



# Says

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

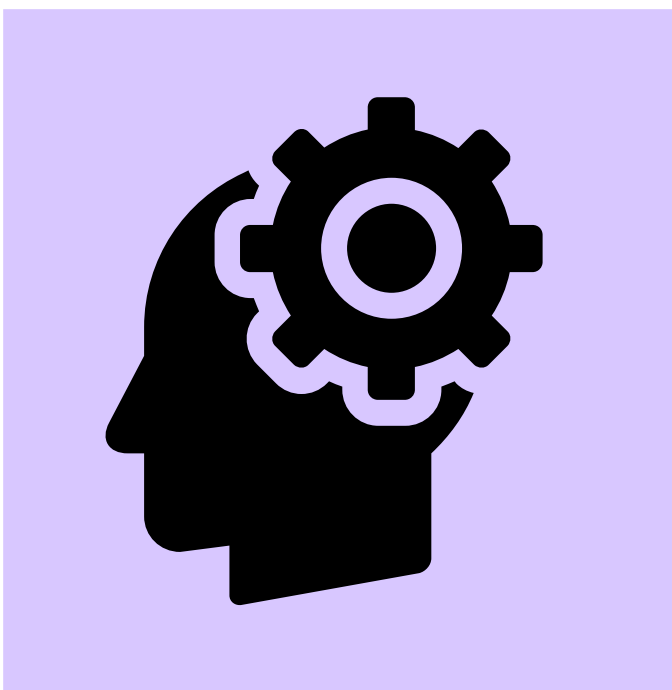
We have been experiencing changing weather patterns over the years

We must address food security and rural livelihoods

There are notable shifts in crop yields and cultivation patterns.

We rely on consistent access to affordable food.

# Thinks



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

I need to adapt my farming practices to cope with unpredictable rainfall and temperature variations.

Policy changes can influence agricultural productivity and income distribution.

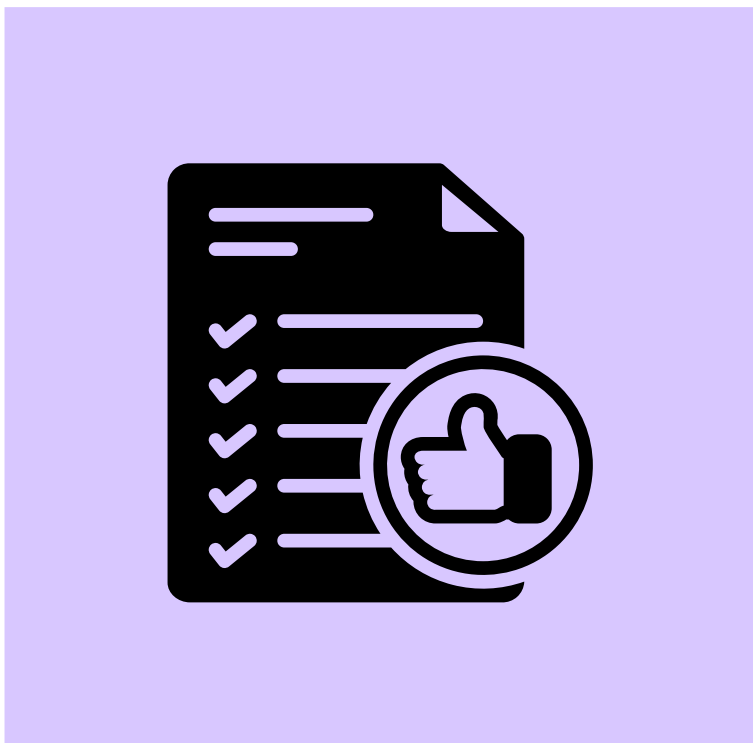
Scientific research can provide insights into the causes and solutions.

"Fluctuations in crop production could affect food availability and prices"



Persona's name

Short summary of the persona



# Does

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

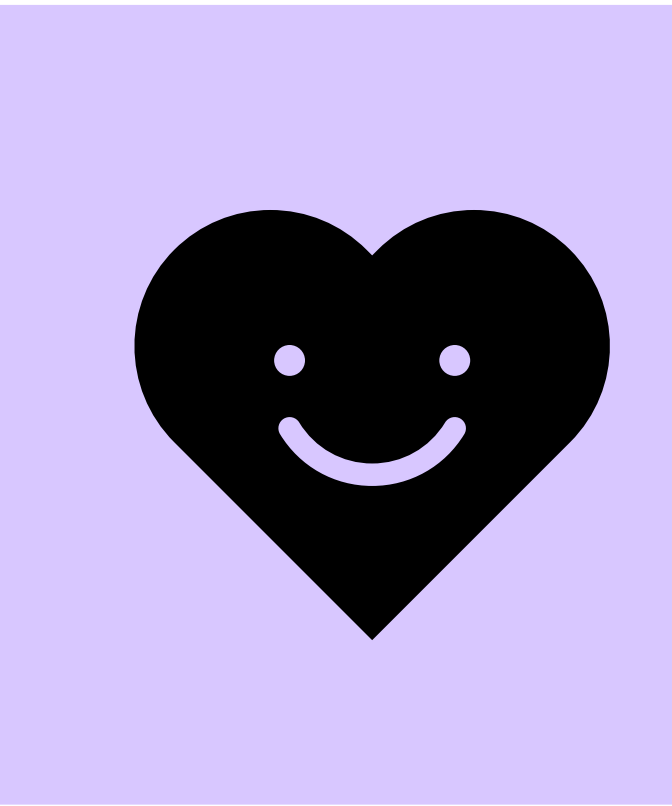
Searches for alternative crop varieties that are more resilient to changing conditions; explores water-saving techniques.

Studies data on crop production trends; designs policies to incentivize sustainable farming practices.

Analyzes historical crop data and climate records; conducts experiments to develop climate-resilient crop varieties.

Adjusts food choices based on availability and prices; may engage in discussions about sustainable agriculture.

# Feels



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

Concern about food security; desire for stable prices and diverse food options.

Curiosity about understanding the intricate relationships between climate, soil, and crop production; excitement about discoveries.

Responsibility to create effective policies; pressure to balance economic growth and sustainability.

Frustration due to crop failures caused by unforeseen climate events; hope for better yields.