## What do they HERE?.

what friends say what boss say what influencers say

TOPIC

Smart farming

## What do they think and feel?

What really counts major preoccupation worries and aspirations

Future
Technology
in farming
is Drone

I Think my idealogy will reduce the work of farmers

drones

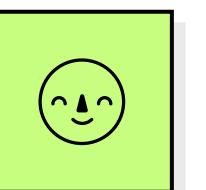
Farmers
might work
24/7.major
difficult part
is irrigation

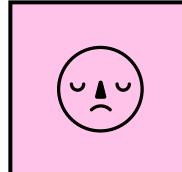
Opinions and feedback

Managing farms using technologies like lot, Robotics,

By smart farming optimizing the human labor required by production

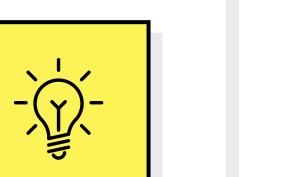
Iot open up endless possibilities of Smart Farming





## what do they say and do?

attitude in public appearance behavior towards others





## What do they SEE?

environment friends what the market offers

Typica day

Language terminology launching
new precision
agriculture
apps that help
collect
accurate data

Leading-edge
Smart
Agriculture
Systems
Fueling Market
Growth

Determine farmer attitudes can help to establish the barriors to best practice by uncovering the diversity of views that people hold

Others
always see
the Farmers
as a low
level people

Farmers tend to predominently enterprising individuals