



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?

Government officials:
"We have implemented various policies to boost agricultural production and ensure food security."

Environmentalists:
"There's a need to balance increased production with sustainable farming practices to protect the environment."

Government officials: Concerned about the political implications of food scarcity and the need to manage public opinion

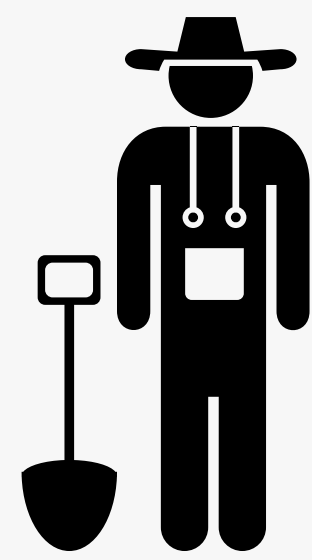
Farmers: Worried about their income and the ability to provide for their families due to unpredictable crop outcomes.

Farmers: "Erratic weather patterns are affecting our crop yields, making it harder to sustain our livelihoods."

Agricultural experts:
"The shift towards modern agricultural practices has shown promise in improving yields."

Agricultural experts: Considering innovative technologies and research to address challenges and improve crop production

Environmentalists: Reflecting on the long-term consequences of intensive farming on land degradation and water resources.



Small-scale Farmer

a rural small-scale farmer, struggles with unpredictable weather affecting his yields and worries about providing for his family.



Government officials: Implement policies, subsidies, and programs to support farmers and stabilize agricultural production.

Farmers: Adapt farming techniques, explore new crops, or diversify income sources to mitigate risks.

Government officials: Pressure to ensure food security and rural development.

Farmers: Frustration and uncertainty due to factors beyond their control impacting their harvests.

Agricultural experts: Research and develop methods to enhance crop resilience and yields

Environmentalists: Advocate for sustainable agricultural practices and policies that consider environmental conservation.

Agricultural experts: Enthusiasm about finding sustainable solutions and helping farmers increase their productivity.

Environmentalists: Concern about the environmental impact of conventional farming practices.



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?