



**For Immediate Release**  
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Contact: Bruce Ulmer  
800-836-3710

## SEEDWAY MARKS 50 YEARS OF BUSINESS

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(Hall, NY): SEEDWAY is commemorating its 50<sup>th</sup> anniversary in 2013, celebrating sustained growth and five decades of seed and service to growers across the eastern United States. SEEDWAY is one of the few remaining full-line seed companies, offering of comprehensive line of farm, turf and vegetable seed.

SEEDWAY's origins began in 1923 with the formation of Robson Seed Farms, a mail order vegetable and flower seed business in Hall, NY. In the 1960's a second business began operation, Robson Quality Seeds, the marketing arm of Robson Seed Farms. In 1963, Carl Fribolin of Geneva, NY, joined Robson Quality Seeds and the SEEDWAY foundation was laid, with the ownership and name officially changing in 1971. In 1987 SEEDWAY was sold by its private ownership to Agway, Inc., a Northeast and Mid-Atlantic cooperative based in Syracuse, NY. In December 2002, GROWMARK, Inc. purchased SEEDWAY.

Initially, the company built its reputation in commercial and home garden vegetable seed sales. As the company grew, it expanded its product offering to include farm seed and eventually turf seed. Growth through acquisition has been a consistent theme for SEEDWAY. Some notable purchases include; Seem Seed Farms in 1974, Todd Seed Company in 1982, Scarlett Seed Company in 1983, Carlton Seed in 1990, Burpee Commercial Vegetable Seed in 1996, S&M Vegetable Seed in 1998, Agriculver Seeds in 2003, and Olds Garden Seed in 2011.

SEEDWAY will hold commemorative events for employees and customers throughout the summer at company locations. Events include the 50<sup>th</sup> annual kickoff meeting for northern division farm seed dealers in September, an event in Hall, NY that has been held every year since the company's inception in 1963. The kickoff meeting annually launches the fall sales season and recognizes dealers for sales achievements.

**For more information on SEEDWAY's 50<sup>th</sup> anniversary, including a history brochure and timeline of key events from 1963 to 2013, visit [www.seedway.com](http://www.seedway.com) .**

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 Northeast and Mid-Atlantic 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.