

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

He created a lighter and fluffier starch when popped through research and development

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

It was important because there was only one Orville Popcorn.

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

He could raise and create new and better hybrids to increase the success of the popcorn.