



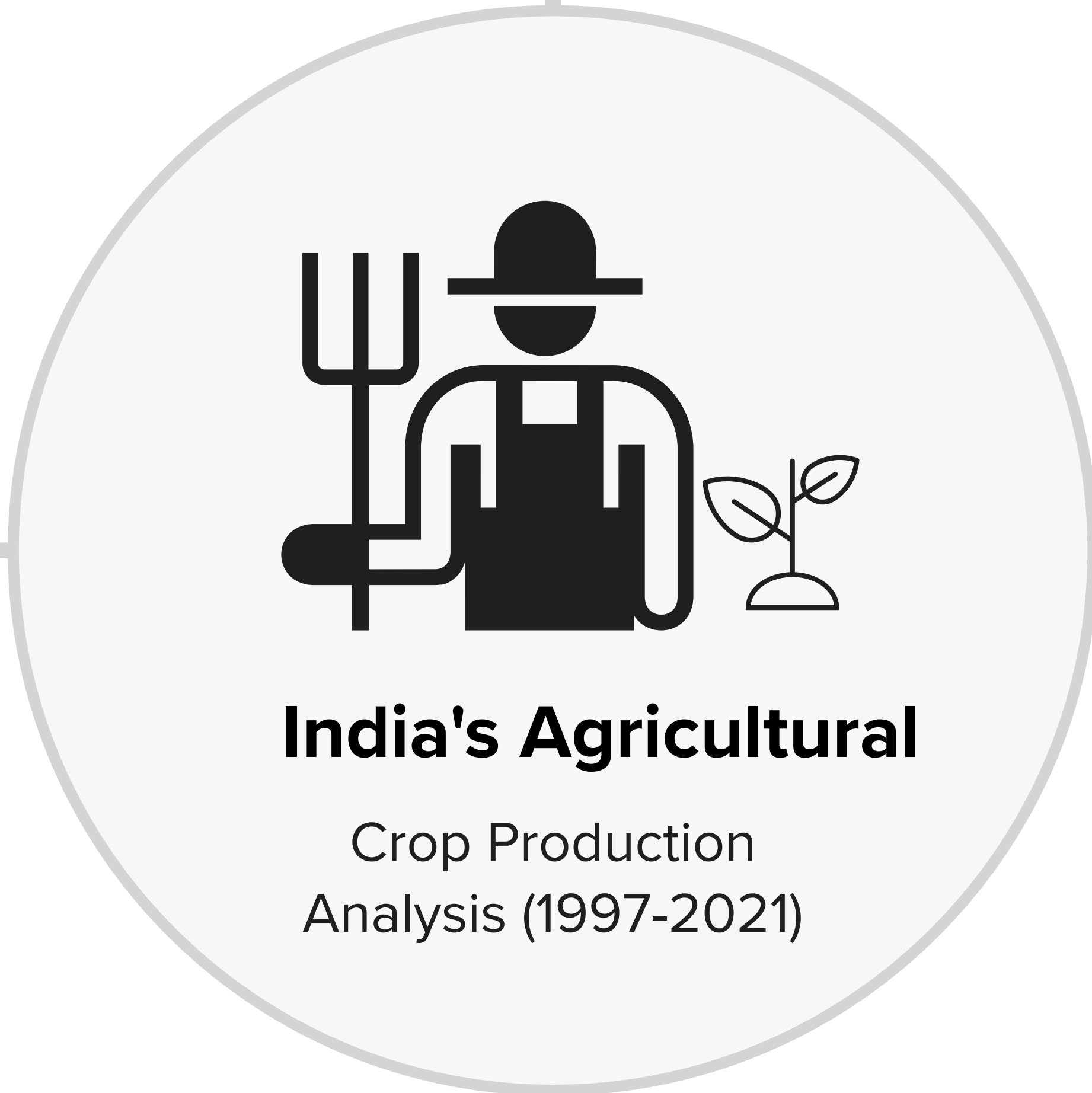
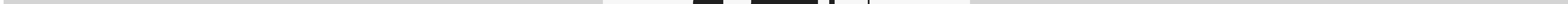
Says

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?



Agriculture  
is the  
backbone of  
the nation.

Farmer need  
**funds** from  
government such  
as **electricity**,  
**fertilizers ...etc...**

Cultivators of  
the earth are  
the most  
valuable  
citizens.

"Rain was pouring down  
for three days. The water  
in the river rose high and  
swept into the  
greenhouse. The flood  
had swept away all the  
roses. Nothing was left.  
The empty greenhouse...  
O zero."

Life is  
better  
through  
agriculture.

Hopes farms  
fresh is one of the  
leading business  
in the daily  
product retailers...

**Farmer  
raises** living  
animals or  
plants.

The fear of the  
farmers called  
**'FUNDOPHOBIA'.**

Farmers  
grow crops  
for people  
to survive.

Farmer  
runs and  
works on a  
farm.

Farmers have  
been insistent  
over **repealing  
the farm laws.**

Farmers anxiety  
about debt,  
production costs,  
equipment  
management,  
weather and  
employee relations.



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?