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

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



Farmers may say they need better weather forecasting tools and pest control information.

Says

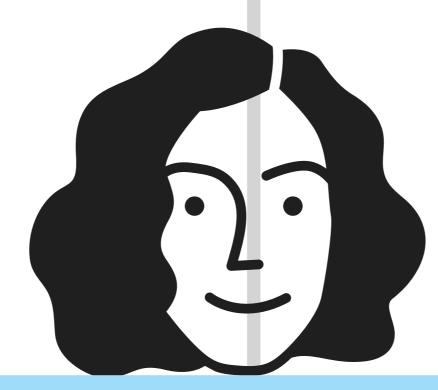
Farmers may say they are facing unpredictable weather patterns.

They might be concerned about fluctuating crop prices and climate change.

Farmers may worry about crop failures due to climate change

Government officials may say they are implementing new policies

Consumers may say
food prices are
rising.Environmentalists
may say the soil quality
is deteriorating.



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.Government officials may think about strategies to boost agricultural productivity.

.Consumers may think about the affordability of food.Environmentalists may be concerned about sustainable farming practices.

They often rely on traditional farming practices and government subsidies.

Plant crops, use fertilizers, and seek market information.

Farmers could feel anxious during uncertain weather conditions and relieved during good harvests.

Farmers may feel stressed about their livelihoods.

Government:
Implement
policies, provide
subsidies, and
collect data.

Consumer:
Buy food,
demand
quality, and
seek bargains.

Government officials may feel responsible for food security.

.Consumers may feel
the pinch of rising food
costs.Environmentalists
may feel urgency in
advocating for
sustainable agriculture.*

Does

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

Feels

