



# SEEDWAY, LLC Welcomes Daniel Babshoff as California Sales Representative for Vegetable Seed Division

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FOR IMMEDIATE RELEASE - HALL NY

HALL, NY – SEEDWAY, LLC is proud to announce that Daniel has accepted the position of California Sales Representative for its Vegetable Seed Division.

Raised on a family farm in Kerman, California, Daniel developed a lifelong passion for agriculture. He earned a degree in Plant Science Agronomy with a minor in Agricultural Business from Fresno State University and gained early industry experience through an internship with Tanimura and Antle in the Salinas Valley.

Daniel began his career as a PCA with Ocean Mist in Castroville before returning to the San Joaquin Valley to serve as Director of Field Operations for Califresh of California. He later joined Keithly Williams Seed Company, where he worked directly with growers to identify innovative seed solutions. In 2016, Daniel returned to his family farm while continuing to expand his expertise in row crop production and seed management.

In his new role with SEEDWAY, Daniel will provide commercial vegetable seed customers throughout California with personalized recommendations, product expertise, and dedicated service. His extensive background across farming, field operations, and seed sales uniquely positions him to support grower success and strengthen SEEDWAY's presence in the region.

"We are excited to welcome Daniel to the SEEDWAY team," said Zane Beams, SEEDWAY Western Sales Manager. "His experience, passion, and deep connection to California agriculture will be a tremendous asset to both our company and our customers."

For more information on SEEDWAY's vegetable seed product offerings, visit [www.seedway.com](http://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](mailto:mrobson@seedway.com)

