



SWASTI REED NAMED WESTERN BUSINESS SUPPORT/PRODUCT MANAGER

HALL, NY - February 6, 2025

FOR IMMEDIATE RELEASE - HALL NY

(Hall, NY): SEEDWAY, LLC is proud to announce that Swasti Reed has accepted her new role of Western Business Support / Product Manager.

Swasti comes to SEEDWAY, LLC with a Bachelor's degree in Plant Sciences and Agricultural Development from the University of California Davis and a Master's in Plant Breeding from Iowa State University. Swasti has spent a decade in the research and product development realm of vegetable seeds; specifically leafy and brassica commodities. She has worked with vegetable seed suppliers Syngenta and more recently as a Product Development Manager of North America at Vilmorin Mikado USA prior to coming to SEEDWAY.

In her new role, she will oversee lettuce, broccoli, and cauliflower from a product development perspective for both the East and West Coasts. Swasti brings a broad depth of knowledge and expertise in these crop categories and strong relationships with suppliers. Her Business Support role includes overseeing supplier relations, increase market share, identify key opportunities, and support Controlled Environment Agriculture (CEA) sales.

To contact Swasti Reed call or email at: 📞 (831) 869-8792 ✉️ swreed@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

