

# Directed study 5

## Benchmark

Made by :

Matejka Milan

Maurice Simon



UNIVERSITÉ  
DE LORRAINE



IUT Saint-Dié-des-Vosges

# Table des matières :

- Goodbox Organics -----p.3
- Réseau Cocagne -----p.5
- FRACP -----p.7
- Food for Health -----p.9



# Good Box Organics

Location: California, USA

Objectives: Supporting local, sustainable, and family-oriented farms; showcasing the source of their produce.

Good Box Organics is a website that highlights the farmers who supply their produce. The site features descriptions of various farms and their farming practices to showcase the local and sustainable origins of the organic fruits, vegetables, and herbs they offer.



	<b>Strength</b>	<b>Weakness</b>
Product	<ul style="list-style-type: none"> <li>• 100% organic products</li> <li>• sourced from local farms</li> </ul>	<ul style="list-style-type: none"> <li>• Seasonal dependency and limits for some variety of products</li> </ul>
Commercial model	<ul style="list-style-type: none"> <li>• flexible model with different prices</li> <li>• pick-up and delivery system</li> </ul>	<ul style="list-style-type: none"> <li>• High price, low-income home can't afford those prices</li> <li>• Geographic is restricted to Los Angeles's area</li> <li>• Logistics challenges : delivery cost/time, freshness of the aliments, ...)</li> </ul>
Impact / values	<ul style="list-style-type: none"> <li>• Transparent communication</li> <li>• Good reputation and customer trust</li> <li>• Strong community impact : school donations, tree planting and partnerships with local farms</li> </ul>	<ul style="list-style-type: none"> <li>• Limited social inclusion ( no structure or job-insertion programs)</li> </ul>
Technical part	<ul style="list-style-type: none"> <li>• Robust platform. Shopify is scalable and secure.</li> <li>• Built-in e-commerce features. It handles products and payments.</li> <li>• Login system is a key strength. It manages subscriptions and user data.</li> <li>• Good performance. The site loads quickly. It works well on mobile.</li> </ul>	<ul style="list-style-type: none"> <li>• Dependent on Shopify. The site relies on a third-party service.</li> <li>• Customization is limited. It's hard to make unique changes</li> <li>• Costs are recurring. The platform has monthly fees.</li> <li>• Vendor lock-in. The site is tied to one company's system.</li> </ul>



# RÉSEAU COCAGNE

## Réseau Cocagne

Location: France

Objectives: Supporting people with social difficulties to get back into employment, producing and distributing organic and local vegetables, and building cohesive communities.

Le Réseau Cocagne is a public interest association that unites over a hundred organic integration farms in France. It helps people in difficulty get back to work by offering them training in organic market gardening and by producing organic, local, and solidarity-based vegetables. The association aims to create jobs and promote short supply chains.



Une mission  
alimentaire,  
territoriale



Une mission  
de travail  
entre pairs

	<b>Strength</b>	<b>Weakness</b>
Product	<ul style="list-style-type: none"> <li>certified organic production with local farms</li> </ul>	<ul style="list-style-type: none"> <li>Farming constraints (seasonal product, climate, ...)</li> </ul>
Commercial model	<ul style="list-style-type: none"> <li>Well structured association, she's present since 1990s</li> <li>partnerships with public bodies, collectives</li> </ul>	<ul style="list-style-type: none"> <li>Financial dependency on public subsidies and grants</li> <li>Coordination : there are over 100 sites to manage</li> </ul>
Impact / values	<ul style="list-style-type: none"> <li>Social mission and inclusion : supports people in precarious situations with work inclusion</li> <li>Innovations in many domains: cooking lessons, food supply and assistance, setting up eco-parks</li> </ul>	<ul style="list-style-type: none"> <li>Risk of mission drift or overload</li> </ul>
Technical part	<ul style="list-style-type: none"> <li>Flexible CMS. The site uses WordPress, a versatile content management system that is easy to update and manage.</li> <li>Specialized Features. It includes a dedicated member area, a donation system, and an agenda.</li> <li>Focused Architecture. The site's structure is clean and efficient, built primarily to share information and resources.</li> <li>Integrated Membership Management. An external software solution is used to handle member accounts, streamlining the process.</li> </ul>	<ul style="list-style-type: none"> <li>Security Risks. Like any widely used CMS, WordPress requires constant updates to mitigate security vulnerabilities.</li> <li>No Direct E-commerce. The site does not have a native checkout system. Basket sales likely use a separate tool.</li> <li>Reliance on Third-Party Tools. The donation and membership functions depend on external services, which could present integration challenges or additional costs.</li> </ul>



# Fédération Romande d'Agriculture Contractuelle de Proximité (FRACP)

Location: Switzerland

Objectives: Promoting local, ecological, solidarity-based, and human-scale agriculture; ensuring food sovereignty.

The Fédération Romande d'Agriculture Contractuelle de Proximité (FRACP) is a network for contract-based agriculture that connects consumers and farmers. It promotes local and solidarity-based farming by offering subscriptions to baskets of fresh produce, thereby strengthening the links between producers and consumers and supporting the local economy.



	<b>Strength</b>	<b>Weakness</b>
Product	<ul style="list-style-type: none"> <li>• Emphasis on food sovereignty, short circuits, quality, seasonal &amp; local products.</li> </ul>	<ul style="list-style-type: none"> <li>• Farming constraints (seasonal product, climate, ...)</li> <li>• Small staff capacities and volunteers that may impact the production</li> </ul>
Commercial model	<ul style="list-style-type: none"> <li>• Model of local, ecological and solidary agriculture</li> </ul>	<ul style="list-style-type: none"> <li>• Limited area, focused on Romandie (french part of Switzerland)</li> <li>• More constraints on the policy of the environment</li> </ul>
Impact / values	<ul style="list-style-type: none"> <li>• Network support: sharing best practices, helping new CAS ,accompanying those in difficulty.</li> <li>• FRACP is engaged in public debates, events, promotion of the model and tries to connect at the international</li> </ul>	<ul style="list-style-type: none"> <li>• Possible challenges in consistency of product quality, communication, and service among different ACPs, which may affect the perception of the model by consumers.</li> </ul>
Technical part	<ul style="list-style-type: none"> <li>• Simple, lightweight architecture. The website is focused on providing information, which allows for fast loading times.</li> <li>• Optimized for information. The site's main technical purpose is to provide clear information about the network. It is not designed as an e-commerce platform.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of advanced features. There is no user login system or online shopping cart.</li> <li>• Some features are hidden or non-existent. Detailed technical information is not publicly available, making it impossible to determine which CMS is used.</li> </ul>





# Food for Health

Location: USA

Objectives: Preventing and alleviating hunger, providing healthy and nutritious food, educating about food.

Food for Health is an innovative program that tackles food insecurity by offering several services, including a marketplace with high-quality products at affordable prices, a pantry with local produce, and reasonably priced hot meals. The organization aims to fight hunger through cooperation and innovative strategies.



	<b>Strength</b>	<b>Weakness</b>
Product	<ul style="list-style-type: none"> <li>• fresh and high-quality groceries and meals at affordable prices via Marketplace, Pantry, and Café.</li> <li>• Includes nutrition education programs to improve knowledge &amp; dietary practices.</li> </ul>	<ul style="list-style-type: none"> <li>• Managing consistent service levels across different program types (marketplace, pantry, café) adds complexity.</li> </ul>
Commercial model	<ul style="list-style-type: none"> <li>• Hybrid model combining marketplace, pantry, café, volunteer involvement</li> <li>• Partnerships with local farms, supporting local food systems.</li> </ul>	<ul style="list-style-type: none"> <li>• Dependence on external funding/grants / donations may limit long-term stability.</li> <li>• Geographic limitations</li> <li>• Reliance on volunteers and variable community support could create inconsistencies.</li> </ul>
Impact / values	<ul style="list-style-type: none"> <li>• Strong social mission: preventing &amp; alleviating hunger; tackling food insecurity; addressing social determinants of health</li> </ul>	<ul style="list-style-type: none"> <li>• Food justice issues (access, affordability) remain very large; demand may exceed capacity.</li> </ul>
Technical part	<ul style="list-style-type: none"> <li>• Integrated Login System. The site has a functioning login area.</li> <li>• The login portal connects the food program website to the AHF's broader patient and volunteer management systems.</li> <li>• Flexible CMS. The site uses WordPress, which is easy to use for content management.</li> <li>• Lightweight Architecture. The main content pages are simple and load quickly.</li> </ul>	<ul style="list-style-type: none"> <li>• There is no specific login system for food beneficiaries to manage their accounts or deliveries directly on this site.</li> <li>• Security risks. WordPress needs regular updates to stay safe.</li> <li>• Limited Food Program Functionality. The site lacks a dedicated e-commerce or a complex database for managing food orders.</li> </ul>