

| Type of activity | Evidence of activity from the above article |
|--------------------------|--|
| Agricultural Services | Managed 12,000 acre farm and selling fertilizer Growing and selling popcorn. |
| Research and Development | College with degree in agronomy. 12 years old, selling popcorn to raise money to go to college. |
| Processing | Took a simple food like popcorn and made improvements. Became very rich as well as a national advertising icon. |
| Marketing | Discovered varieties to be consistent with his desired characteristics. Producing successful television commercials |

Because he has been working with popcorn since 12 years old.

He made, produced, and discovered the product.

Easy way to make a snack, so it sold easily and quickly.