



A GROWMARK<sup>®</sup> Company

**For Immediate Release**  
December 10, 2014

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# **SEEDWAY EXPANDS VEGETABLE SEED MARKET DEVELOPMENT TEAM**

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(Hall, NY): Craig Mathis has joined SEEDWAY as Market Develop Manager for commercial vegetable seed. As part of the SEEDWAY Vegetable Seed team, he will be working with salespeople, product development staff and commercial growers on a wide range of projects related to sales and market development in Delaware, Maryland, Kentucky, Missouri, Arkansas and Indiana.

A native of western Kentucky, Mathis earned bachelor and master degrees in agriculture from Murray State University. Craig brings over twenty-five years of agriculture and vegetable seed background to the SEEDWAY team, including experience in fruit and vegetable production, retail marketing, product development, sales management and transplant programs.

SEEDWAY continues to increase the depth and scope of its vegetable seed market and product development teams while offering one of the most comprehensive vegetable seed product lines in the industry. SEEDWAY serves growers from locations in Elizabethtown, PA, Pelham, GA and Lakeland, FL with product research trials in Hershey, PA and Plant City, FL.

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](http://www.seedway.com).



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