

conclusion

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

- Mr. Redenbacher created his products to stand out from others. He did this by making his popcorn fluffy and making his popcorn microwaveable.

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

- It was important for his name to be on the labels and advertising because he was the person who created the product and people knew that Mr. Redenbacher had a good product.

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 research and he figured out what the consumers liked/wanted.