



Says

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

Agricultural is the most healthful,most useful and most noble employment of man

Agricultural growth is a proven driver of poverty reduction

Protect and enhance the environment and natural resources



Thinks

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

For profit or subsistence

Provide the Foods to the all over world

Domestic consumption



Persona’s name
Short summary of the persona



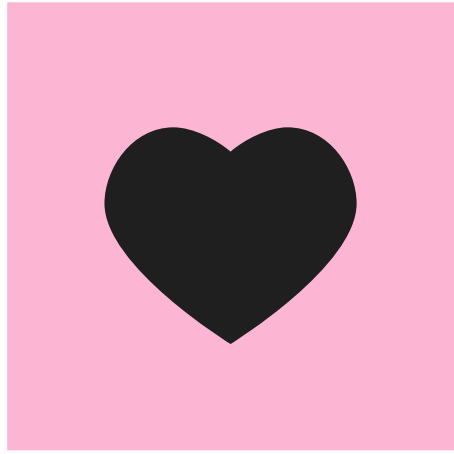
Does

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

Proper irrigation

Smart applications of fertilizers

We must use the seeds with good quality



Feels

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

Successful farmers are excellent at managing their time and resources

We thank the farmers for they providing good food and also protect the environment

Purchasing produce and products made with farmers crops at a local market