

SEEDWAY® PRESS RELEASE



HALL, NY - June 23, 2023

FOR IMMEDIATE RELEASE

SEEDWAY HIRES BRAD SMITH TO LEAD OLDS GARDEN SEED BRAND

(Hall, NY): SEEDWAY, LLC is proud to announce that Brad Smith has accepted the position of Vegetable Seed Retail Markets Manager for SEEDWAY, LLC and Olds Garden Seed® brand to replace Scott Morgan who is approaching retirement on June 30th, 2023.

At this time, we would like to thank Scott Morgan for his 12 years of dedicated and loyal service to SEEDWAY, LLC and the Olds Garden Seed® division. Best wishes to Scott during retirement. The Olds Mission Statement is to deliver *Seed You Can Count On*®. That was also Scott's pledge while managing the Olds Garden Seed® brand. The future will be no different with Brad Smith as he steps into this role.

In his new role, Brad will manage product offerings for SEEDWAY and Olds as well as new product development. He will also oversee sales and inventory forecasting for product and packaging needs, marketing, program literature, material development, and distribution.

Brad brings a depth of knowledge and experience to the SEEDWAY organization. In 2008, Brad earned his bachelor's degree in International Marketing and Business Management from Colorado State University of Pueblo - Hasan School of Business. Upon graduation, Brad joined the Hollar Seeds organization as Product Development and Sales until joining Vilmorin Mikado, USA in 2018 as the Dealer Account Manager for North America.

With 15+ years of experience in the vegetable seed industry and agriculture background, Brad is excited to join the SEEDWAY team and will be an asset for the organization moving forward and planning for the future.

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



BRAD SMITH
Vegetable Seed Retail Markets Manager
(719) 469-0456
bradsmith@seedway.com

