

Conclusion

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

He researched and bred different popcorn seeds together and kept ahead of customer's needs. His company also introduced the first light microwave popcorn bag.

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

It's important because he did all the advertising so his name needed to be on the package for people to know who was producing and marketing the popcorn. Redenbacher isn't common to hear so it should be very obvious when someone talks about his popcorn.

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

He raised and sold popcorn as a side hustle incase he was ever let go from the 12,000 acre farm he helped manage and where he also sold fertilizer.