



eden resources

Case Study:

**How Eden Resources
helped Apple Castle
with staffing for the
Fall 2023 season**

THE BACK STORY

BACKGROUND & CONTEXT

Nestled in the heart of New Wilmington, Apple Castle stands as a testament to tradition and resilience, with a rich history spanning over 150 years. Founded in 1861 by Josiah Smith Johnston, the orchard has flourished through six generations of the Johnston family. Today, as the seventh generation emerges, Apple Castle continues its legacy, providing high-quality fruits and vegetables along Route 18.

HIRING CHALLENGES BEFORE EDEN

Like many other falls & festivals, Apple Castle faced a recurring challenge each fall - the struggle to find both the quality and quantity of applicants needed for various seasonal positions, including bakers, grocers, and cashiers. The impending peak season demanded a reliable workforce, and failure to meet hiring goals meant the owner and family had to step in, causing considerable stress.

GOALS & OBJECTIVES

Apple Castle set a hiring target of 12 individuals across different roles, recognizing the critical importance of securing a full team before the peak season began. The objective was not only to meet operational needs but also to alleviate the burden on the owner and family members.

EDEN'S SOLUTION

Discovering Eden's services through a referral, Apple Castle found a recruitment partner that understood their needs intimately. Eden's approach involved affordable digital advertising, job ad optimization, and meticulous sourcing and screening of candidates. This allowed Apple Castle to focus solely on the in-person interview process and final hiring decisions.

"We've been very satisfied, and the overall quality of the candidates walking through the doors has been much better. The sheer number of interviews has increased. [Eden] has been great!"

-Steve Johnston, Owner



The People-First Process™



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THE RESULTS

IMPLEMENTATION

Eden kicked off the collaboration with a one-hour call, discussing Apple Castle's unique hiring requirements, expectations, and budget expectations. The implementation process flowed smoothly, with only minor adjustments needed for interview scheduling and the owner's availability.

In just 3 weeks, Eden successfully helped Apple Castle hire all 12 employees required for various positions.



RESULTS & ACHIEVEMENTS

In just three weeks, Eden successfully helped Apple Castle hire all 12 employees required for various positions. This timely accomplishment ensured that the entire team was trained and ready to roll by the start of the fall season. Notably, the quality and quantity of candidates exceeded expectations, marking a significant improvement from previous years when hiring and training continued even after the busy season commenced.

CONCLUSION

The success story of Apple Castle's fall hiring with Eden's support serves as a beacon for farms and small businesses facing similar challenges. By leveraging Eden's comprehensive recruitment strategy, businesses can not only meet their hiring goals but also witness improvements in the quality and retention of their workforce. Eden stands ready to assist businesses, big or small, in achieving their hiring objectives with **efficiency, affordability, and excellence.**

MEASURABLE IMPACT

The impact of Eden's services on Apple Castle's hiring process and business operations is quantifiable. The 12 employees recruited through Eden's assistance not only met but exceeded performance expectations, eliminating the need for replacements. This not only saved time and resources but also contributed to enhanced employee retention and productivity.



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Process™



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