



EMBEDDING PAYROLL TO SIMPLIFY LIFE FOR SMALL FARMS



FieldClock provides time and labor tracking software built specifically for agriculture. The platform captures hours worked, breaks, travel time and piece-rate production, while accounting for the pay rules unique to farming.

As customers adopted the system, payroll became the next logical step. If labor data already lived inside FieldClock, running payroll somewhere else created unnecessary friction.

Joshua Farray, co-founder and CEO of FieldClock, says the company's goal has always been usability: "Our goal through all that is really just to make it as easy as taking a picture and uploading it to social media."

BUSINESS CHALLENGES

➔ Complex agricultural pay rules

Agriculture operates under a distinct and often confusing set of labor regulations. Many generic payroll tools don't account for these nuances, forcing farms into manual workarounds.

➔ Manual, fragmented workflows

Small farms were tracking time in one system, exporting data into spreadsheets and re-entering it into accounting tools that weren't built for agriculture.

➔ Limited internal resources

Most small farms don't have HR departments or payroll specialists. Compliance, reporting and tax filings often fall on one owner already juggling daily operations.



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QUICK FACTS

Company: FieldClock

Industry: Agricultural Technology

Employees: 11-50

Headquarters: East Wenatchee, WA

ADP Products: ADP Embedded Payroll

Interviewee: Joshua Farray

FROM TIME TRACKING TO PAYROLL

FieldClock already reduced the effort required to prepare payroll by organizing and validating labor data inside the platform. But payroll itself still required exporting information into a separate system.

For large farms with IT and HR teams, integrations were manageable. For smaller farms, switching systems, downloading files and managing multiple logins added complexity.

Embedding payroll directly into FieldClock removed that break in workflow. Customers could initiate payroll from the same system they used to manage labor, without exporting files or re-entering data. "We didn't want to become a payroll company. We wanted to solve payroll for our customers," Joshua says.

WHY PARTNER INSTEAD OF BUILD

FieldClock considered building payroll internally, but the scope was significant.

"When we started putting pen to paper on what it would take to build, it was going to be a very, very large effort," Joshua says.

Beyond development cost, trust was a major factor. Many FieldClock customers are small, multigeneration farms, so partnering with an established payroll provider carried real weight. ADP brought reliable payroll infrastructure, compliance support and customer service. FieldClock brought deep customer relationships and a clear understanding of the farmers' day-to-day needs, while relying on proven payroll systems behind the scenes.

"ADP is the best payroll solution out there. That was the easy piece," Joshua says.

FLEXIBLE SCALING FOR GROWTH

Payroll involves tax filings, regulatory updates and strict deadlines. Many small farms manage these responsibilities without formal oversight. Embedding ADP payroll gave FieldClock customers access to structured compliance handling and payroll specialists.

When payroll questions come up, customers can be connected directly with payroll experts instead of being passed through a generic support queue. For Joshua, that kind of human handoff — a live, warm transaction from person to person — was a key factor in choosing the right partner.



A SCALABLE FOUNDATION

Service was critical, but so was long-term scalability. The partnership introduced payroll capabilities without requiring FieldClock to build and maintain a full payroll organization.

As ADP updates its platform for regulatory changes and product enhancements, those updates extend to embedded partners. FieldClock doesn't maintain its own tax engine or compliance logic.

ADP's embedded model also includes onboarding support, servicing and money movement infrastructure, components that would have required significant investment for FieldClock to replicate independently.

"If you're one person and you're running this farm all by yourself, payroll becomes just another task layered onto your daily work."

— **Joshua Farray**

Co-founder & CEO, FieldClock



REAL IMPACT FOR SMALL FARMS

Most farms in the U.S. are small operations. In many cases, the owner runs payroll.

Previously, that meant pulling hours from one system, reviewing spreadsheets and manually entering payroll data into accounting software that wasn't built for agriculture. The process worked, but it was time-consuming and prone to error.

With payroll embedded in FieldClock, time data flows directly into payroll. There's no exporting files, no separate login and no duplicate entry. Administrative steps are reduced, and compliance handling becomes more structured.

"It allows them to go to their kids' ball game at night — it's real quality of life," Joshua says.

LOOKING AHEAD

FieldClock sees embedded payroll as a practical extension of its core product.

For agriculture, where regulations vary and resources are limited, consolidating time tracking and payroll into one system can reduce administrative burden and risk.

The company's objective remains the same, make labor management simpler for farms. Embedding payroll supports that goal without changing the company's focus.



INTERESTED IN EMBEDDING ADP INTO YOUR SOLUTION?

Learn more about [ADP Embedded Payroll](#).



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