



A GROWMARK® Company

For Immediate Release
September 1, 2016

Contact: Matt Robson
800-836-3710

SEEDWAY HIRES TOMATO PRODUCT AND MARKET DEVELOPMENT MANAGER

(Hall, NY): Alfredo Moreno has accepted the position of Tomato Product and Market Development Manager for the United States commercial vegetable seed business.

Alfredo earned his Master's Degree in Agronomic Engineering and his Bachelor's Degree in Agricultural Production from the Technical University in Madrid, Spain. Alfredo has seven years of experience in varietal selection of vegetable (tomato, pepper, watermelon, etc.) and row crops (corn, cotton, canola, sunflower).

In his new role Moreno will provide leadership for SEEDWAY product selection, introduction, pricing strategies, inventory management, planning trialing efforts and market support in the US. Utilizing a broad foundation of experience and knowledge in the industry, Alfredo will work closely with SEEDWAY customers, salespeople and seed supply partners in identifying product needs and solutions.



A native of Spain, Alfredo moved to the United States and currently resides in Tampa, FL with his wife.

Headquartered in Hall, NY, SEEDWAY, LLC operates nine locations in five states from Vermont to Florida. 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 the southern provinces of Canada, SEEDWAY, LLC is a subsidiary of GROWMARK, Inc., Bloomington, IL. For more information visit www.seedway.com.

SEEDWAY, LLC • PO BOX 250 • HALL, NY 14463 • www.seedway.com