

Says

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

Thinks What are their wants, needs, hopes, and dreams?

farmers want

stable income

and financial

to have a

security

What other thoughts might influence their behavior?



we can do everything right, but we're still at the mercy of the weather

every decision we make is with an eye on the environment

there's a successful

when the crops come in,it's a feling like no other.all the hard work is worth it

nothing like the feeling of harvest

government policies,regulations,and subsidies can have a profound impact on farming

farmers often require loans or credits to invest in equipment,land,or infrastructure

some farmers are creating valueadded products such as artisanal cheeses or specialty meats to increase profitability

they carefully manage their land,practising regenerative agriculture to enrich the soil and converse natural resources

livestock farmers feed,water and care for animals such as cows, sheep and poultry

the demand for organic products has led to an increase in organic farming practices

farmers may fear accumulating debt and the financial instability it can bring, especially in a low profit year

hope is the powerful motivation for farmers

farmers are

sensitive to

weather

patterns

highly

farmers may feel grateful for the opportunity to work the land and provide for their families

worries about the future of thr family farm, its legacy and ensuring a smooyh transition to next generation can cause anxiety

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?



