

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?

provide plants

soil conditions

with the best

development

for their



Agriculture is the greatest and fundamentally the most important of our industries

improvement

of food

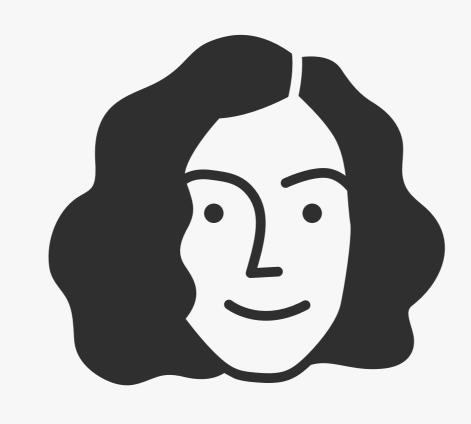
production

The process of growing crops for domestic and commercial purpoces

produce organic foods and seeds

fertilizers to the crops

sowing of seeds



Persona's name

Short summary of the persona

protects and fake care of our earth

help all people have access to high quality, nutritious food

frequent water facility

removal food scarcity

organic pesticides with organic farming

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?





