

1. How did Mr. Redenbacher make his agricultural commodity stand out from other similar products?

- Mr. Redenbacher made his product stand out from others by making his popcorn fluffy, which his consumers liked.

2. Why was his name important to be included in the labeling and advertisement of his product?

- His name was important in the labeling and advertising of his product because his name and face later became famous, but it never would've if it wasn't for the advertisement.

3. How was Orville able to increase his chances of financial success by raising popcorn?

- He was able to reach his financial success by raising popcorn, because he did his reasearch and learned what his consumers liked.