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

### Says

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

Today, I am a farmer. However, four years ago neither I nor anyone in my family lineage was a farmer.

As I learned more about agriculture, I quickly realized that farmers today are facing big challenges in supplying a rapidly growing population

Agriculture includes the small scale gardening of annual and perennial plants for production of flowers, fruits, vegetables, medicinal herbs, etc., under farming.

There are many divisions in this farm. In such a

farm, different cereals

(paddy, corn and wheat), pulses, oilseeds, fruits

and vegetables, and other crop plants are

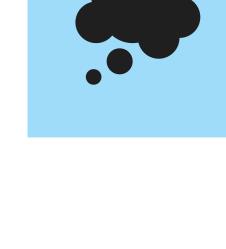
grown on a large scale

Challenges including weather, diminishing arable farmland, pests, disease, food security, and, of course, limited water and other natural

resources.

## Thinks

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



supporting livelihoods through food, habitat, and jobs

Goods
consumer for
practical and
useful
purposes

Major trends in farming can be identified based on the primary resources for agriculture: land, labour and investment capital.

Agriculture includes science, technology, and engineering. It is the genetics work 
used to improve the seeds and animals farmers purchase.

Space-based technology is of value to farmers, agronomists, food manufacturers and agricultural policymakers who wish to simultaneously enhance production and

profitability.



#### Persona's name

Short summary of the persona

Although agricultural investments and technological innovations are boosting productivity, growth of yields has slowed to rates that are too low for comfort. Food losses and waste claim a significant proportion of agricultural output, and reducing them would lessen the need for production increases.

High-input, resource-intensive farming systems, which have caused massive deforestation, water scarcities, soil depletion and high levels of greenhouse gas emissions, cannot deliver sustainable food and agricultural production.

The goal is to improve their working conditions and productivity while avoiding production loses due to bad climate conditions.

My grandfather was a farmer, and he was the smartest person I've ever met."

It feels good at the end of the day to know you made a product that other people are going to enjoy

Once in your life you need a doctor, a lawyer, a policeman and a preacher, but every day, three times a day, you need a farmer.

Agriculture is the most healthful, most useful and most noble employment of man

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#### Does

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



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



