

How Adams Fairacre Farms Simplified Compliance Training for 1,700+ Employees

How a beloved Hudson Valley grocery institution replaced manual spreadsheets and conference-room training marathons with EasyLlama, and won back four weeks of trainer time per training cycle.



1,700+

employees across
5 locations

4 weeks

trainer time
recovered per cycle

5-7 days

avg. new-hire
training completion



Featured Customer

Sarah MacKay • Director of HR — Adams Fairacre Farms

BACKGROUND

About Adams Fairacre Farms

Founded over a century ago, Adams Fairacre Farms is a Hudson Valley institution. It's part upscale grocery, part garden center, part specialty market, and widely loved. With five locations and a workforce that swells from 1,300 to nearly 1,800 depending on the season, Adams Fairacre Farms (Adams) is far from a typical retailer.

Managing training compliance across such a large, seasonally variable workforce — spanning multiple generations, dozens of departments, and employees without corporate email addresses — proved to be difficult. For their HR team who already had limited resources and bandwidth, the situation demanded a modern solution.

“*We're technically a grocery store, but I like to say we're a mix of Whole Foods and the Home Depot Garden Center with a few other fun additions included.*”



— Sarah MacKay, Director of HR



THE CHALLENGE

Manual tracking, scheduling chaos, and a workforce that never sits still

Before EasyLlama, Adams faced a tangle of logistical hurdles that made compliance training a months-long ordeal every year. Especially when you factor in multiple generations, seasonal employees, lack of corporate emails, and multiple locations, it was a recipe for complication.

Fully manual tracking chaos across 5 locations

Handwritten sign-in sheets, siloed Excel files, and no link between their LMS and HRIS meant constant uploads, downloads, and major reconciliation headaches.

Time-consuming supervised on-site sessions

Every employee had to come in, sit at an iPad, and complete training on-site with a trainer present the entire time to supervise and troubleshoot logins.

No retail schedule flexibility

With rotating shifts, multiple generations, and under-18 labor restrictions, enforcing a single training schedule was impossible across the workforce

Password & login barriers

Only ~8% of employees had corporate email addresses, making username-and-password LMS systems unworkable for the vast majority of staff.

“ *It was all over the place — downloads and re-uploads, which pieces were tracking in the HRIS and which ones were in the LMS. My priority was something that could easily connect between the two systems.* ”



– Sarah MacKay, Director of HR

WHY EASYLLAMA

Fun brand, simple implementation, and a quick turnaround

Sarah was immediately drawn to EasyLlama because of Lima, EasyLlama’s Llama mascot. While the name and fun branding immediately caught her attention, it was the platform that ultimately kept it. Within weeks, Adams Fairacre Farms was live.

The key features that sealed the decision:

- **Modern, interactive content:** video clips, audio, and free-response questions that felt current, not like a system that “got a facelift”
- **Magic links that let employees click straight into training:** no username, no password, no reset requests
- **Anonymous reporting tool:** this was a personal must-have for Sarah from day one, as it truly allowed employees to feel safe reporting situations at work
- **Pause-on-tab-switch:** learners are prevented from clicking “start” and then doing something else on a different tab to keep on-site learners accountable
- **One-hour implementation:** HRIS sync live within minutes, versus a 16-week ordeal at a prior employer

“ *The setup is so quick and easy, it’s literally a couple clicks of a button.* ”



– Sarah MacKay, Director of HR

HOW THEY USE EASYLLAMA

From day-one onboarding to a full-year compliance calendar

EasyLlama is now woven into the Adams employee experience from the first day of orientation. New hires receive three assigned courses and are expected to complete them within 30 days. Most finish in five to seven days, which Sarah is able to report on through EasyLlama's Customizable Dashboards.

Beyond onboarding, Adams operates on a planned annual training calendar. Instead of batching all compliance training into one overwhelming stretch, Sarah schedules each topic to align with operational rhythms. Her team avoids the busy November–December holiday season entirely, and times topics like cybersecurity, to national awareness months.

“*We could sit everybody down and say, ‘You’ve got eight hours of training ahead of you.’ But that’s not exciting, and that’s not interactive. That’s just someone sitting there clicking and wanting to take a nap.*”



– Sarah MacKay, Director of HR

For the February cybersecurity and PCI compliance cycle, magic links went out at the start of the month with a clear due date. In-person kiosk sessions were offered in the final week for those who preferred on-site completion. The result: only about 20 employees left to follow up with, at month's end, and **significant admin, employee, and trainer time saved.**



COMPLIANCE CUSTOMIZATION

Compliance that fits Adams - not a generic one-size-fits-all template

When New York State passed new legislation affecting Adams less than a year after implementation, Sarah called her account manager at EasyLlama and had a customized course built quickly. Store-specific emergency plans are embedded directly into safety trainings for each location, not tacked on as a downloadable addendum, but woven in as part of the core experience.

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We didn't even think we needed customizable training. But less than a year after we implemented EasyLlama, New York State passed a law that affected us and we needed to do training and we needed to customize it.



– Sarah MacKay, Director of HR

RESULTS & ROI

Four weeks of trainer time back. Every. Single. Cycle.

The most tangible impact: trainer time. Previously, store trainers spent three to four weeks per compliance cycle sitting in conference rooms supervising iPad-based training, troubleshooting logins, and sometimes watching the training alongside employees. Now, that time is entirely reclaimed.

Trainer time recovered

3–4 weeks per compliance cycle returned to recruiters and trainers for real work – not conference-room supervision.

Fast new-hire completion

New hires complete 3 assigned courses within 5–7 days on average, well ahead of the 30-day window.

Compliance anxiety eliminated

EasyLlama auto-monitors regulatory updates, so HR knows training content reflects the latest federal and state law changes automatically.

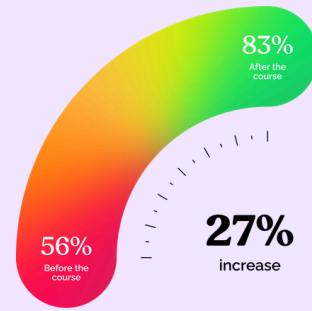
Employee trust increased

Anonymous reporting via EasyLlama drove meaningful engagement within the first month, surfacing concerns employees would not have raised otherwise.

“*With EasyLlama, we literally gave managers four weeks back to do their work. It really helped their efficiency and also just keep employees engaged.*”



– Sarah MacKay, Director of HR



LOOKING AHEAD

A century-old brand, protected by modern compliance

“*EasyLlama is helping us stay safe and compliant – which helps us stay in business. Especially when you’re serving food to a lot of people, making sure we have the information employees need is really critical.*”



– Sarah MacKay, Director of HR

For Sarah, one of the greatest ongoing benefits of EasyLlama is simply peace of mind. With four or five mandatory compliance trainings per year (plus additional requirements for employees who handle credit card processing), keeping tabs on who has completed what could easily become a full-time job. Instead, EasyLlama handles it. Automated magic link reminders go out, completion tracking happens in real time, and Sarah can pull a report in seconds rather than chasing down sign-in sheets across five locations.

When regulations change, and they do, often with little warning, EasyLlama updates the training content automatically. Sarah never has to wonder whether her workforce is operating on outdated information. That layer of protection matters enormously for a food retailer serving the public every day.

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Knowing that EasyLlama is going to do the research and make sure that we are compliant is like a breath of fresh air. I have so many other things to worry about, and knowing that we've got the latest information in our training is really just one more thing I can check off the list.



– Sarah MacKay, Director of HR

And for any HR leader still on the fence? Sarah's advice is straightforward: **if you're looking for something easy to use, easy to implement, modern, and truly customizable, this is the right fit.** Less than a year after go-live, when a new New York State law landed on her desk, the training piece was handled in a single phone call. That's the kind of partner EasyLlama is.



“

If they're looking for something that is easy to use, easy to implement, and is modern and really customizable, then this is the right fit for you.



– Sarah MacKay, Director of HR

READY TO SIMPLIFY COMPLIANCE FOR YOUR WORKFORCE?

Request a demo at easyllama.com



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