



Says

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

Agricultural loan.It is offered by banks ,Credit union

To buy a agricultural products for good growth of crops.

Daily tasks on farm/ land.

New faces,people and changing economy

Agricultural land.It may be rent or own.



Thinks

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

Employees and daily takes on farm

Soil conservation for the suitable crop

Mechanization potential and access safely

Past and present experience of farmers.

NO sustainable before summer



Concerns from family

Ready to face any type of problems.

Proper storage facility to store grains.

Seeks financial support from government

Fear of judgement from other farmers.

Improve irrigation technique to help farmers

Expecting more yield.

Genetic inclination and fertilization.

Access and safety

Hessistance and eager.



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?