



SEEDWAY Welcomes Cole Hudson as New Farm Seed Territory Field Manager for Western New York

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FOR IMMEDIATE RELEASE - HALL NY

(Hall, NY) SEEDWAY, LLC is proud to announce that Cole Hudson has joined the company as Territory Field Manager for the Western New York region within the North Farm Seed Division.

Hudson, a SUNY Cobleskill graduate with a bachelor's degree in Animal Science and an associate degree in Agricultural Business Management, brings both education and passion for agriculture to his new role.

As Territory Field Manager, Hudson will provide sales and service of SEEDWAY's full lineup of farm seed products, including seed corn, soybeans, cover crops, and forages. He will work closely with SEEDWAY partners and customers to deliver trusted products, agronomic support, and tailored solutions to help growers maximize performance in their fields.

"Cole's agricultural background, energy, and drive make him an outstanding addition to our team," said Adam Robertson, SEEDWAY Farm Seed Business Manager. "We're excited for the value he will bring to our growers across Western New York."

Hudson currently resides in Warsaw, NY, and is eager to begin working with local farmers throughout the region. He can be reached at (585) 991-8549 or chudson@seedway.com

For more information on SEEDWAY's farm seed product offerings, visit www.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

