

1. How did Mr. Redenbacher make his agricultural commodity stand out from other similar products? He did reaserched and found better ways to pop popcorn and better ways to make fluffyer popcorn

2. Why was his name important to be included in the labeling and advertisement of his product? He made it a franchise and he made it mivrovable

3. How was Orville able to increase his chances of financial success by raising popcorn He grew popcorn and made a business by doing it so ya