



Says

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

Why choose  
you this  
type of  
culture

which type  
of crop are  
you going  
to grow

How many  
cents are  
you going  
to grow in

How are  
you going  
to distribute  
the crops

Improving  
crop  
productivity

Improving  
yield stability  
and disease/  
pest  
resistance

Enhancing  
nutritional  
content of  
crops

Minimizing  
adverse  
environmental  
impacts



Does

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



Thinks

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



Controllable  
food  
supplying

It's large  
scale of  
culture

Made up of  
a wide  
variety or  
profit

Agronomic  
crops  
provide the  
food

The soil  
structure  
slowly  
deteriorates

There is no  
diversification  
of fam  
produce

Crops may  
be attacked  
by pests and  
disease's

Farmers  
have only  
one source  
of income



Feels

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