

Type	Archetype	Demographic data	Behaviour data
A	Omar Quintana Technician expert in crops. Crops: Apple	Age: 36 years old Chihuahua, Chihuahua, México.	Currently he owns approximately 60 hectares, of which a significant fraction present the disease, to solve this problem, he uses products that either result ineffective or are very expensive.
B	José Talamantes Fruit producer.	Age: 40 years old. Cauhtémoc Chihuahua, México.	He has a large number of hectares, which are moderately impacted by the fire blight. The way he solves this problem is by implementing the same homemade methods, inefficient when speaking of absolute eradication of the problem. Open to try out an alternative solution to this issue.
C	"La Nortefita" Mexican corporation.	Operating since: 1950. Founder of "Grupo nortefita": Dons Salvador Corral Piñón	"La Nortefita" is a Mexican corporation, and it is recognized by its global prestige and leadership in the apple industry, being the top producer of latin America. La Nortefita being an innovative company by excellence is always looking for new efficient and profitable solutions against the fire blight disease.