

1. How did Mr. Redenbacher make his agriculture commodity stand out from similar products

He was an innovator and he did a lot of firsts like making the first light microwave bag before the health craze. Also he was constantly having research done to make the corn pop most efficiently taste the best and be more cost efficient. He was very patient about his work making him very successful.

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

His name was important in his advertising scheme because that he would become an iconic household figure like he is today. His name was quickly associated with his quality product and that made him more popular and increased his sales.

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

He was always trying to figure out using how to make the consumer more pleased with the product with constant research like how to make the least amount of unpopped kernels and such. Also he was very good with all types of ag like Ag Services, Production and Marketing.