

Horticulturalist “How related is this to neonicotinoids?”



Personal

- Age: 35
- Employment: Horticulturalist
- Gender: Female
- Location: City
- Children: No
- Technical Ability: 8/10



Ashley Adams

Goals:

- Maximizing her crop yields
- Staying abreast of agricultural technology
- Earning enough to expand her operations

Summary:

Ashley is a 35-year-old horticulturalist with a scientific outlook on plant yields. She wants to get the most out of her crops, is concerned about unexpected results from pesticides, and wants to make her own decisions about these products rather than strictly relying on PMRA's input. Her ultimate goal is to have as profitable a farm as possible.

Frustrations:

- Getting information that isn't at her technical level
- Being interrupted
- Unreliable data