



*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

Think of  
Poor  
cultivating

Think of low  
investment to  
get good  
output

Waste  
Reduction

Think of  
farmers  
prevention

Think of  
climate  
changes

Know  
modern  
marketing  
methods

Increase  
better cost  
management

*What do they*  
**SEE?**

environment  
friends  
what the market offers

Know about  
smart water  
management

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Farmer  
awareness of  
climate  
change

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Expanded  
scale and  
speed

Helping  
farmers  
increase  
yields

**PAIN**

fears  
frustrations  
obstacles

Drought,  
Flood

Lack of  
adequate  
use of  
inputs

Crop  
failure

**GAIN**

"wants" / needs  
measures of success  
obstacles

Remote  
Mangement

Crop  
Protection

Smart  
Green  
House