



## SEEDWAY'S ZACH WORTISKA NAMED NORTHEAST VEGETABLE SEED REGION SALES MANAGER



HALL, NY - January 31, 2025

FOR IMMEDIATE RELEASE - HALL NY

(Hall, NY): SEEDWAY, LLC is proud to announce that Zach Wortiska has accepted his new role of Northeast Vegetable Seed Region Sales Manager. Zach joined the SEEDWAY team in March 2022 where he was hired as the California Sales Manager.

A 2011 graduate of California Polytechnic State University - San Luis Obispo, Zach earned his Bachelor's degree in Agricultural Business and concentration in Farm Management. From 2011-2015, he started his career with Sakata Seed in sales and product development in the California Central Valley area. From 2017-2022, he then was hired to Grimmway Farms, based out of Bakersfield California where he started his role of Seed Operations Manager. In this position he oversaw all seed business for Grimmway Farms in all growing regions.

In his new role with SEEDWAY Zach will provide leadership for the Northeast Vegetable Seed Sales Team, as well as product selection, introduction, pricing strategies, inventory management, and planning trialing efforts across the Northeast market region. Utilizing a broad foundation of experience and knowledge in the industry, Zach will work closely with customers, partners, salespeople, and supply partners in identifying product needs and solutions.

To contact Zach Wortiska call or email at:  (661) 699-0055  [zwortiska@seedway.com](mailto:zwortiska@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)

