

Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Farmers: "We need support to improve crop yields."

Agricultural
Researchers: "We need comprehensive and accurate crop

Agribusinesses
And Traders: "We seek profitable opportunities in agriculture."

Consumer:
"We want
affordable and
safe food."

Technology
Innovators: "We
develop ag-tech
solutions for
modern farming."

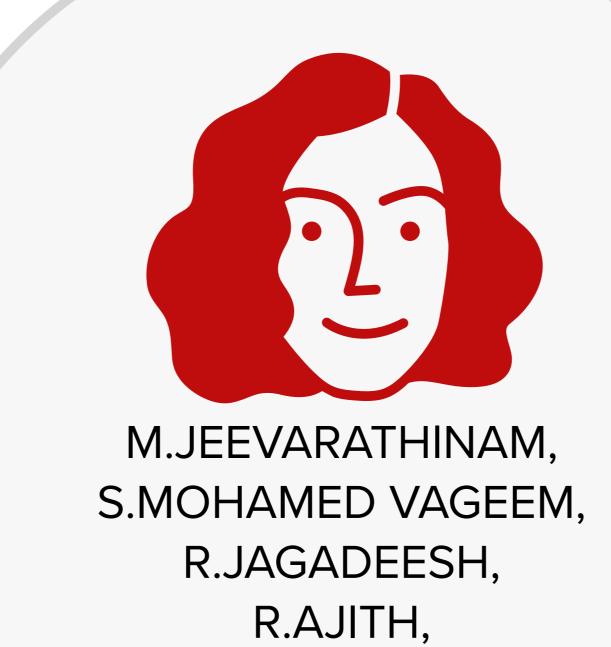
Farmers: "How can we adapt to changing climate patterns?"

Agricultural
Researchers: How
can we uncover
patterns and
trends to improve
farming
practices?"

Agribusinesses And Traders: "What crops have high market demand, and where should we invest?"

Consumer:
"Where does our food come from, and is it safe to consume?"

Technology
Innovators: "How
cad we create
tools for precision
farming and data
analysis?"



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Farmers: Experiment with new farming techniques, seek government assistance, market crops.

Agricultural
Researchers:
"Analyze historical
data, conduct
field research,
publish findings.

Agribusinesses And Traders: Invest in high-demand crops, optimize supply chains, seek export opportunities.

Consumers:
Check product
labels, demand
transparency, and
support local
produce.

Technology
Innovators: Innovate
ag-tech solutions,
collaborate with
researchers and
farmers.

Farmers:
"Vulnerable to
market
fluctuations,
weather
uncertainties.

Agricultural
Researchers: Driven
by the pursuit of
agricultural
innovation and
sustainability.

Agribusinesses
And
Traders: Competit
ive pressure and
the need to
maximize profits.

Consumers:
"Concerned
about food
quality, origin
and prices.

Technology
Innovators: Excite
ment about
advancing
agriculture through
technology.

Does

What behavior have we observed? What can we imagine them doing?

What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?

Feels

xieties?

