



GOLDING FARMS PARTNERS WITH HYER TO QUICKLY SCALE WORKFORCE DEMANDS



COMPANY

Golding Farms Foods

INDUSTRY

Manufacturing

CONTACT

www.goldingfarmsfoods.com

Headquartered in Winston-Salem, North Carolina, Golding Farms Foods is leading manufacturer of private label, branded, and co-manufactured sauces and condiments. Founded in 1972, Golding Farms maintains a best-in-class, SQF Edition 8-certified facility with highly efficient processing and packaging capabilities and serves a wide range of end markets and product categories.



THE CHALLENGE

In early 2020, Golding Farms Foods added a third shift at their North Carolina facility to meet increased production demands. Scaling rapid workforce transformation in the middle of a pandemic, they were faced with labor shortage.

With mounting overtime costs for production line employees who were filling gaps in the new shift, their efforts to capitalize on increased demand was impacting their bottom line. And because speed was essential, the challenge was even greater.

Struggling with the time it was taking to get workers—Human Resources was using three separate staffing agencies for their labor needs without success. According to HR Manager, Nichole Rose, “It was taking up to two weeks to get a temp worker through the door—and by the time the agency would send someone, our need was gone.”

In addition, the time and investment it took to get set up with an agency was taking a toll. “The traditional agencies have so many questions—there are always so many emails back and forth—and I have to wait for a response,” she said.

THE SOLUTION

Looking to the Gig Economy, Golding Farms Foods decided to give the Hyer App a try. And within minutes of posting their first task—they had gotten an applicant.

“I was sitting at my desk and decided to post a job on Hyer. Within minutes I got a notification that we had an applicant. I grabbed my boss—we tapped confirm—and literally started dancing in the hallway. It was great,” commented Rose.



THE BENEFITS

Using the Hyer app to quickly fill third shift labor needs, Golding Farms Foods can now respond to real-time production needs with on-demand labor, when and where they need it. Delivering on their commitment to customers, Hyer enables them to get quality products out the door at a faster rate.

“It used to take us one to two weeks to get someone in the door. Once we started using Hyer, we were able to post a job and within 30-minutes we would have taskers applying. I love that I can post a task and have someone here working within a couple of hours.”

Not only are all Hyer Taskers fully vetted—they're excited to get to work. Rose said, “The Hyer Taskers are dedicated and work hard. We've posted multiple positions and have been able to fill them fast with quality Taskers.”

Providing Golding Farms Foods with a simple, on-demand workforce solution, Hyer is delivering more than quality workers—but valuable time back into their day. “With Hyer, I just need to post a task—I even get to pick the Tasker I want instead of just getting sent a random person—it's great,” Rose said. “I absolutely enjoy working with the Hyer team—they are so easy to work with—which we don't come across very often.”

For Rose, receiving messages from Hyer Taskers is just the icing on the cake.

“Thank you for everything. For allowing me to feel independent again—I'm working now!”

– Goldie, Hyer Tasker

McKinsey and Company published a recent report that stated, “On the uncertain path to recovery from the coronavirus crisis, one thing is beyond doubt: a company's ability to quickly pivot to a new way of working will be critical for preparing for the next normal.” Speaking to that point, Dempsey said, “We're thrilled to have Golding Farms Foods already successfully demonstrate that ability.”

– Dave Dempsey, Founder and CEO of Hyer