



Says

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

Farmers: "We need support to improve crop yields."

Agricultural Researchers: "We need comprehensive and accurate crop data".

Agribusinesses And Traders: "We seek profitable opportunities in agriculture."

Consumer: "We want affordable and safe food."



Thinks

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

Agribusinesses And Traders: "What crops have high market demand, and where should we invest?"

Agricultural Researchers: How can we uncover patterns and trends to improve farming practices?"

Consumer: "Where does our food come from, and is it safe to consume?"

Farmers: "How can we adapt to changing climate patterns?"



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Farmers: Experiment with new farming techniques, seek government assistance, market crops.

Agricultural Researchers: "Analyze historical data, conduct feld research, publish findings.

Consumers: Check product labels, demand transparency, and support local produce.

Agribusinesses And Traders: Invest in high-demand crops, optimize supply chains, seek export opportunities.

Agribusinesses And Traders: Competit ive pressure and the need to maximize profits

Farmers: "Vulnerable to market fuctuations, weather uncertainties.

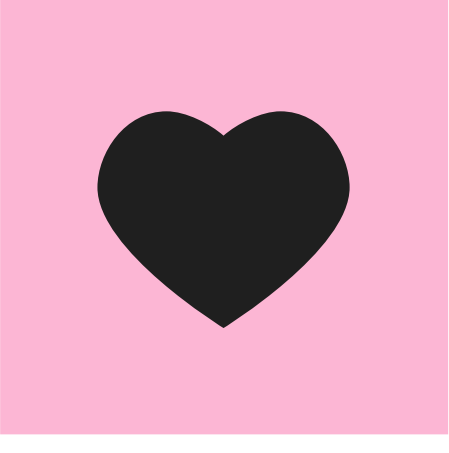
Agricultural Researchers: Driven by the pursuit of agricultural innovation and sustainability.

Technology Innovators: Excite ment about advancing agriculture through technology.



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?