

Conclusion

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

Mr. Redenbacher's agricultural commodity that stood out from other similar products by continuing to improve his popcorn by having perfectly packaged popcorn with the best moisture levels and to ensure high popping quality. Also by making the first popcorn to be microwavable.

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

His name was important to the labeling and advertising of his product because he was the creator of the product and became very popular on the market. So you know him and his popcorn was original and the best popcorn made.

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

Orville was able to increase his chances of financial success by raising popcorn by making it the best of the best and keep on making improvements and researching to make new better ways. Also by putting it well known on the market by all of his advertising and commercials he had made.