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## Practice **Advisor**

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partnership with software firms Xero and Figured. Their goal was to create an accounting and managerial software system that helps agriculture businesses improve ...

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OnPay has partnered with Magnify to give farming and ranching operations the ability to integrate its top-rated payroll service. Magnify is a new agriculture management software tool from Farm Credit Services of America (FCSAmerica). This partnership gives farming and ranching operations a full-service payroll solution that meets their distinct business needs. It also brings payroll data together with other financials to provide agriculture businesses with all the information they need to make informed decisions.

FCSAmerica, a financial cooperative for agriculture businesses, launched Magnify in

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complex technology to increase yield and manage production. We're excited to help make the back office more intelligent, too. Now owners and managers can save time on payroll, plus get a much clearer picture of their financials with Xero and Magnify."

As a significant cost to agriculture businesses, payroll data is an important addition to the financial picture Magnify provides. But finding the right payroll partner was a challenge because agriculture businesses have a unique set of requirements. For example, they must file Form 943 with the IRS, they have special HR needs for seasonal workers, and they need the ability to process different minimum wage rates for ag workers.

"OnPay's experience with agriculture payroll gives the company a unique understanding of the solutions that our customers need to run their businesses and keep their employees happy," said Tony Jesina, FCSAmerica's senior vice president overseeing Magnify. "We are confident that OnPay will be attractive to customers who want an affordable, efficient and easy-to-use payroll option that fully integrates with Magnify."

Magnify software is available exclusively through FCSAmerica to its co-op members in Iowa, Nebraska, South Dakota, Wyoming and eastern Kansas. Existing Magnify users can find more information about the OnPay partnership here.

Payroll • Technology

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