

# SEEDWAY® PRESS RELEASE



HALL, NY - APRIL 20, 2021

FOR IMMEDIATE RELEASE

## SEEDWAY HIRES GENERAL MANAGER - TEXAS and MEXICO REGIONS

(Hall, NY): SEEDWAY, LLC is proud to announce that Mario Perches has accepted the position of General Manager for the Texas and Mexico regions.

Mario earned his B.A. in Biology/Business Administration from Austin College, Sherman Texas in 1987 and his MS Horticulture from Texas A&M University College Station in 1990. Mario has extensive experience in both USA and Mexico seed and agricultural business from 1994.

Mario comes to SEEDWAY, LLC from East West International, LTD Bangkok Thailand in the role of Area Development Manager Mexico - USA. He grew sales in papaya, short day onions, and Asian vegetable crops.

In his new role as Vegetable Seed General Manager for Texas and Mexico, Mario will provide leadership in SEEDWAY vegetable seed product strategy, selection, placement, trial process and planning across all areas of the Texas-Mexico region. He will work closely with customers, sales support staff, SEEDWAY management and supply partners.



**MARIO PERCHES**  
General Manager - TX and MX  
mperches@seedway.com

### ABOUT SEEDWAY

Headquartered in Hall, NY, SEEDWAY is a full-line seed company providing high quality, high-performing farm seed products as well as lawn and turf products in the northeast U.S. We offer a leading line of vegetable seed for growers from the Rocky Mountains to the eastern seaboard, north to Ontario, Canada and along the West Coast into Mexico.

### FOR MORE INFORMATION

Contact Matt Robson, Director of Marketing and Public Relations at (585) 526-6391 or email [mrobson@seedway.com](mailto:mrobson@seedway.com)

