization that brings together the majority of Japanese farmers. That allows JA agricultural cooperative members to directly sell their products to customers throughout the country. Proposed products include: vegetables, meals, fresh fruits, seafood, rice, regional specialties and gift baskets. It is an online agricultural marketplace, conceived as a digital extension of local Japanese markets



Pros and Cons of the ja-town website:

Pros / Advantages	Cons / Disadvantages
Backed by a strong and trusted cooperative network (JA).	Heavy reliance on the JA cooperative network.
Wide and high-quality product offering.	Complex navigation: overloaded menus, weak search tools.
Strong logistics (cold chain, national distribution).	Outdated content: broken links, lack of fresh news/blog updates.
Emphasis on traceability and regional identity (terroir).	Technical issues: slow loading, occasional errors, poor mobile compatibility.
Integration with Japanese cultural practices (gift food).	Weak conversion: poor calls-to-action, long forms, no customer testimonials.
User-friendly design: intuitive navigation, responsive, fast loading.	Lack of analytics: no clear tracking tools (e.g., Google Analytics).
Quality content: well-written texts, attractive visuals, detailed product descriptions.	Limited to the Japanese domestic market.
Strong security: SSL certificate, data protection, regular updates.	Interface mostly in Japanese (language barrier).
Optimized SEO: good visibility in search engines.	Premium pricing, less accessible to all consumers.

7- Conclusion

Based on the comparison, Jardins Cocagne Thaon stands out as having the most integrated social-environmental mission among all the websites analyzed. While WWOOF focuses on cultural exchange, AIAB on certification, BUND on advocacy, Ishpingo on conservation, and JA-Town on cooperative market distribution, Jardins Cocagne Thaon uniquely combines professional insertion, organic farming, and environmental education into one comprehensive model.

The main challenge shared across most sites is language accessibility, with only WWOOF and Ishpingo offering multilingual support. Jardins Cocagne Thaon faces similar limitations to AIAB, BUND, and JA-Town in serving only local audiences in their native language. However, what sets Jardins Cocagne Thaon apart is its ability to demonstrate concrete, measurable impact in its community through direct service delivery rather than just information, certification, or marketplace functions.

The website's design quality falls in the middle range compared to the benchmarks, being more modern than AIAB and BUND but lacking the advanced features of WWOOF or the mobile optimization of Ishpingo. Despite these technical limitations, Jardins Cocagne Thaon's

model represents the most comprehensive approach to sustainable agriculture by successfully integrating social, environmental, and economic objectives into a single viable organization that delivers tangible results to its community