

# Activity 1.1.3 Popp'n With Orville

Walter Wesch

His success was not all marketing and advertisement. His company stayed a step ahead of customer trends by continuous research and development of products. He and his company perfected packaging that kept the popcorn at optimum moisture levels to ensure a high popping ratio. Orville's company was also one of the first popcorn companies to develop packaging for microwave technology. To top that, they introduced the first light microwave popcorn long before the health craze was in full force.

Anyone who loves popcorn has tried Mr. Redenbacher's legendary product. It is the number one selling brand of popcorn in the country.

After reading the case study, identify the different aspects of Mr. Redenbacher's enterprise and how he addressed several areas of agribusiness through the stages of development for his agricultural commodity in Table 1.

Table 1. Agricultural Activities

Type of activity	Evidence of activity from the above article
Agricultural Services	All functions associated with growing corn
Research and Development	breeding and selecting better popping corn
Production Agriculture	growing popcorn
Processing	microwave <del>pack</del> packaging
Marketing	starring in own commercials

## Conclusion

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

Made it perform better.  
Marketed his product ~~more~~ more uniquely.

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

He was in all ~~ad~~ advertising so he ~~was~~ became synonymous<sup>(sp)</sup> with high quality popcorn.

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

Science - research and development

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