



SEEDWAY Expands Vegetable Seed Sales Team with Ryan Loudy

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FOR IMMEDIATE RELEASE - HALL NY

HALL, NY – SEEDWAY, LLC is pleased to announce the addition of Ryan Loudy to its sales team, serving customers across Tennessee, Kentucky, Southern Illinois, and Southern Indiana. Loudy brings more than a decade of hands-on experience in seed sales, product development, and agricultural research, strengthening SEEDWAY's commitment to delivering high-performing seed solutions and exceptional customer support.

Loudy joins SEEDWAY following a successful career with HM. Clause, where he most recently served as a Technical Sales Representative and previously as a Product Development Specialist covering the Carolinas and Tennessee. In those roles, he led on-farm trial programs, launched multiple commercial products, and worked directly with growers and dealers to drive profitable growth across a portfolio of more than 100 seed products.

Prior to his commercial seed career, Loudy spent four years with North Carolina State University's Mountain Horticultural Crops Research and Extension Center (MHCREC) in Mills River, North Carolina, supporting vegetable research trials, developing trial protocols, operating agricultural equipment, and collaborating with university faculty and private seed companies.

“Ryan brings a rare combination of research, product development, and commercial sales experience,” said Zach Wortiska, SEEDWAY Northeast Regional Sales Manager. “His deep understanding of field trials, grower needs, and seed performance will be a tremendous asset to our customers throughout Tennessee and Kentucky.”

In his role with SEEDWAY, Loudy will be responsible for seed sales across his assigned territory, working closely with Sales Managers and Sales Specialists to deliver value-added products, services, and agronomic recommendations. His focus will include customer development, seed trial leadership, sales strategy execution, and building long-term, profitable grower relationships.

Loudy holds a Bachelor of Applied Science in Diversified Agriculture – Crop Production from Abraham Baldwin Agricultural College (ABAC) in Tifton, Georgia, and is a graduate of Seed Business 101 at UC Davis.

“I’m excited to join SEEDWAY and work alongside such a respected team in the seed industry,” said Loudy. “SEEDWAY’s commitment to innovation, customer success, and strong partnerships aligns perfectly with my passion for agriculture and helping growers succeed.”

Ryan can be reached at (828) 556-7476 or rloudy@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

