



**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?

wellspring  
of  
government

commercial  
importance

source of  
livelihood

decreasing  
dependence  
on  
agriculture  
is  
weather  
coditions

used new  
technoiogy

marketing  
research  
skills and  
resource  
centre

high demand  
for  
agriculture  
professionals

opportunity  
to  
become  
an  
agriculture



**Agriculture**

Produce commodities which maintain life,  
including food, fiber, forest products,  
horticultural crops,  
and their related services

supply  
of  
adequate  
labor  
force  
to  
agriculture  
sector

contribution  
to economy

source of  
food  
supply

this made  
food more  
convenient  
to  
consumers

agri clinics and  
agri  
businesscentres

preservation  
of  
law product  
was  
also  
improved

anti farmer  
laws and  
policy

high cost of  
prodction



**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](#)