

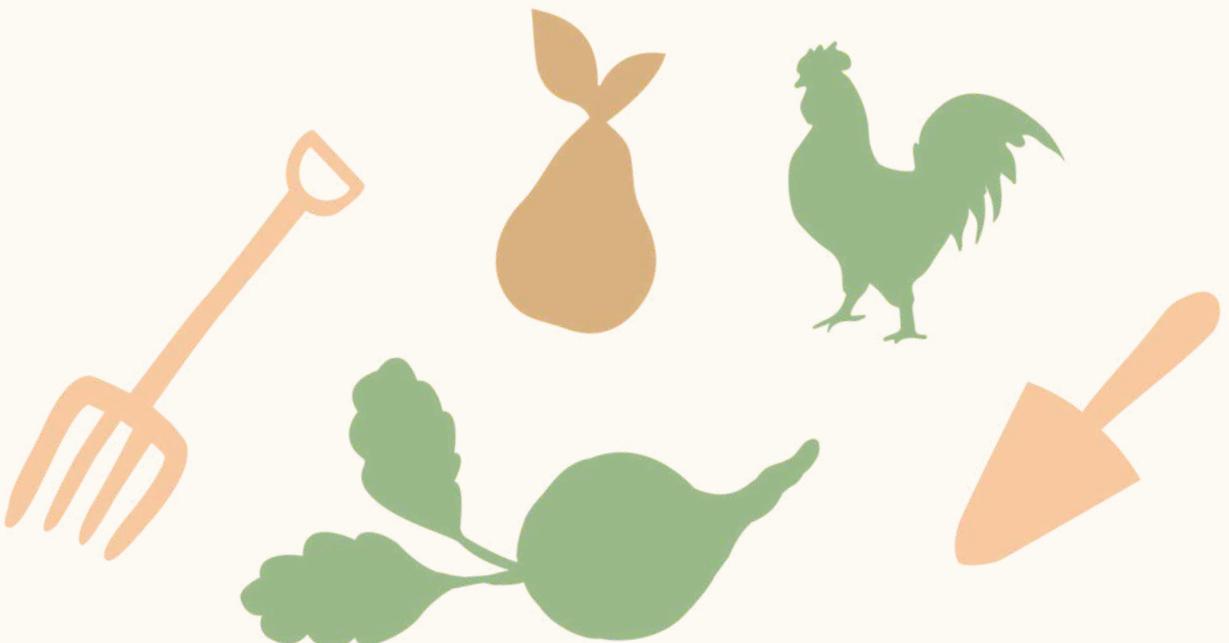
Version 1.1

# Press & Media Kit

Curious to know more about WWOOF, the non-profit network that's been connecting people to organic farms around the world since 1971? Welcome to our *Press & Media Kit*, to help you share our story & spread the word.

January 2026

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# Our Mission

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Worldwide Opportunities on Organic Farms (WWOOF) is a worldwide movement that links visitors with organic farmers, promotes an educational and cultural exchange and builds a global community conscious of ecological farming practices.



WWOOF FRANCE TEAM

## How we achieve our mission:

### Carefully Selecting Hosts

WWOOF ensures that all hosts align with our core values by vetting & approving hosts who practice sustainable & organic farming methods.

### Facilitating Connections

Through an easy-to-use platform and support from local coordinators, WWOOF brings together WWOOFers and hosts, creating opportunities for hands-on learning, cultural exchange, and community building.

### Support and Problem-Solve

Local coordinators and knowledgeable staff provide ongoing support, resolving challenges and ensuring a positive experience for WWOOFers and hosts, while fostering active, engaged local communities.



WWOOF PORTUGAL AGM

## Our collective, key goals:

### **Facilitate Agroecological Education & Exchange**

WWOOF connects people with organic growers worldwide to promote experiential learning in sustainable agriculture and agroecology. Through non-monetary exchanges, WWOOFers gain practical skills, while hosts share their knowledge and way of life, fostering cross-cultural understanding and often transformative, life-changing experiences.

### **Support Small Organic Farms & Sustainable Food Systems**

WWOOF empowers small, organic farms by offering them the possibility to receive hands-on and moral support for their rural projects from visitors who align with their mission of ethical, regenerative agriculture. By advocating for local, sustainable food production, WWOOF strengthens resilient food systems outside of conventional industrial agriculture.

### **Build a Global Movement for Ecological & Social Change**

As a decentralized grassroots network of non-profits, WWOOF advocates for ecological awareness, community-building, and sustainable living. By bringing people into direct contact with organic farmers & their practices, WWOOF inspires a shift toward environmental stewardship, ethical food consumption, & a more connected, sustainable world.



WWOOF-USA HOST FARM

# Our Values

## Communicating Our Values

WWOOF has a number of key values we use in our communication. Each of these values reflects our mission to connect people, land, and sustainable practices, fostering education, cultural exchange, and meaningful social change.

### WWOOFing is an educational & cultural exchange.

Learning from one another and sharing experiences is at the heart of every WWOOF stay. WWOOFing is non-consumerist, with no money changing hands.

### The WWOOF virtuous cycle

Many WWOOFers have taken the knowledge gained through WWOOFing and become farmers and WWOOF hosts themselves, passing on this knowledge to the next generation.

### WWOOFing raises awareness of ecological issues.

By building a connection with the food we eat and the natural world as a whole, WWOOFers realize the importance of environmental protection and preservation.

### WWOOF is a social-change network, not a for-profit business platform.

Our primary goal is to achieve our mission, not to make money.

### WWOOFing is so much more than a cheap way to travel.

It's an impactful and financially accessible way to learn skills, support hosts, experience a different culture, and create new connections.

### WWOOFing offers an unconventional yet effective way to learn regenerative agriculture.

WWOOF provides practical agroecology education not typically taught in traditional institutions.

### WWOOFing supports small-scale organic farms.

Agricultural policy often supports conventional agriculture over small-scale organic farms. WWOOFing is a grassroots way of supporting small family farms who want to grow sustainably & respect the land.

### WWOOF supports local, ethical, sustainable food systems:

Our supply chains may be more fragile than we think. Having locally produced, ethical, sustainable food grown in our own communities is so important.

# Our Key Messages

**WWOOF strengthens local food systems**



**WWOOF is an educational stay, not a work-exchange**



**WWOOF is more than a platform, it's a network of ecological farming communities**



# Our Key Words

## What WWOOF is & is not

Thoughtful wording is encouraged to maintain the key values and messages that shape WWOOF. These choices define us from other volunteer programs, while establishing WWOOF as a world wide movement.

When referring to WWOOF, please use consistent terms that align with our core values. We appreciate your collaboration.

To dive deeper into this subject, check out one of our articles [here](#).



### DO USE THESE

Agroecology	Food sovereignty
Eco-feminism	Peace
Self-sufficiency	Environment
Quality	Community
Regenerative	Resilience
Healthy	Learning & Sharing
Connections	Understanding
Meaningful	Skills

Educational and cultural exchange  
Non-consumerist relationship  
Cooperation/collaboration  
Mindful or Sustainable Living  
Hands-on experience



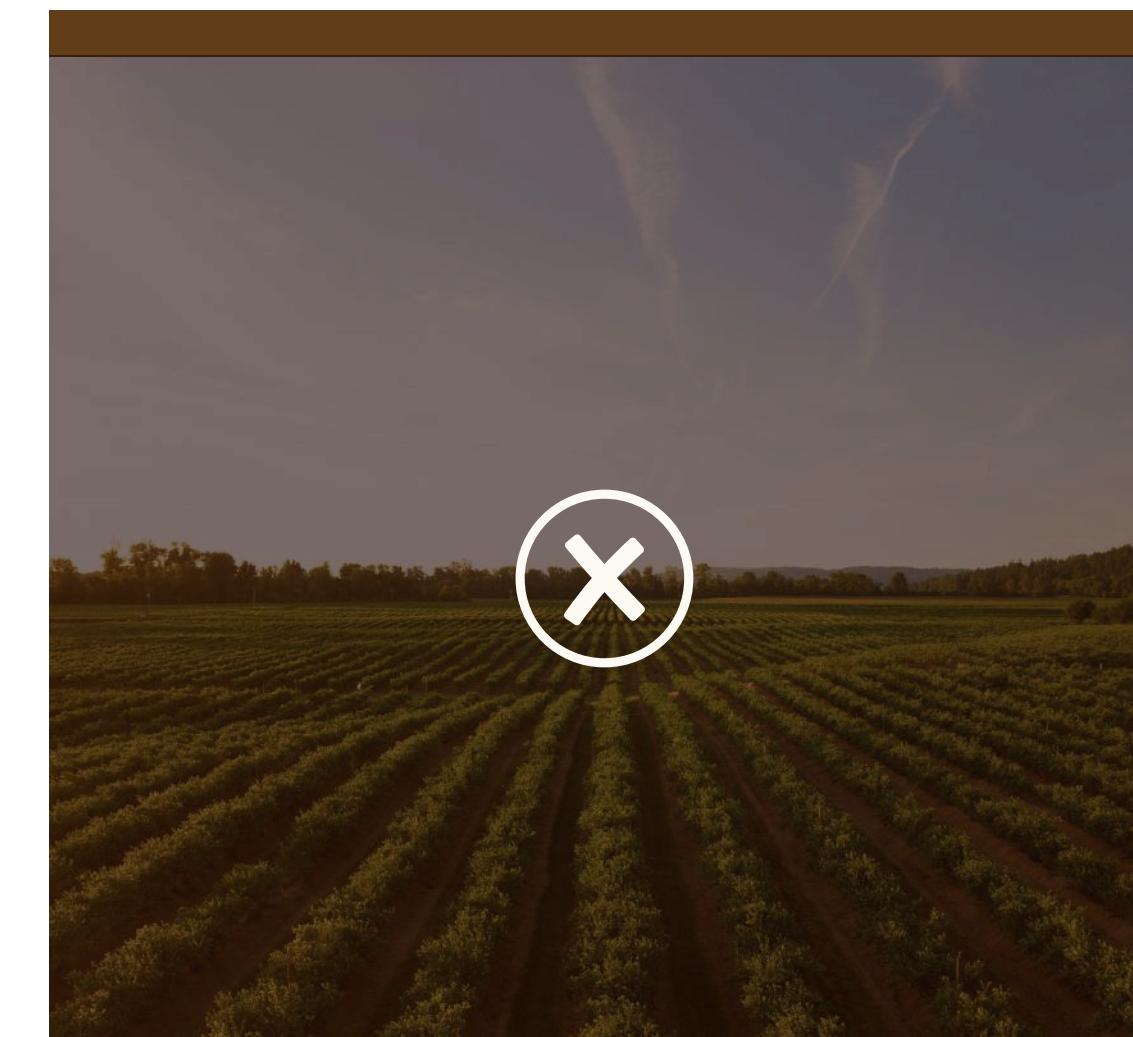
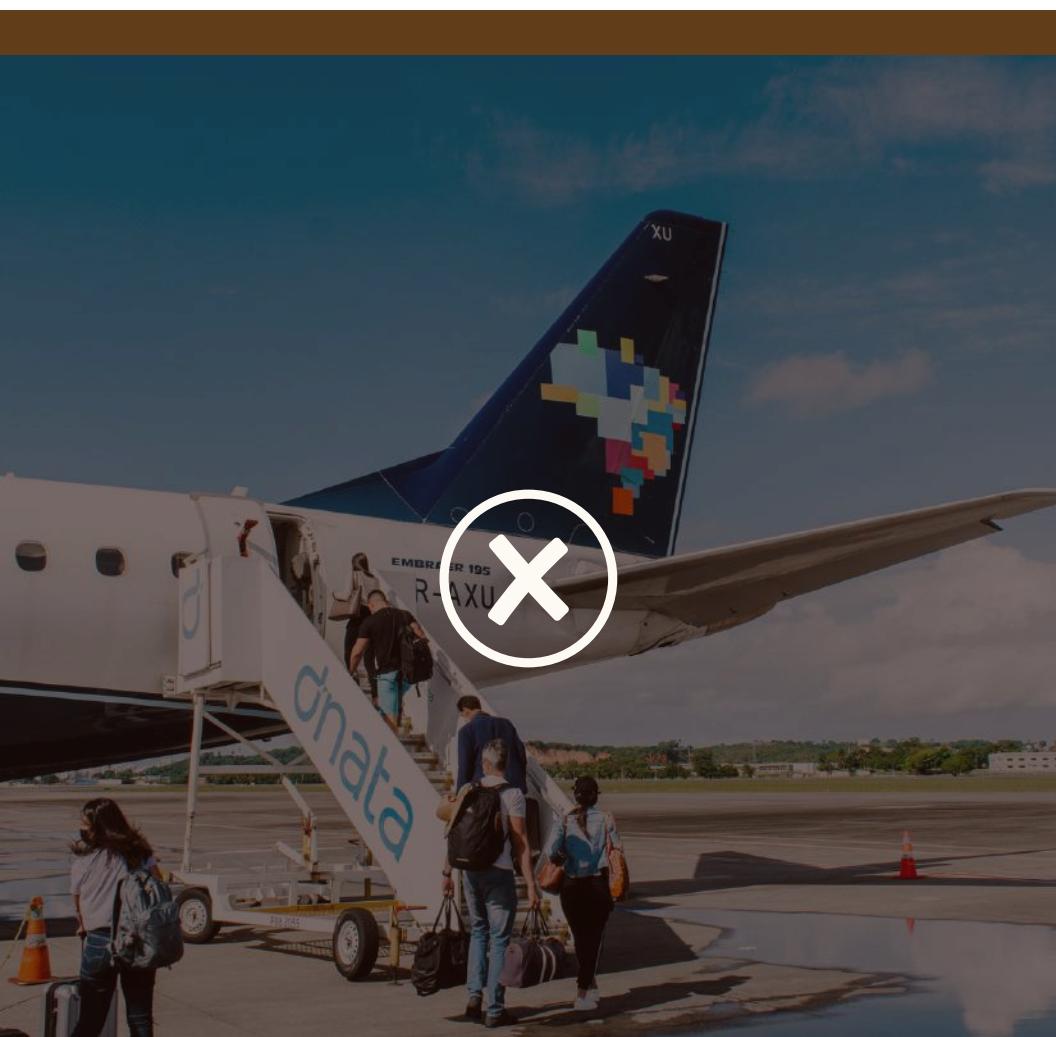
### DO NOT USE THESE

Voluntourism	Worker / Job
Free travel/stay	Cheap way to Travel
Free food	Free Lodging

Working - Use Helping or  
Volunteering instead

# The Myth About WWOOFing

A common misconception about WWOOFing is that it is simply work in exchange for meals and accommodation or a way to travel cheaply, when in reality, it is a cultural and educational exchange rooted in shared learning, community, and sustainable living. **WWOOFers are not workers but guests who participate in daily farm activities to support small-scale organic farmers, experience eco-friendly lifestyles, and foster meaningful connections with their Hosts.**





FOUNDER SUE COPPARD

# Our History

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WWOOF began in 1971 in the UK when Sue Coppard organized a weekend trip for urban volunteers to help on an organic farm. This simple idea of connecting people with sustainable farms sparked a grassroots movement.

In its early days, WWOOF was a small initiative, connecting individuals passionate about organic farming with hosts eager to share their knowledge and practices. Volunteers, often from cities, were given the chance to experience rural life and contribute to sustainable agriculture. The idea quickly resonated, spreading beyond the UK as more people embraced the opportunity to learn and connect with the land.

**These humble beginnings laid the foundation for a growing network driven by shared values of sustainability, community, and education.**

# FROM BOOKLETS TO TABLETS...



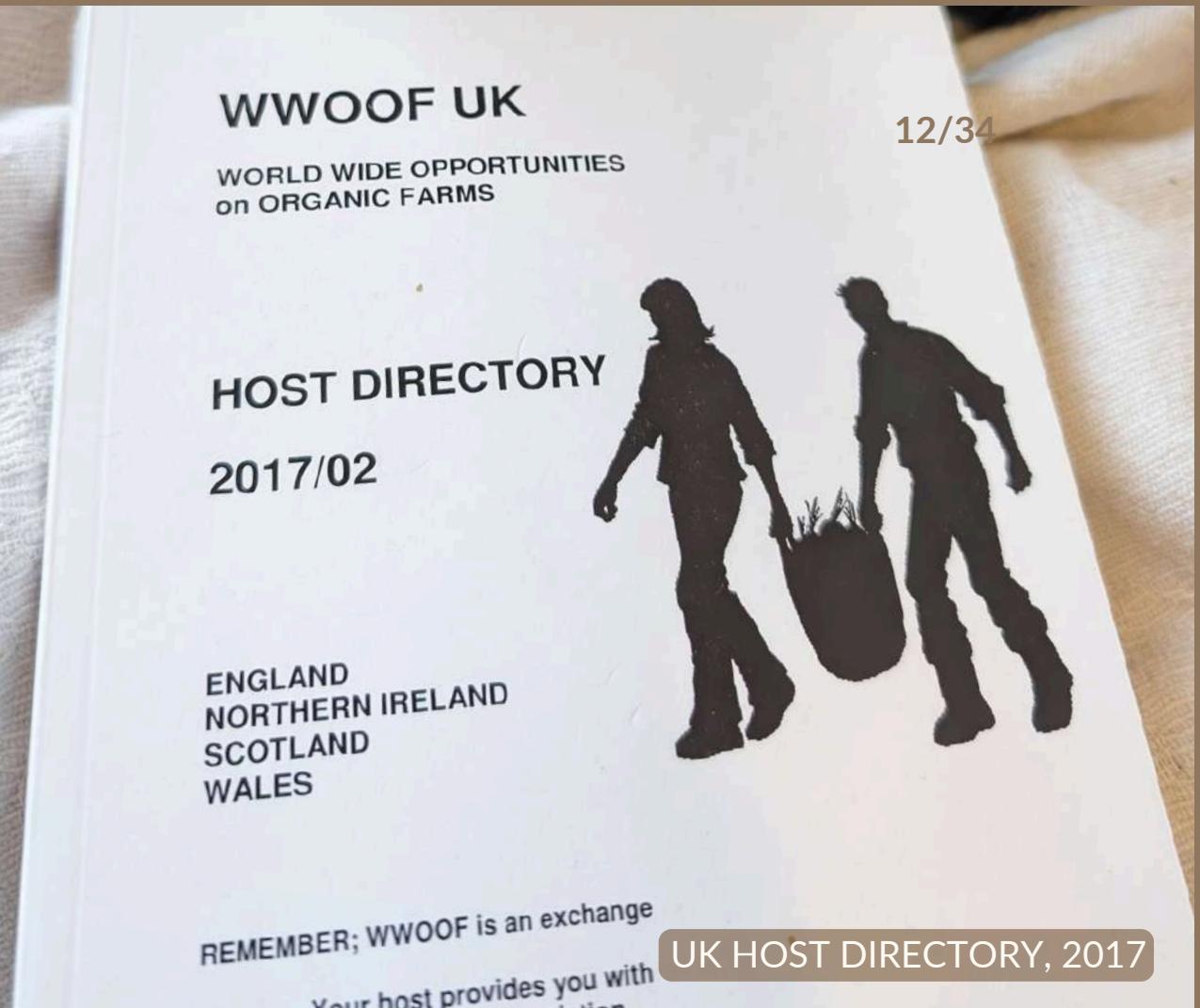
In a pre-internet era, host directories came in the form of a printed booklet and letters were written to request a farm visit. National WWOOF groups around the world began to form, each with different websites, logos, and staff/volunteers. However, all of them shared the universal mission: to connect people to organic farms, offering hands-on learning experiences. inspiring cultural exchanges, all while supporting local farmers.



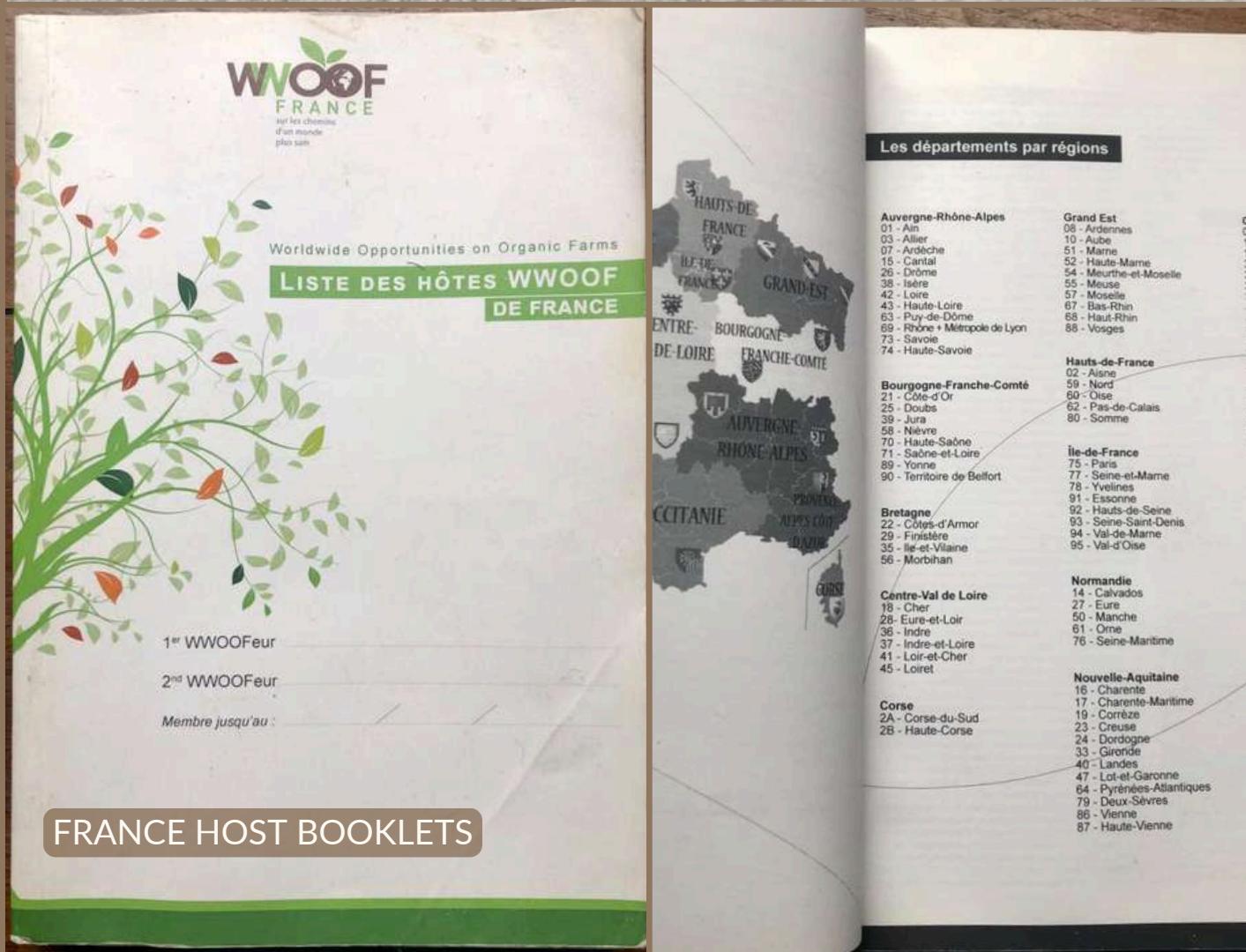
# GERMANY HOST LEAFLETS, 1992



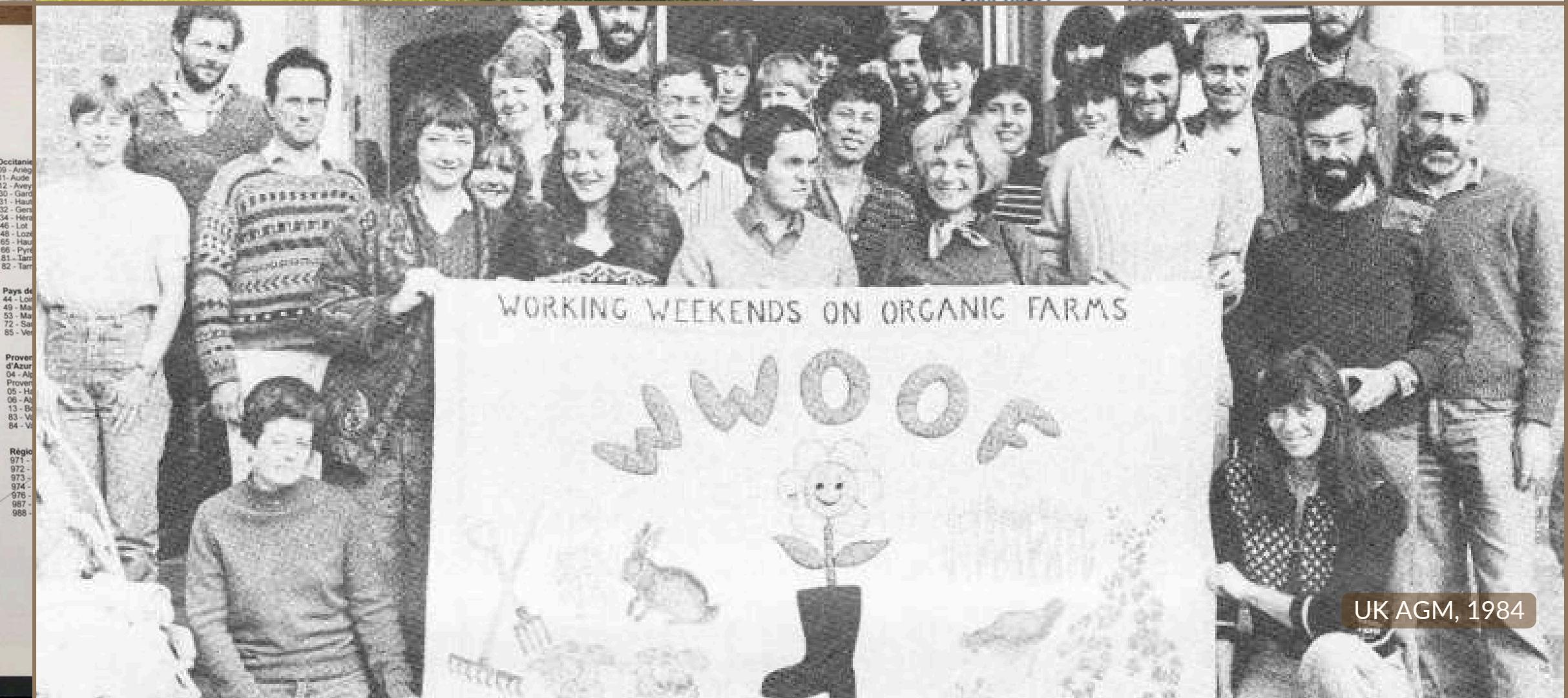
# UK NEWS CLIPPING, 1984



# UK HOST DIRECTORY, 2017



## FRANCE HOST BOOKLETS



UK AGM, 1984

# WWOOF OVER THE YEARS

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**1971**

Sue Coppard founds WWOOF in the UK



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**1982**

Acronym changes from 'Working Weekends' to 'Willing Workers'



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**2000**

First international meeting in the UK. Acronym changed to 'World Wide Opportunities on Organic Farms'. WWOOF Independents formed.



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**2005**

First European meeting held in Italy.



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**2011**

4th European meeting in the Czech Republic



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**2012**

Federation of WWOOF Organisations (FoWO) is founded.



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**2018**

Launch of the Common WWOOF Platform (CWP)



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**2025**

WWOOF App is launched by the Federation of WWOOF organisations



# How is WWOOF organized?

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This section outlines how the WWOOF has formed, from grassroots beginnings into a global, decentralized network. Locally run national groups and WWOOF Independents work together to connect hosts and WWOOFers worldwide, all united by the Federation of WWOOF Organizations (FoWO).



# Our Network

The WWOOF network connects more than 100,000 WWOOFers with over 12,000 organic host farms across 130 countries.

For over 50 years, WWOOF has fostered cultural and educational exchange through hands-on experiences in sustainable living and organic agriculture, helping build a global community rooted in ecological awareness & cooperation.



**100k+**  
**WWOOFers**



**12k+**  
**HOSTS**



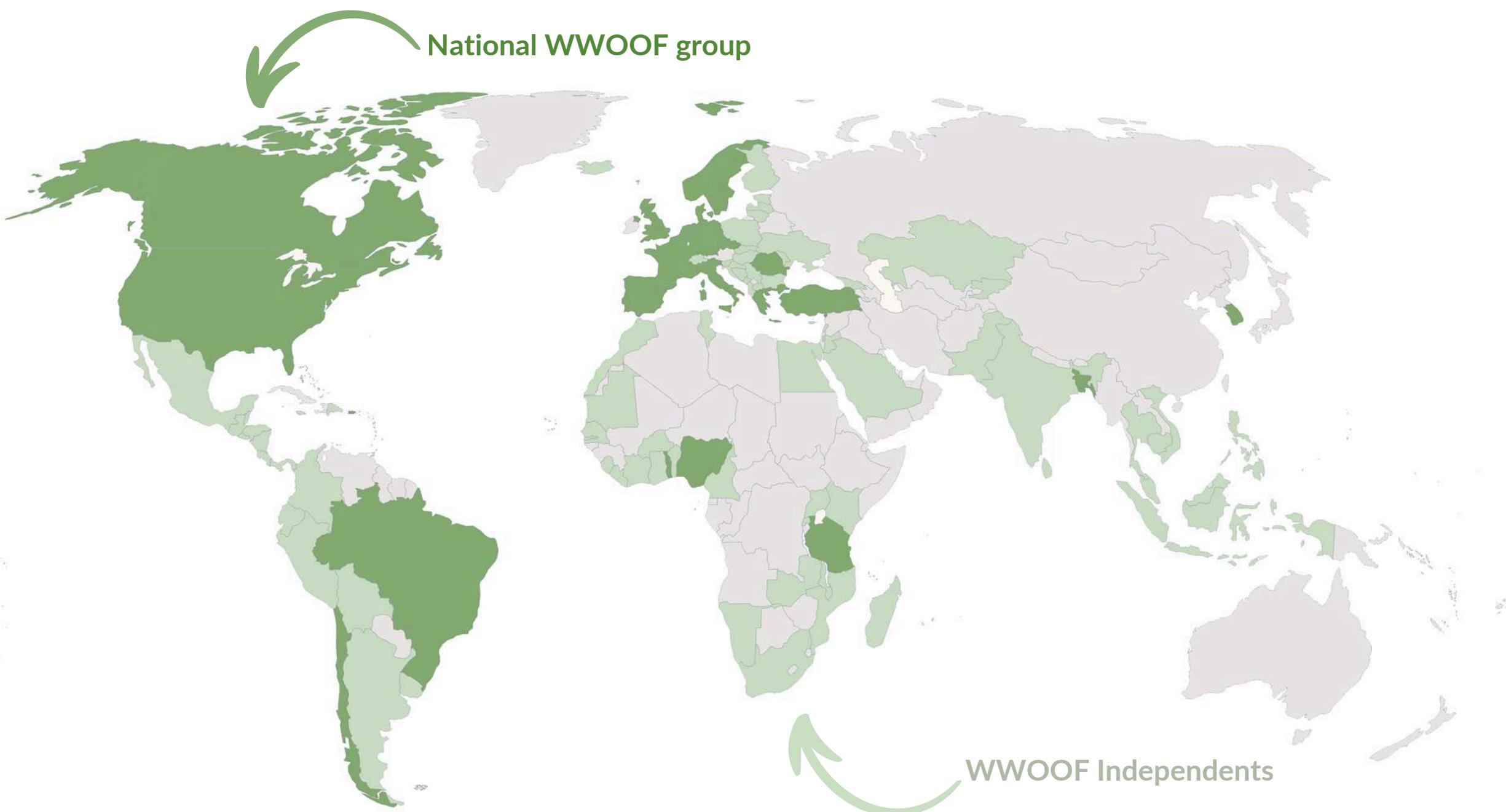
**130**  
**COUNTRIES**

# Our Structure

WWOOF is a decentralized, nonprofit network with locally based groups. **National WWOOF groups** are active in their countries with grassroots movements, meetings, raising awareness, and much more. They have local staff who understand the language and are familiar with the culture and the local WWOOF community in their own country. They help ensure WWOOFers and Hosts have a more authentic and supportive WWOOF experience.

**WWOOF Independents** allows people to go WWOOFing in countries without a national organization, and find more remotely located farms in 90+ countries around the world.

National WWOOF groups and WWOOF Independents are all united by the [Federation of WWOOF Organizations \(FoWO\)](#).



## The Federation of WWOOF Organisations

In 2012, a group of visionary national WWOOF coordinators got together and decided to found the Federation of WWOOF Organisations (FoWO). Their dream was to work together worldwide, creating synergies between our organizations while supporting our local identities. That's how the Federation was born, with the goal of **uniting, promoting, protecting and supporting the WWOOF movement around the world**.



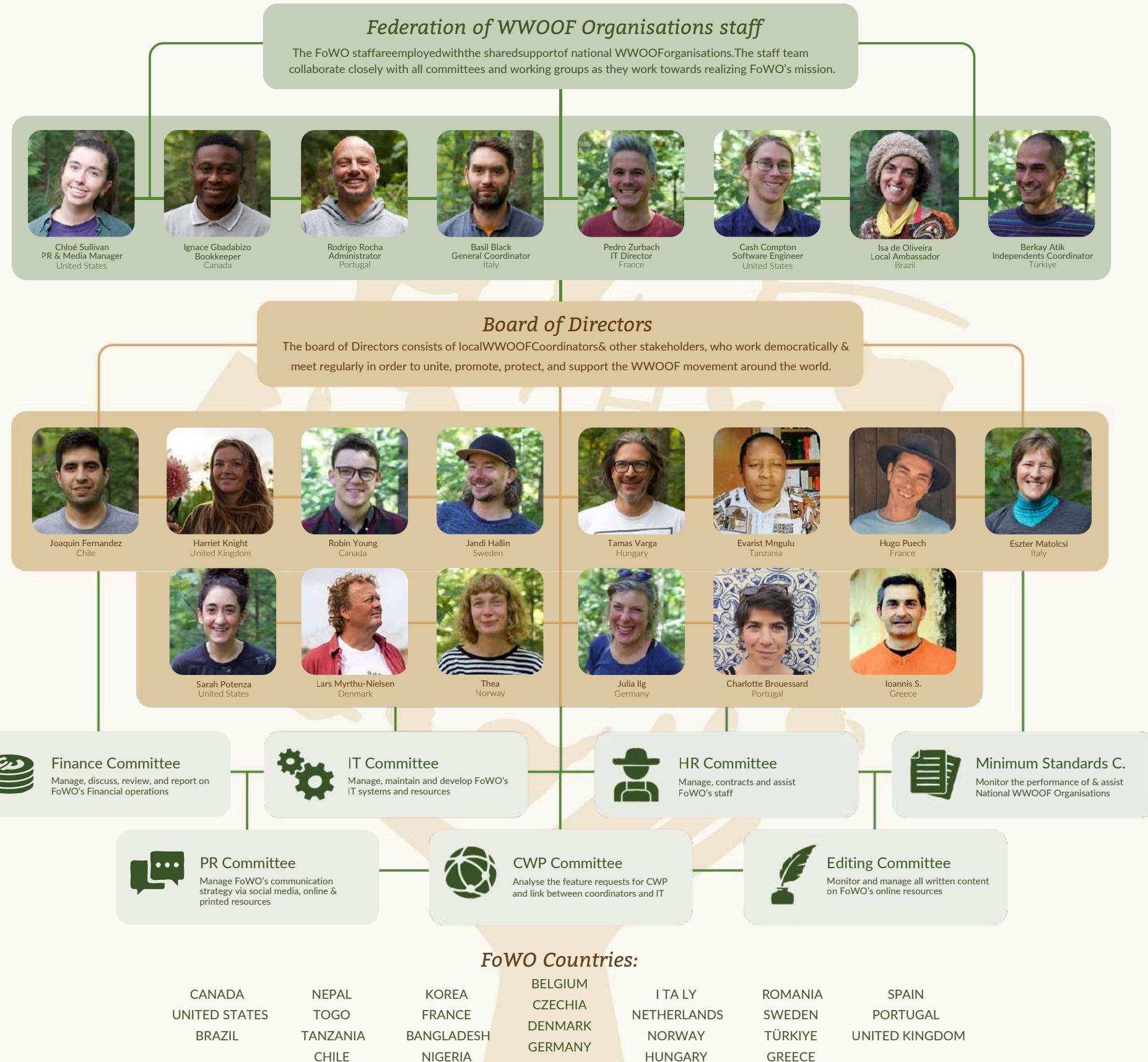
INTERNATIONAL MEETING, CANADA 2023

## WWOOF Community Tree

Our network and main structure of operation

The Federation is comprised of the local WWOOF groups in each **Member Country**.

Their national coordinators form FoWO's **Board of Directors** & Committees, which fulfill FoWO's mission with the support of paid **staff** members.



## WWOOF Independents

WWOOF Independents supports WWOOFers and hosts in countries where there is no national WWOOF organization.

Instead of having a dedicated national office, hosts in these countries are listed under WWOOF Independents, allowing WWOOFers to find and connect with organic farms worldwide that are not affiliated with a specific national WWOOF group.

WWOOF Independents is managed by the Federation of WWOOF Organizations (FoWO) to ensure consistency and support for both hosts and WWOOFers.



## Key Features of WWOOF Independents:

- Hosts are verified by the WWOOF Independents team to ensure they align with WWOOF's values of education, sustainability, and cultural exchange.
- WWOOFers with a WWOOF Independents membership can contact & visit hosts in any of the listed countries.
- Covers multiple countries that do not have their own WWOOF organization
- Includes hosts in over 80 different countries



SWITZERLAND, WWOOF INDEPENDENTS

# Impact & Testimonials

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WWOOF's impact goes far beyond the fields. Through immersive, hands-on experiences, WWOOF fosters deep connections, cultivates ecological awareness, and builds vibrant, intergenerational communities.

This section highlights measurable outcomes and real stories that reflect the transformative power of WWOOFing - for hosts, WWOOFers, and the environment.



## LOCAL IMPACT

Both [WWOOF USA](#) and [WWOOF France](#) have published extensive impact reports, highlighting the profound impact of hands-on farming education through WWOOF and the vibrant, ecologically minded communities within our network on a national level.



## GLOBAL IMPACT

These outcomes show that at large, **WWOOF is not just about farming - it's about nurturing relationships that bridge geography, generations, and perspectives.** Our **Global Impact Study** is underway. Stayed tuned for more information!

## Local Examples

# WWOOF-USA

*The following is a sample of statistics from WWOOF-USA's 2022 - 2024 Impact Report. Discover more [here](#).*



## FARMING IMPACT from 2022-2024

**22,000**

People learned to **grow their own food**

**3,000**

New **farmers were created**

**1,200**

**WWOOFers became hosts**



## WWOOFER IMPACT from 2022-2024

**28,000**

WWOOFers' had a **life-changing experience** through WWOOF-USA

**7,000**

WWOOFers made a **career change** because of WWOOF

**3,400**

WWOOFers moved to a **farming community**

## Local Examples

# WWOOF France

*The following is a sample of statistics from WWOOF France's 2023 Impact Study. Discover more [here](#).*

**25-34 years old**

is the typical age range for WWOOFers in WWOOF France's association.



**20,600**

Total Members; 2,500 of which became farmers after their time WWOOFing.



**85% of members say WWOOFing was a significant step that impacted their lives.**



Source: [2023 Impact Study / Institut Agro Dijon](#)

# Testimonials

## WWOOFer & Host Stories

“



”

**“WWOOF connected me with people who share a deep respect for the earth and the dedication it takes to farm.”**

**- Tiara Lloyd -**

*Tiara grew up in the city but felt pulled toward her agricultural roots. Inspired by her great-grandparents, she started gardening and found her way to WWOOF. Through the WWOOF-USA's Future Farmer program, she left her corporate job, committed to farming full-time, and began working toward land ownership.*

“



”

**“It's a constant exchange. They're learning from me, but I'm learning just as much from them.”**

**- Dave Wann -**

*Dave's WWOOF journey began with a father-son trip to New Zealand in 2007. With years of gardening experience, he naturally stepped into a mentoring role. Later, as a host in his Colorado cohousing community, the exchange became mutual. For Dave, WWOOFing goes beyond farming - it's about connection, community, and shared growth.*

“



”

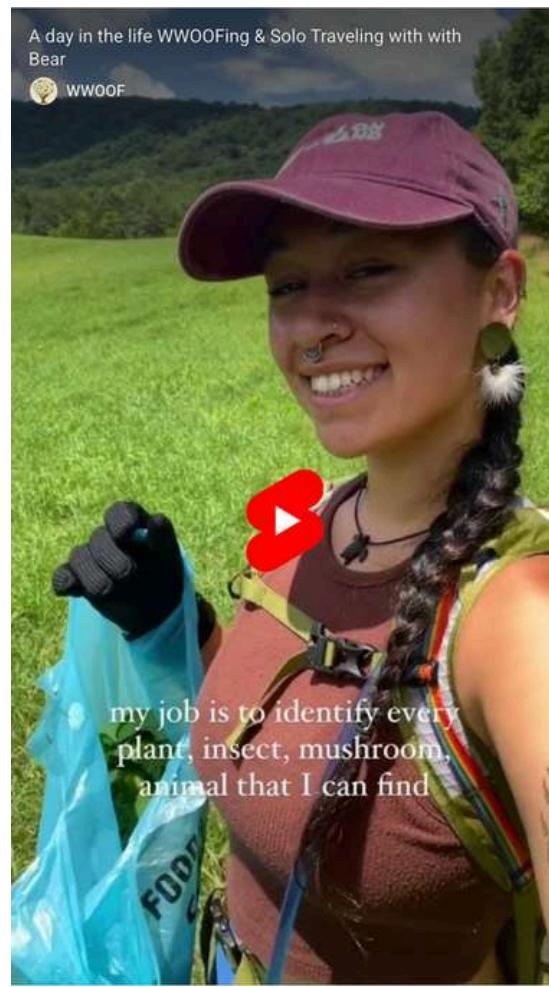
**“It's about more than farming - it's about connecting with people, learning from each other, and gaining a deeper appreciation of the natural world.”**

**- Tecla Ris -**

*Tecla turned to WWOOF to break from routine and find purpose. On a Dutch family farm, shared meals after long days stood out. "Those meals felt like celebrations of everything we accomplished together," she said. The experience sparked personal growth and lasting connection.*

# Video Testimonials

## WWOOFer Stories



# Communication Tools

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Here you'll find a collection of WWOOF logos, photos, videos, and answers to your frequently asked questions - all to support your storytelling and help you share the spirit of the WWOOF movement.



# Logos

## Spiced with symbolism

The WWOOF logo reflects the core of our mission: hands-on organic farming, ecological learning, and the connection between people and the land. The tree and its icons represent the tools, practices, and fruits of sustainable agriculture, all tied together in earth-based colors. As our most recognizable brand element, the logotype should remain consistent in all media coverage and communications.

[View all Logo Files](#)

*Primary Logotype*



*Secondary Logotype*



*Avatars*



# Photos & Videos

## Authenticity is key

WWOOF's imagery and video content reflects the real-life experiences of WWOOFers and hosts - never staged, never stock. Every photo and video we share highlights the diversity, energy, and sincerity of our global community.

We focus on candid moments that capture connection, learning, and everyday life on the land. People are at the center of it all, and authentic visuals help us communicate the heart of WWOOF in a meaningful way.

[View all Media](#)

# FAQ

## WWOOF Frequently Asked Questions

For quick answers and detailed info, the WWOOF FAQ is the best place to start. Whether you're a reporter, potential partner, or just curious about how WWOOF works, the FAQ covers everything from how to join, our hosting criteria, or even what to expect on farms. It's regularly updated and designed to help you find accurate information fast.

[Visit the Help Center](#)

WWOOF Frequently Asked Questions

Search for articles ...

General

General questions about WWOOF

Memberships

Membership fees, get a receipt, refund, or upgrade

Hosts

Become a host and manage your profile

WWOOFers

Become a WWOOFer and manage your profile

Feedback & Reviews

Give constructive feedback or report an issue

Visit Requests

Contact members and update your calendar

# In the Media

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WWOOF has been featured in a wide range of media, from local stories to international coverage. This section includes recent **press releases**, as well as **books and films** that highlight the WWOOF experience and its broader impact on farming, culture, and community.



# Press Releases

## Statements & Stories

The following linked articles are press releases and articles highlighting key initiatives, programs, testimonials, milestones, and news from the WWOOF network. They offer background, context, and timely information for media, partners, and anyone looking to better understand our work.

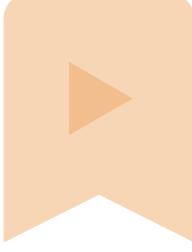
### WWOOF News (released by WWOOF)

-  **WWOOF App has launched!**
-  **WWOOF USA's Future Farmer Program**
-  **2025 International WWOOF Meeting**
-  **WWOOF Canada becomes a charity!**

### Media Coverage (released by 3rd party)

-  **'Field of Dreams' for Eater; by Jaya Saxena**
-  **WWOOFer Testimony; Business Insider**
-  **WWOOF & The Guardian**
-  **TÉMA Agriculture & Terroirs**

### Partnerships (<- either or)

-  **WWOOF x IFOAM's Organic World Congress**
-  **WWOOF Italy x Rural Seeds Network**
-  **W. Germany x Kulturland Cooperative**
-  **WWOOF UK x Wicked Leeks**

# Firsthand Stories

## Films, Podcasts, & Youtube

WWOOF has been highlighted in a range of creative works - books, films, podcasts - all which capture the values of sustainable living, cultural exchange, and life on the land.

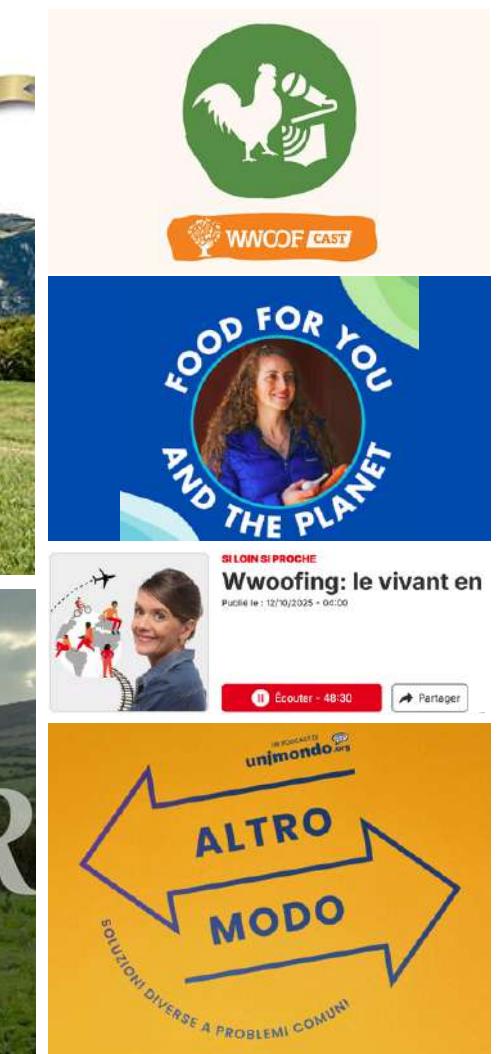
From host perspectives and WWOOFer testimonies, each of these offer a deep dive into the real people and places that make up the WWOOF network.

### Films



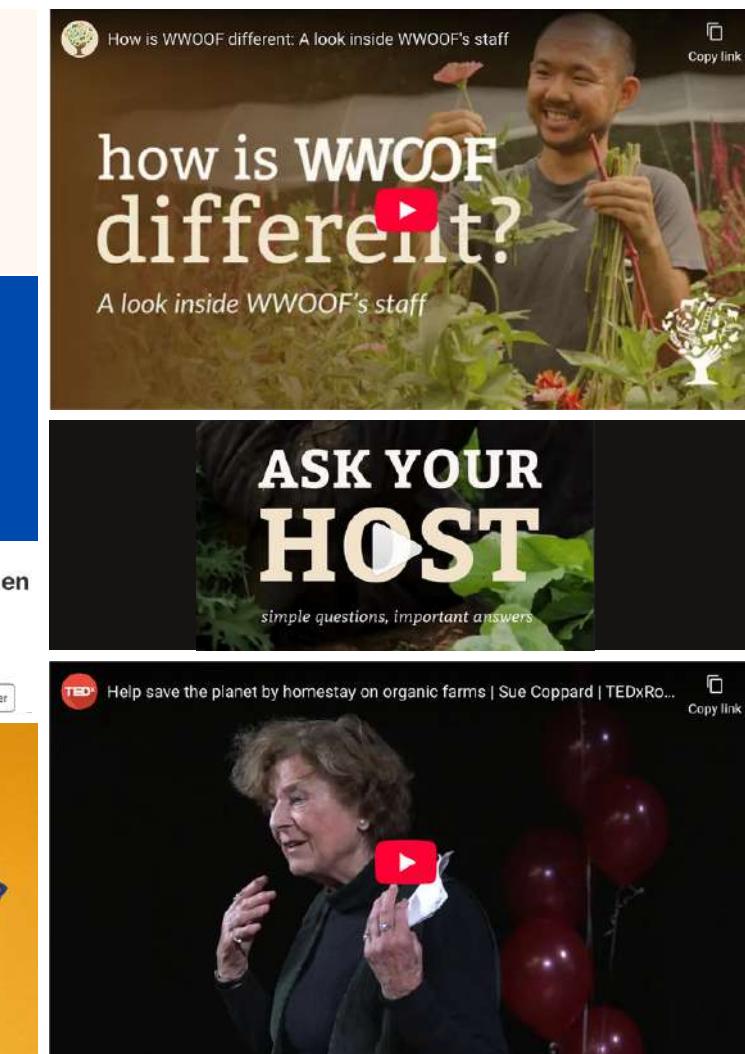
Film featuring WWOOF hosts,  
WWOOFer journeys, and  
a documentary for WWOOF UK

### Podcasts



'WWOOF Cast' Series;  
'Food For You & The Planet';  
'WWOOFing: Sharing the Living World';  
'Altro Modo: Exploring the WWOOF  
Italia Network'

### Videos



'How is WWOOF Different?'  
'Ask Your Host'  
TedTalk with WWOOF's founder  
Sue Coppard

# Thank you



*from all of us in the WWOOF network!  
We deeply appreciate your interest in the WWOOF  
movement and our global community.*

## Contact

[communication@wwoof.net](mailto:communication@wwoof.net)

[wwoof.net](http://wwoof.net) | [@wwoof](https://twitter.com/wwoof)



Reach  
out →

