



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?

- 1. Crop yield trends over the years.
- 2. Climate variations and their impact on crops.

What are the key facts and data points?

- 3. Government policies and interventions.
- 4. Crop diversification efforts.

What are the thoughts and concerns of stakeholders?

FARMERS: Concerns about crop losses due to weather and pests.
GOVERNMENT: Strategies to improve agricultural productivity.

CONSUMERS: Concerns about food prices and availability.
ENVIRONMENTALISTS: Impact on the environment due to farming practices.



What actions are taken by different groups?

CONSUMERS: Making food choices based on crop availability.
NGOs: Promoting sustainable farming practices.

FARMERS: Adapting planting and harvesting times based on climate.
GOVERNMENT: Implementing subsidies and support programs.

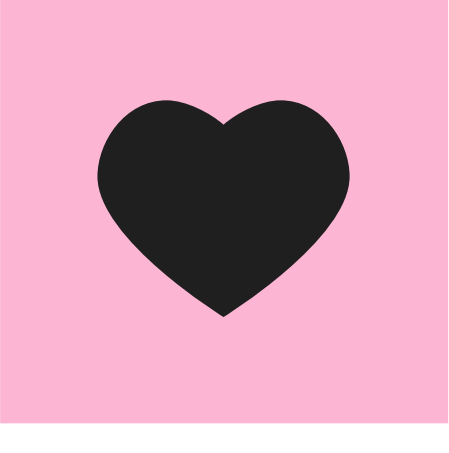
What emotions are associated with the topic?

FARMERS: Frustrations over crop losses and debt.
GOVERNMENT: Responsibility for ensuring food security.

CONSUMERS: Concern about food safety and quality.
ENVIRONMENTALISTS: Anxiety about sustainability and climate change.



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?