



# SEEDWAY, LLC Welcomes Sara Kelough as Digital Ag Specialist

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FOR IMMEDIATE RELEASE - HALL NY

HALL, NY – SEEDWAY LLC is pleased to announce the addition of Sara Kelough to its team as Digital Ag Specialist, further strengthening the company's commitment to innovation, agronomic support, and grower success across its regions.

Sara brings a strong background in crop production, plant pathology, and agricultural research to her new role. A native of Dahlonaga, Georgia, Sara earned her degree in Crop Production with a minor in Agribusiness from Abraham Baldwin Agricultural College (ABAC). During her academic career, she worked for three years with the University of Georgia's Plant Pathology Department, where she focused on crop research involving nematodes, peanut diseases, and pecan diseases.

Following her time at UGA, Sara continued her work in crop research with Southeast Ag Research, where she spent an additional three years advancing her expertise in agricultural systems and crop health.

In her new position as Digital Ag Specialist, Sara will lead SEEDWAY's efforts to expand and support digital solutions that help growers achieve more efficient and successful outcomes. She will oversee the coordination, installation, and maintenance of advanced crop monitoring systems, ensuring growers have access to the latest digital tools for managing their operations. Sara will also maintain hardware databases and performance reports, tracking system data to provide valuable insights to both growers and SEEDWAY's sales team. In addition, she will work closely with customers to monitor progress, evaluate results, and identify opportunities for continuous improvement on the farm. Her role includes developing business plans for current and emerging technologies and seeking out innovative digital solutions designed to improve productivity, sustainability, and profitability across SEEDWAY's network of growers.

"Sara's technical knowledge and research experience make her a tremendous asset to SEEDWAY and our growers," said John Bozeman, Chief Operating Officer. "Her role will help bridge agronomic expertise with cutting-edge digital solutions, driving measurable results in the field."

Sara's addition to the SEEDWAY team exemplifies the company's mission to combine innovation, agronomic expertise, and customer-focused solutions to help growers succeed in an increasingly dynamic agricultural environment.

For more information on SEEDWAY's 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

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