Case Study: Barenbrug Agriculture

Barenbrug Recruitment Process

Using the Emergenetics Selection Programme (ESP) for all new hires, Barenbrug have increased their success and efficiency in finding the best fit candidate for each unique role.

ORGANISATION OVERVIEW

Established in the UK in 1983, Barenbrug UK has now established itself as one of the largest grass seed producers in the UK, distributing more than 4,000 tonnes of grass seed each year through an efficient network in both amenity and agricultural markets.

Barenbrug have a team of technical experts based around the UK and as part of the wider Barenbrug Group worldwide, making their collective knowledge, experience and global network available to all clients. The UK head office, administration centre and main production facility is in Bury St Edmunds, Suffolk and they have production facilities and smaller administration in Falkirk, Scotland.
**APPROACH**

Barenbrug use ESP for the recruitment of roles at all levels of seniority and across various business functions in the UK, including Sales and Production, Finance, HR and Customer Service.

For each unique role, position requirements and expectations are established using the ESP motivators and aptitudes on the online system. After first interview stage, potential candidates are then invited to take the ESP Assessment ahead of a second interview.

Assessment results are then collated in an easy-to-read one-page format and compared to the role requirements. Through consultation with a qualified ESP Associate, HR and Line Managers use the results to structure the second stage interview. The results are used to dig deeper at interview, find out more about what motivates the candidate and address any skill gaps or areas of concern.

Taking account of the whole recruitment process, the best fit candidate for the organisation and the role is then selected.

Once successfully onboarded, every new starter completes an Emergenetics Profile. Staff across the organisation are encouraged to familiarise themselves with their colleagues’ Profiles so that they can better communicate with and understand each other. Appreciating and adapting to different thinking and behavioural preferences is reinforced in team meetings, training events and day-to-day work.

**IMPACT**

HR and Line Managers found the unique candidate results provided by ESP significantly increased the value of their second-stage interviews and enabled them to much more accurately identify the best fit candidate for the role.

“We started using ESP as we were struggling to find suitable candidates for roles – we haven’t looked back since! The assessment results are easy-to-read and a brilliant tool to use in interviews to find out what really motivates a candidate.”

Laura Guntrip, Head of HR, Barenbrug

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**Define**

Establish job expectations for each unique position.

**Assess**

Accurately measure each candidate’s job fit and performance.

**Select**

Make better-informed hiring decisions and personalise onboarding.

For more information on how the Emergenetics Selection Programme could support your recruitment process, please get in touch.

Emergenetics UK  
St John’s Innovation Centre, Cowley Road, Cambridge CB4 0WS  
info@emergenetics.co.uk  •  +44 (0)1223 424541  •  www.emergenetics.co.uk

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