

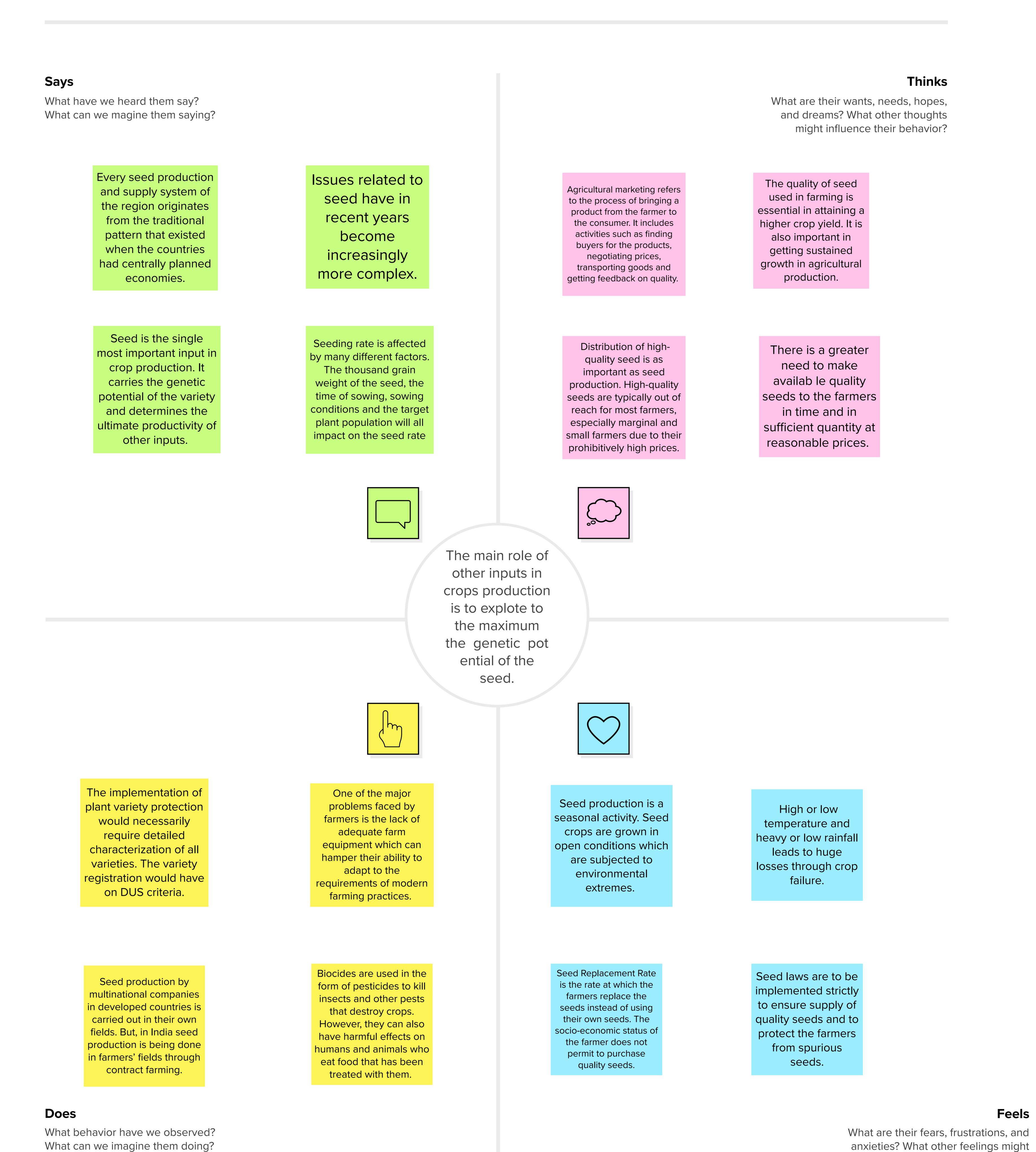
Empathy map

Short Shelf Life of the Seeds: Normally, certified seeds are valid for one season only and they have to be revalidated for use in the next season. The retailers are not equipped to store the seeds for one whole year.



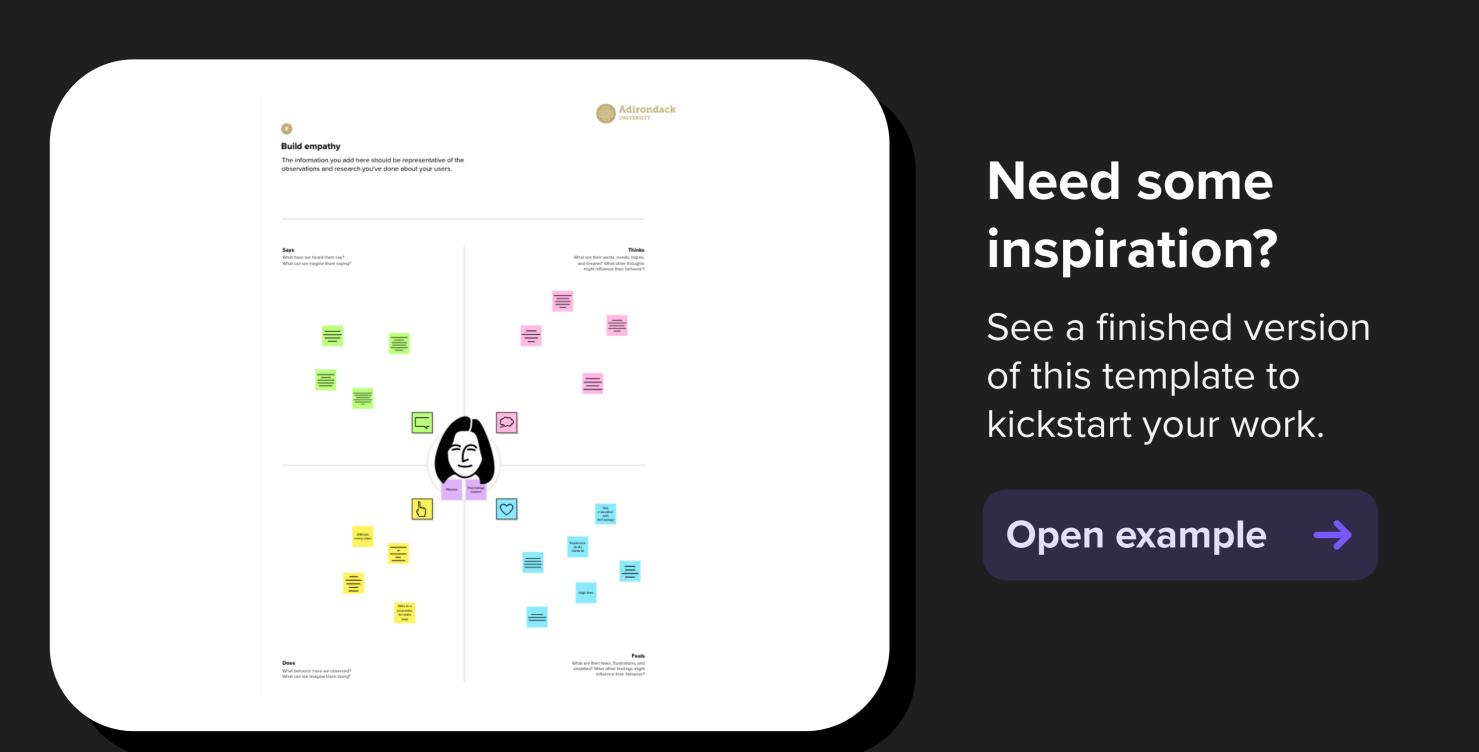
Build empathy

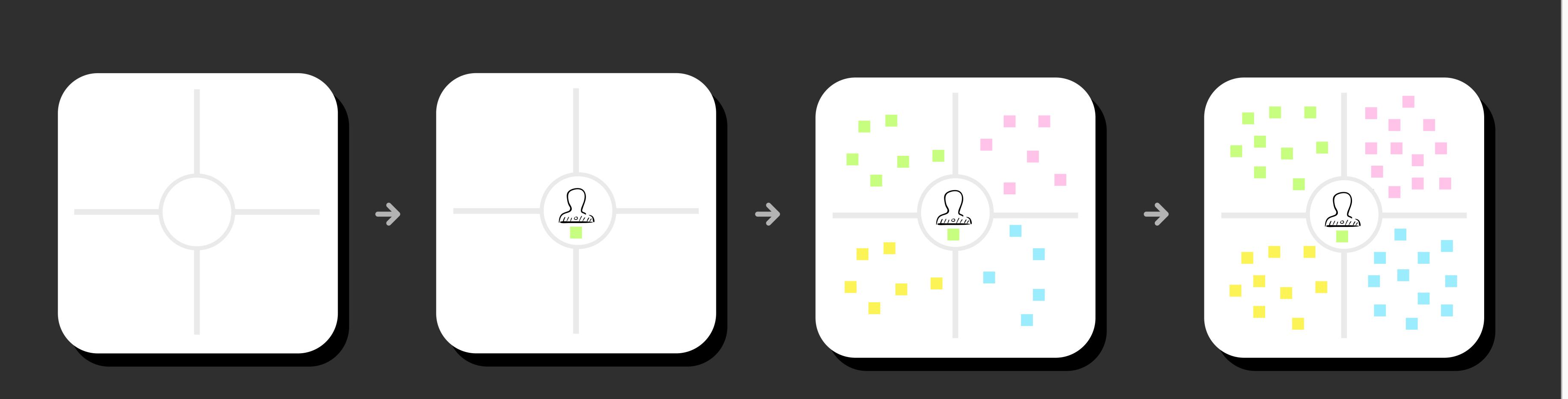
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influence their behavior?