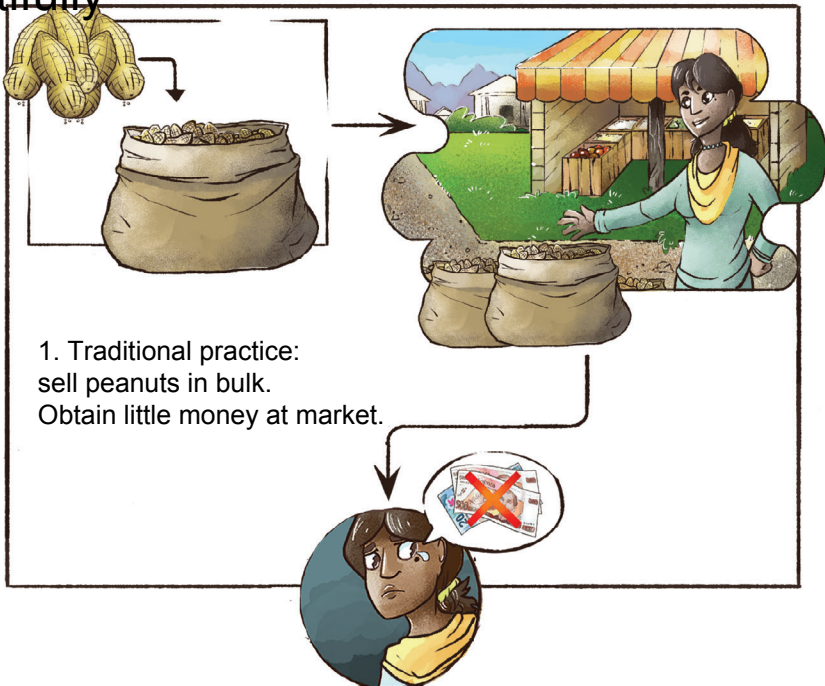
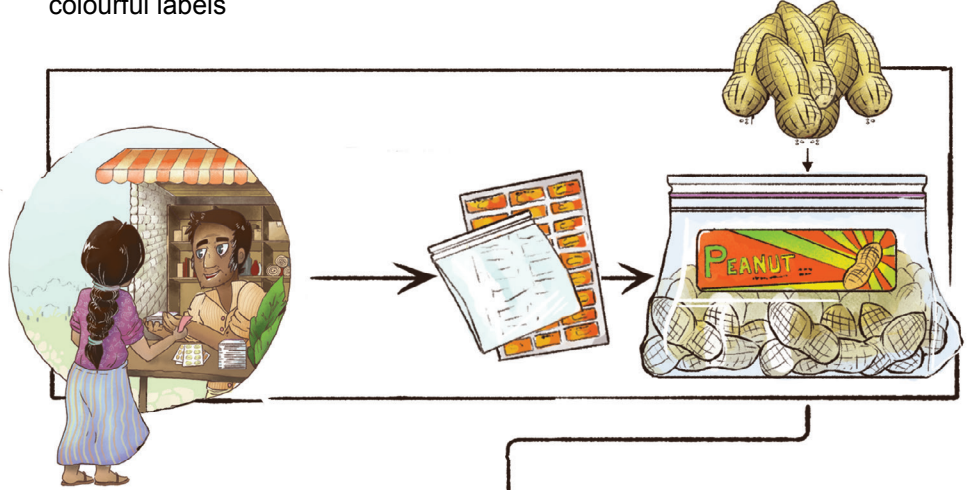


Lesson: Rather than selling harvested products in bulk, it is more profitable to package them beautifully



1. Traditional practice: sell peanuts in bulk. Obtain little money at market.

2. Improved practice: place peanuts in packages with beautiful, colourful labels



3. Packaged peanuts obtain a higher price at the market

