



SEEDWAY®
PRESS RELEASE



DARREN DELEEBECK JOINS SEEDWAY - CANADA VEGETABLE SEED SALES TEAM

HALL, NY - May 9, 2023

FOR IMMEDIATE RELEASE

(Hall, NY): Seedway LLC is proud to announce that Darren DeLeebeck has accepted the position of Vegetable Seed Sales Representative for the Manitoba, Ontario, and Saskatchewan market area of Canada. His responsibilities will include seed sales and service to commercial growers throughout the Manitoba, Ontario, and Saskatchewan regions.

In his new role, Darren will provide commercial vegetable seed customers throughout the territory with personalized seed recommendations and the highest quality service identifying product needs and solutions for individual customers.

Darren brings a depth of knowledge and experience to the SEEDWAY team. In 2004, Darren earned his Bachelor of Science in Agriculture. Prior to SEEDWAY Darren spent nine years as an Agricultural Chemical Sales Distributor and 2 years additional years in the ag industry. He has also managed his family farm over the last ten years producing tobacco, ginseng, vegetables, and cash crops.

In his free time, Darren enjoys outdoor activities with his three children including fishing, mountain biking, and ATV'ing. Darren also enjoys the same passion as his three children and enjoys watching them play and progress in hockey.

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



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