



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?



Feels

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



Does

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



A crop is a plant product that can be grown and harvested for profit

Crop area estimation & production forecast

The Latin root of Agriculture is "agri" or "field" plus "Cultivation"

A plant or animal product that can be grown and harvested

Command area & water resources monitoring

Global crop programme

Producers can start their own business without owning agriculture land

High yields from lesser space and lesser cost

Assumption that plants grown in soilless environment are unnatural

Lack of trained technicians for implementation

Availability of many subsistence farmers

Chances to certify CEA as organic products