

1. How did Mr. Redenbacher make his agricultural commodity stand out from other similar products? He researched to figure out how to make popcorn lighter and fluffier and leave less unpopped kernels.

2. Why was his name important to be included in the labeling and advertisement of his product? Because he wanted to sound fancy because in the name the word gourmet.

3. How was Orville able to increase his chances of financial success by raising popcorn? Because he was always one step in front of the customers by continuing to do research.