



Says

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

I don't want to have someone else depend for agriculture

I don't want to burden on others

I want to my family to be well poositioned



Thinks

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

Thinks she can still take any risk even though she's farming working

Thinks the right advisors could be a good sounding board and ally

Thinks some agriculture product have questionable



Persona's name
Short summary of the persona

Maintain on active partnership with her advisors propisingand discussing

Checks the market and reading the latest agriculture position

Listen to others knowledge and reading reearch of crop analysiis

Feels joy from watching the marketing as everyday hobby

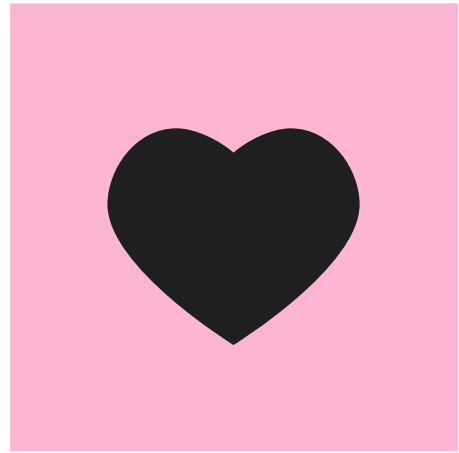
Feels worriied about weathering a major downturn

climate ,sol type,irrigation,technology and population density



Does

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



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?