



SEEDWAY Strengthens Forage Leadership with Addition of Industry Expert Jessica Williamson

HALL, NY - March 30, 2026

FOR IMMEDIATE RELEASE - HALL NY

HALL, NY – SEEDWAY, LLC is pleased to announce the addition of Jessica Williamson as Forage Product Manager within its Farm Seed Division, where she will play a key role in managing forage product lines and expanding market opportunities across the eastern United States.

In this role, Williamson will be responsible for managing assigned product lines, including product selection, purchasing direction, sales forecasting, lifecycle management, pricing strategy, and inventory oversight. She will work closely with SEEDWAY's Farm Seed Business Manager, Sales Manager, Product Development Team, and sales representatives to drive growth, develop new markets, and strengthen relationships with both existing and prospective customers.

Williamson will also support field sales efforts by providing product expertise and market insights, assisting in the development of direct grower relationships, and collaborating with SEEDWAY's product development team to implement and evaluate strategic on-farm trials. Additionally, she will work alongside forage seed brokers, sales agents, and buyers to increase SEEDWAY's visibility and expand its forage seed footprint.

“Jessica brings a unique blend of academic expertise, real-world production experience, and equipment knowledge that aligns perfectly with SEEDWAY's commitment to delivering value-driven forage solutions,” said Adam Robertson, Farm Seed Business Manager. “Her background will help strengthen our position as a trusted partner to growers focused on performance and profitability.”

Williamson holds a Bachelor's degree in Animal Science from Morehead State University, a Master's degree in Animal Science with an emphasis in ruminant nutrition from the University of Arkansas, and a Ph.D. in forage agronomy from the University of Kentucky.

Prior to joining SEEDWAY, she served as a forage extension specialist at Penn State University before transitioning to AGCO in 2020 as Global Forage and Livestock Manager. In that role, she worked closely with engineering teams while conducting research and field trials focused on hay and forage equipment and their impact on forage quality and animal performance. In 2023, she moved into a marketing role as Marketing Manager for Massey Ferguson North America hay equipment, where she focused on communicating value-driven solutions to improve customer return on investment and operational efficiency.

Williamson resides in western Maryland with her husband and two children on her family's cow-calf operation. She is eager to join SEEDWAY and contribute to the company's continued growth by enhancing forage product value and strengthening customer relationships throughout the region.

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

