



SEEDWAY Welcomes Carli Woodward as New Silage and Forage Marketing Specialist for the Eastern US

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FOR IMMEDIATE RELEASE - HALL NY

(Hall, NY) SEEDWAY, LLC is pleased to announce the appointment of Carli Woodward as Silage and Forage Marketing Specialist, serving the Eastern region. In this role, Woodward will lead the development and execution of marketing strategies for SEEDWAY's silage and forage product lines, working closely with dealers, growers, and the sales team to support on-farm success.

Carli brings a strong background in agricultural marketing and communications, paired with a deep understanding of the regional needs of dairy and livestock producers. Her role will focus on promoting SEEDWAY's premium forage and silage hybrids, developing producer education resources, and advancing brand awareness across key markets.

"We're excited to welcome Carli to the SEEDWAY team," said Adam Robertson, Farm Seed Business Manager at SEEDWAY. "Her passion for agriculture and innovative approach to marketing will help drive greater value to our customers and expand our presence in the forage and silage sector."

Woodward will work closely with SEEDWAY's agronomy, product management, and sales teams to provide regionally relevant solutions that deliver consistent, high-quality performance in the field and in the bunk.

For more information on SEEDWAY's silage and forage offerings, visit www.seedway.com.

To contact Carli Woodward call or email at: ☎ (717) 916-3646 ✉ cwoodward@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

