

EG Sources Specialized Talent In Rural Communities



Situation

A leading food production company based in a small rural community was facing major hiring challenges. With limited access to a qualified local talent pool and low brand recognition, the organization struggled to find experienced candidates for critical roles—including two Maintenance Technicians and one Food Safety & Quality Technician.

Without a dedicated talent acquisition team, leadership lacked the time and resources to find and vet candidates on their own.

Solution

After gaining a clear understanding of the organization's culture and goals, EG created a targeted sourcing strategy to identify qualified candidates. This included:

- Posting jobs on major boards using EG's buying power to boost visibility
- Created a structured interview guide to evaluate skills, experience, and cultural fit
- Pitching the role and company to top candidates
- Managing the full hiring process—reference checks, extending offers, and onboarding support



Results



Attracted quality candidates within 2 days of posting; first qualified candidate submitted in 8 days



The Food Safety & Quality Technician role was hired in under 30 days, with both Maintenance Technicians roles filled shortly after



Lowered recruitment costs by leveraging EG's buying power on job boards, eliminating the need for client-paid marketing