



A GROWMARK® Company

For Immediate Release
November 10, 2016

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SEEDWAY HIRES PRODUCT AND MARKET DEVELOPMENT MANAGER FOR WATERMELON AND SUMMER SQUASH

(Hall, NY): Chuck Elam has accepted the position of Watermelon and Summer Squash Product and Market Development Manager for the United States commercial vegetable seed business.

Chuck joins SEEDWAY with 35 years of seed sales experience from his previous employers Florida Seed, Abbott & Cobb and Nunhems. In addition to his experience in seed sales, Chuck also has played a large role in the agricultural arena, from farming to ornamental nursery sales and management related business.



In his new role Chuck 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, Chuck will work closely with SEEDWAY customers, salespeople and seed supply partners in identifying product needs and solutions.

Chuck currently resides in Auburndale, FL with his daughter Charlie, son Trey, and two grandchildren, Cooper and Scarlett.

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.

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