

# Area egg processor subject of consumer film

By JOANNE SPAHR  
**PARADISE** — Robert Trout, his mother, and two sisters always knew their family-run egg processing business was special — at least to them. But, just recently they had the pleasure of finding out that someone else thought a lot of it, as well. In fact, this person went so far as to make it the subject of a radio/television program which will be nationally syndicated and shown in such cities as Los Angeles, St. Louis, Dallas, and Jackson, Miss.

That person was Gene Crane, television personality with WCAU TV in Philadelphia. Two weeks ago Crane, his wife, and a video tape crew made a trek to the quaint town of Paradise, Pa. specifically to study the E. Roy Trout & Son, Inc., company and to make a two minute tape of egg processing.

"This has nothing to do with Acme Markets or with WCAU," Crane stated in an interview conducted prior to taping. Instead, the film is a consumer affairs program produced and syndicated by Alcare Communications, Wayne, Pa. for which Crane works on a free lance basis. crane researches, writes, and produces consumer oriented programs which are two minutes long each.

However, even though the programs are only a few minutes long, the time involved in producing them can amount to as much as a whole day.

In the case of Trout Eggs, Crane spent from about 10:30 a.m. to noon taping the program. His specific area of interest was processing, only. He and his two-man crew taped the procedure of washing, drying, inspecting, sizing and packaging eggs on the line.

Out of sight, behind the



Getting ready to begin taping are (left to right) two members of Crane's camera crew, Robert Trout, and Gene Crane.



Robert Trout gets wired for sound by one of the camera crew.

cameras, Crane threw questions at Robert Trout concerning the procedures involved in processing a case of eggs in one minute. Trout, standing midst egg processing equipment, fielded questions that dealt with ounces, weight, sizes, and quality of eggs as well as the differences between brown and white eggs. During this question and answer period, the camera was trained on the family businessman.

While the taping was taking place, the camera crew monitored their portable color closed circuit television set. At one point a piece of machinery created an interference, and part of the show was reshot.

Trout, unrattled by the duplication, patiently repeated his answers.

The whole time the taping was going on, Trout's sisters, Mrs. Clara Rineer and Mrs. Helen Beecher, who also are part of the business, gave support from

behind the scenes. Trout's mother, Mrs. Flossie Trout, Paradise R2, is a fourth member in this family-run business.

According to Crane, the purpose of the film he was making at the Trout operation was to teach consumers about the grading of eggs. He had gotten the idea from his wife, who, in their travels, had taken notice that egg cartons contained eggs of different sizes, and had wondered about the variance and how much is actually permitted.

Once he had the idea, Crane began scouting around for an egg processing plant he could work with. He came up with the Trout business when an outlet

store manager who handles Trout eggs in Upper Darby, gave Crane the family's name.

Needless to say, the Trouts were "delighted" at the prospect of Crane coming to their business. Along with giving Crane full cooperation, they also bought him a hand painted picture created by a local artist and took Crane and his wife and crew to dinner at Harvest Drive Farm Motel and Restaurant.

Plus, during the taping session, nobody went hungry since Trouts handed out "eggs on a stick" to everyone who cared to indulge. An egg on a stick is a product Trout sells at their outlet stand at Bird-In-Hand

market. The delicacies consists of a red beet egg or "Golden egg" on a stick.

"They weren't used to this special treatment," noted Trout. "But, I just told them it was normal for Pennsylvania Dutch Country."

The Trout family business has been in operation for 50 years and in that time has won awards including the NEPPCO award, best of show in 1977. They are also Farm Show award winners.

Unfortunately, Pennsylvanians living in the southeastern part of the Commonwealth may not get to see the film featuring this company since it will not be aired in Philadelphia.

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