

Conclusion

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

Has been working with popcorn since age 12

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

Produced and discovered this product

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

First to make microwaveable popcorn in the package