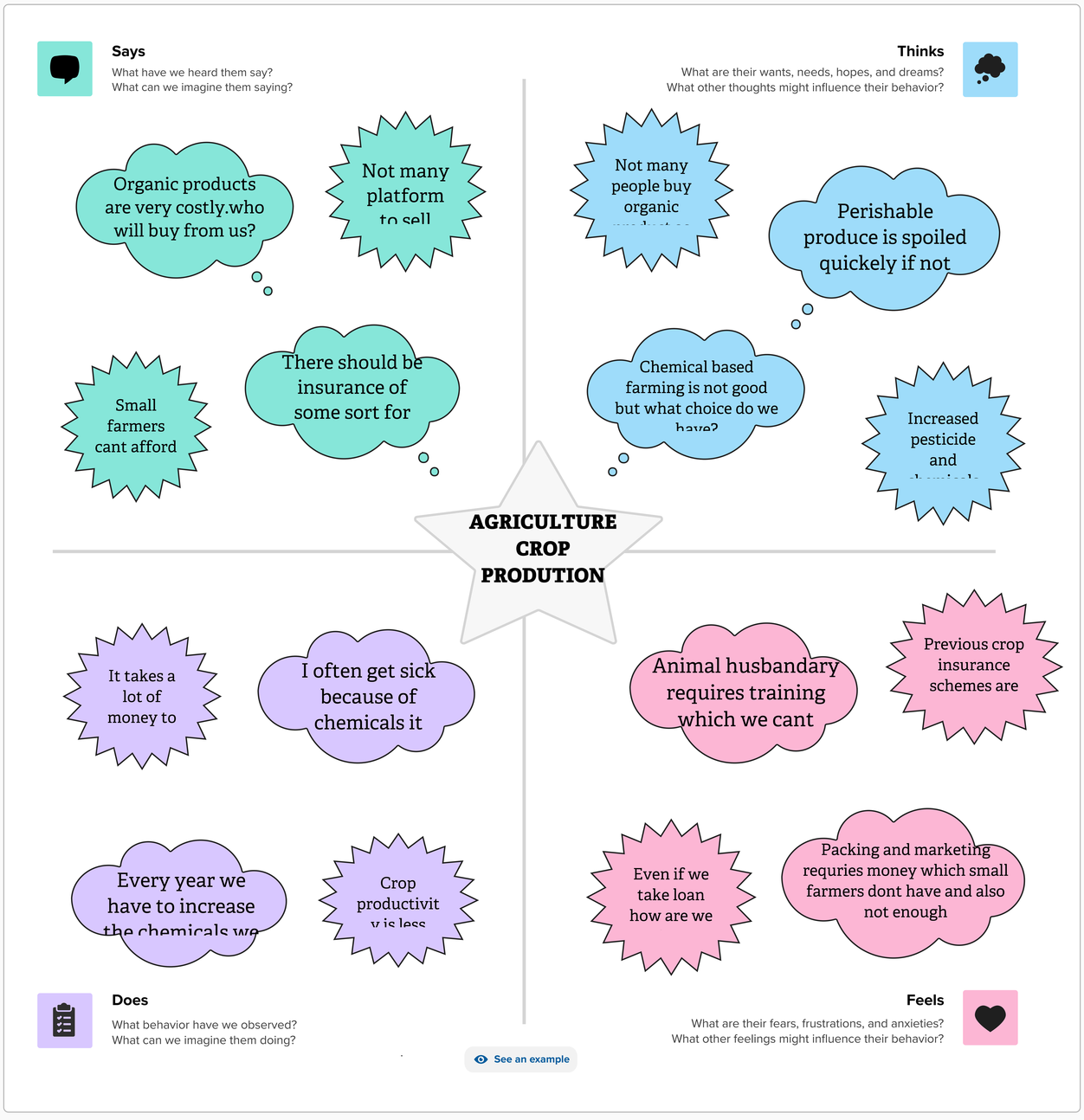
Says
What have we heard them say?
What can we imagine them saying?
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
Organic products are very costly.who will buy from us?
Not many platform to sell
Not many people buy organic
Perishable produce is spoiled quickely if not
Small farmers cant afford
There should be insurance of some sort for
Chemical based farming is not good but what choice do we have?
Increased pesticide and
AGRICULTURE CROP PRODUTION
It takes a lot of money to
I often get sick because of chemicals it
Animal husbandary requires training which we cant
Previous crop insurance schemes are
Every year we have to increase the chemicals we
Crop productivit y is less
Even if we take loan how are we
Packing and marketing requries money which small farmers dont have and also not enough
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?
See an example