



A GROWMARK<sup>®</sup> Company

**For Immediate Release**  
January 4, 2012

Contact: Bruce Ulmer  
800-836-3710

## SEEDWAY EXPANDS VEGETABLE SEED SALES TEAM

---

(Hall, NY): Jeff Eckert has joined SEEDWAY as sales representative for commercial vegetable seed. As part of the SEEDWAY sales team, Jeff will be responsible for vegetable seed sales and service to commercial growers in designated vegetable growing regions of New York.

A graduate of SUNY Cobleskill with degree in Agricultural Engineering, Jeff brings over 30 years of vegetable production experience to SEEDWAY, including; crop scouting, pest management, quality control, contracting, seed and plant selection and product evaluation. Most recently an Agriculture Supervisor for Seneca Foods, Jeff brings valuable in-field knowledge of vegetable crop planting, harvesting and processing.

Utilizing a broad foundation of experience and knowledge in the industry, Eckert will work closely with growers providing seed recommendations. Jeff and his family reside in Geneva, NY.

SEEDWAY offers one of the most comprehensive vegetable seed product lines in the industry, serving growers from locations in Elizabethtown, PA and Lakeland, FL with product research trials in Hershey, PA and Plant City, FL.

Headquartered in Hall, NY, SEEDWAY, LLC maintains locations in Trumansburg and Mecklenburg, NY, Shoreham, VT, Mifflinburg, Emmaus and Elizabethtown in PA and Lakeland, FL. A full-line seed company, marketing farm, turf and vegetable seed from the Rocky Mountains to the east coast and Ontario, Canada, Seedway, LLC is a subsidiary of GROWMARK, Inc., Bloomington, IL. For more information visit [www.seedway.com](http://www.seedway.com).