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

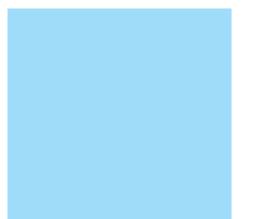


every year we have to increase the chemicals we use to increase produce

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

organic products are very costly who will buy from us

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



Persona's name

Short summary of the persona

reduced exposure to pesticides are chemicals

not many
platform to
sell directly to
the
consumers

small formers cannot afford packagging and marketing

better tasting food

better soil quality



Does

What behavior have we observed? What can we imagine them doing?



See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

