



SEEDWAY HIRES JOE ALLEGRANZA TO VEGETABLE SEED SALES DIVISION

HALL, NY - January 22, 2024



FOR IMMEDIATE RELEASE - HALL NY

(Hall, NY): SEEDWAY, LLC is proud to announce that Joe Allegranza has accepted the position of Vegetable Seed Sales Representative for the Western and Southwestern market area of the United States. His responsibilities will include seed sales and service to commercial growers throughout the California and Arizona regions.

In his new role, Joe 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.

In 2017, Joe earned his Bachelor's of Science degree from Arizona State University majoring in Business. Following earning his degree, Joe held various sales roles with Vilmorin Mikado from 2018-2023 serving the Desert Southwest region.

Joe brings a wealth of knowledge about the industry and products used within these business markets and will be a valuable asset for the Western Vegetable Seed Division.

To contact Joe Allegranza call or email at:  (760) 791-0325  jallegranza@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

