

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

He did research and found fluffier and lighter popcorn

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

He was the face of the franchise and he was doing most of the research

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

He grew popcorn so he could test it with different types