

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

He made his commodity stand out because was always researching and developing new products.

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

To know who created the idea of popcorn.

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

By find different types of popcorn to create fluffier popcorn and leaving less kernels in the bottom of the bag.