$f_x(2,1)$ is the rate of change of f at (2,1) in the x-direction. If we start at (2,1), where f(2,1)=10, and move in the positive x-direction, we reach the next contour line (where f(x,y)=12) after approximately 0.6 units. This represents an average rate of change of about $\frac{2}{0.6}$. If we approach the point (2,1) from the left (moving in the positive x-direction) the output values increase from 8 to 10 with an increase in x of approximately 0.9 units, corresponding to an average rate of change of $\frac{2}{0.9}$. A good estimate for $f_x(2,1)$ would be the average of these two, so $f_x(2,1) \approx 2.8$. Similarly, $f_y(2,1)$ is the rate of change of f at (2,1) in the y-direction. If we approach (2,1) from below, the output values decrease from 12 to 10 with a change in y of approximately 1 unit, corresponding to an average rate of change of -2. If we start at (2,1) and move in the positive y-direction, the output values decrease from 10 to 8 after approximately 0.9 units, a rate of change of $\frac{-2}{0.9}$. Averaging these two results, we estimate $f_y(2,1) \approx -2.1$.