



SEEDWAY, LLC Welcomes Jake Cowart as South Central Region Sales Manager

HALL, NY - October 8, 2025

FOR IMMEDIATE RELEASE - HALL NY

HALL, NY – Seedway, LLC is pleased to announce the return of Jake Cowart, who served the company with distinction from 2014 to 2024. In his new capacity, Jake will assume responsibility for overseeing the South Central Sales Region, providing strategic leadership to regional Sales Representatives, and managing operations at the McAllen, Texas location, including the company's regional seed trial initiatives.

In this leadership role, Jake will be in charge of developing and implementing sales strategies, supervising and mentoring Sales Representatives, and ensuring the continued growth and profitability of SEEDWAY's South Central region. His work will also include oversight of regional pricing strategies, the development and distribution of product sales materials, and participation in the formulation of sales and product development plans.

"Jake's return reflects SEEDWAY's continued commitment to strong leadership and operational excellence," said Jason Burchett, SEEDWAY Vegetable Seed Business Manager. "His deep knowledge of our business, proven leadership, and longstanding dedication to our customers make him an invaluable asset to our team and to the growers we serve."

Jake's appointment underscores SEEDWAY's ongoing investment in its people and its focus on advancing the company's position within the seed industry. His experience and leadership will play a vital role in driving strategic growth, optimizing regional operations, and ensuring exceptional customer support across the South Central market.

For more information on SEEDWAY's vegetable 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

