

PERSONAS

Ava, the progressive farmer is deep-rooted in the rhythm of the seasons, guiding her farm through cycles of growth and harvest. Yet, she's no stranger to the harsh realities of plant disease and its impact on yield and sustainability. Faced with the complexities of organic farming, she's seeking innovative solutions to protect her crops without resorting to chemical interventions.

Interests

- Aside from her passion for sustainable farming, Ava is interested in the latest agricultural technologies that can help optimize organic farming practices.

Frustration

- The unpredictability of plant diseases and the limited effectiveness of conventional organic methods in rapid detection and management are her main obstacles.

Goals

- Ava is determined to integrate cutting-edge technology into her farming practices to boost productivity while adhering to organic principles.



Name: Ava

Age: 28

Location: Ames, Iowa

Occupation: Owner and operator of an organic farm

Income: \$66,000/annually

Family: Married