



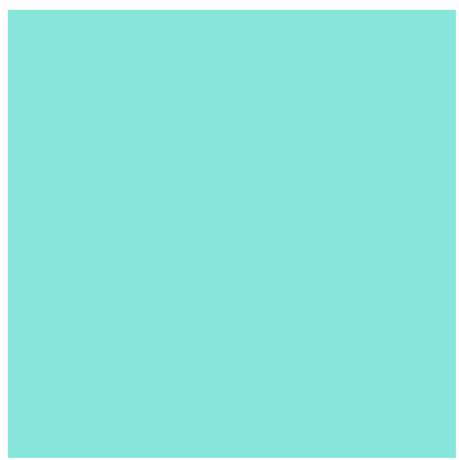
Says
What have we heard them say?
What can we imagine them saying?



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

it takes a lot of money to switch from inorganic to organic forming

Every year we have to increase the chemicals we use to increase produce



chemical based forming is not good but what choice do we have?

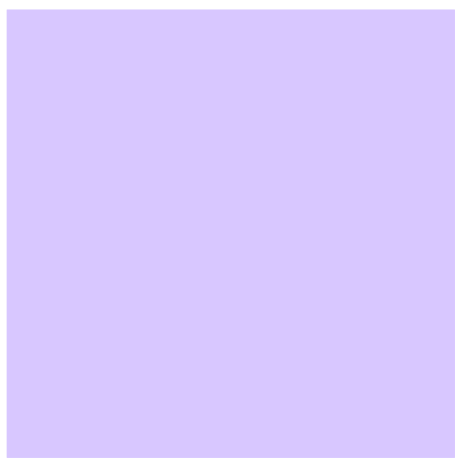


organic products are very costly who will buy from us?



Persona's name
Short summary of the persona

not many platform to sell directly to the consumers.



better soil quality

reduce exposure to pesticides are chemicals.

better tasting food

small farmers can't afford packaging and marketing.



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?