



A GROWMARK® Company

For Immediate Release
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SEEDWAY NAMES SOUTHEAST PRODUCT DEVELOPMENT MANAGER



(Hall, NY): Mitchell Herring has accepted the position of Product Development Manager for the Southeast United States commercial vegetable seed business.

A native of Thomas County Georgia, Herring attended Thomas University and Southwest Georgia Technical College, studying natural resource management and business management. In 2014, Mitchell joined SEEDWAY as product development technician for commercial vegetable seed in the Carolinas, Tennessee, Georgia and Florida. During his tenure as product development technician, Herring was responsible for vegetable seed variety trialing and selection.

In his new role Herring will provide leadership for SEEDWAY product identification, introduction, sales support, customer relations and market development opportunities in the Southeast. Utilizing a broad foundation of experience and knowledge in the industry, Herring will work closely with SEEDWAY customers, salespeople and seed supply partners in identifying product needs and solutions.

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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