

Eggs are on a Roll

|Suggested lead: The Easter season is over and egg producers are still smiling about sales and the restored reputation of what is often described as nature's most perfectly packaged food. Jim Morris reports from southern California.

TRT: 2:23

This story comes to us from California Farm Bureau. The script is in the format we got it.

Standup—then script---

VO: Riverside is traditionally one of California's top ten agricultural counties, producing more than a billion dollars of food each year. Eggs have been a big part of the mix for generations. AAA Egg Farms in Nuevo is where you'll find owner Paul Bahan, who is passionate about his work and what he raises...

SOT: Nature's most perfect food...

VO: Climate, water and feed are all strictly monitored, leading to happy, healthy and productive flocks. This farm has 700,000 birds, producing nearly one egg every day, 365 days a year. More than 70 people work at the farm, helping to assure only the freshest, best quality eggs head to market. Much of the bounty is hand picked, though about a third of it heads from hen to processing on a conveyor belt and is not touched by human hands. The eggs are washed, then checked at several stages to make sure the shell isn't cracked—including by eagle-eyed employees. Hi-tech machinery helps sort the eggs by weight and provide another check for shell integrity.

A high quality supply doesn't ensure success in this business:

SOT: We went through...

VO: The sea of red ink has given way to record high prices, thanks to industry attrition and increased demand, aided by a change from the American Heart Association:

SOT: A long time...

Standup out ...Jim Morris reporting.