



A GROWMARK<sup>®</sup> Company

**For Immediate Release**  
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## SEEDWAY HOSTS 49<sup>th</sup> ANNUAL KICKOFF MEETING

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(Hall, NY): SEEDWAY recently hosted its 49<sup>th</sup> Annual Kickoff Meeting for Northern Division farm seed dealers. The event was held in Hall, NY with dealers from New York and Pennsylvania in attendance. The kickoff meeting marked the culmination of the 2012 sales season and launched the 2013 season.

Following a successful farm seed sales season, sixteen SEEDWAY dealers were recognized for sales accomplishments in 2012 and nine dealers were presented with career sales achievement awards.

New programs were introduced and SEEDWAY<sup>®</sup> and NK<sup>®</sup> corn and soybean plots were toured. Dealers participated in a trade show by partner-sponsors Syngenta-NK<sup>®</sup>, Allied Seed-Farm Science Genetics<sup>®</sup>, Lallemand-Biotaf<sup>®</sup>, Blue River Hybrids and Novozymes-Optimize<sup>®</sup>.

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 and turf seed in fourteen mid-Atlantic and Northeastern states and vegetable seed from the US Rocky Mountains to the east coast and in the southern provinces of Canada, SEEDWAY, LLC is a subsidiary of GROWMARK, Inc., Bloomington, IL. For more information visit [www.seedway.com](http://www.seedway.com).

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