



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?



We must
product our
forests and
ecosystems

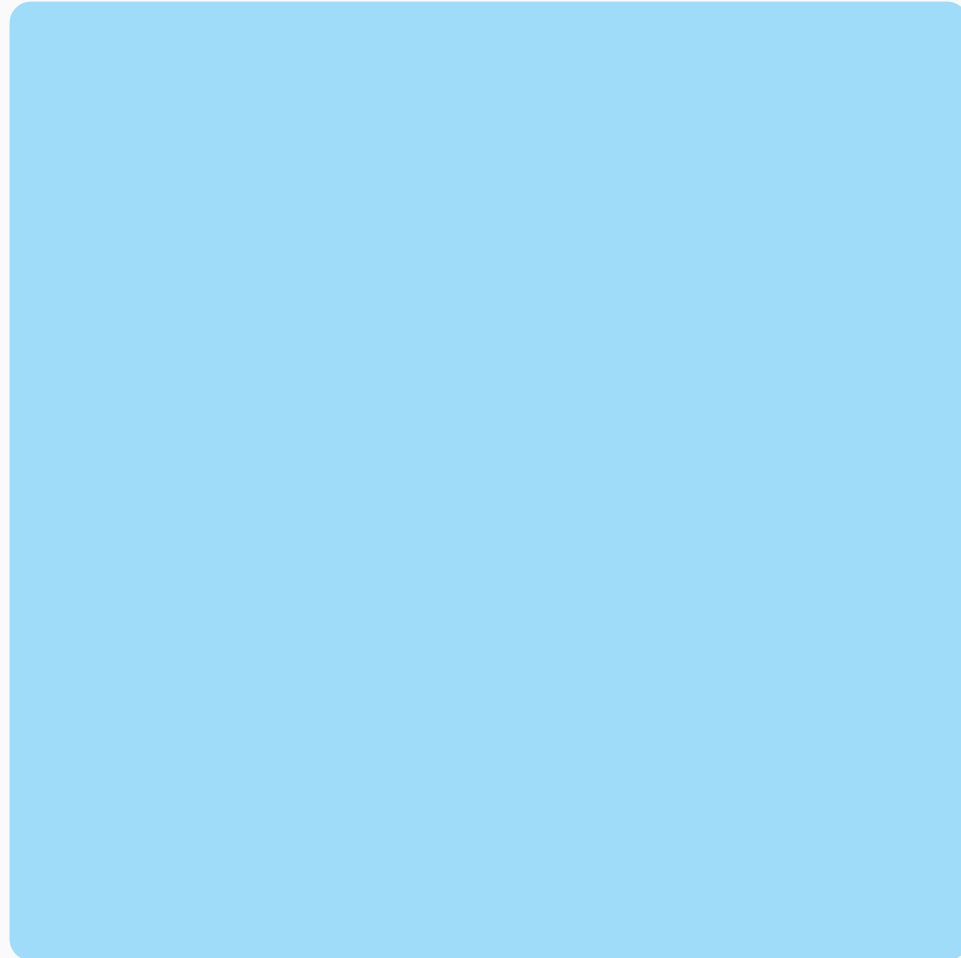
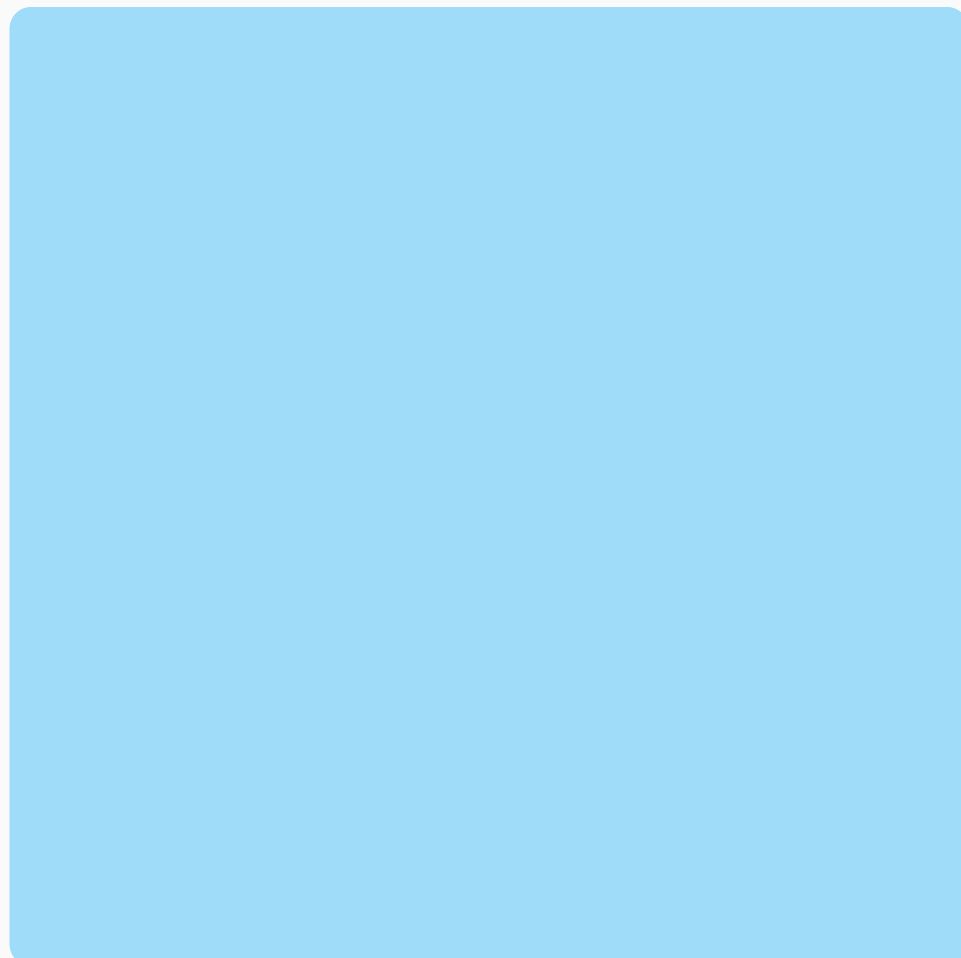
We need
more support
during
droughts

Market
princess
are volatile

What will
be the next
profitable

How can
we make a
lasting
impact

Balancing
agriculture and
concernation is
crucial



Work long
hours in the
fields, plant
divers crops.

Anxious about
crop yields,
relieved during
a good
harvest.

Develope
policies,
allocate funds
for subsiclies.

Adjust
spending on
groceries, seek
affordable
options.

Responsible
for the welfare
of farmers and
consumers.

Empathy for
those in need,
motivated to
help.



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?