



SEEDWAY HIRES BUDDY MASTEN TO FARM SEED SALES DIVISION

HALL, NY - April 21, 2026

FOR IMMEDIATE RELEASE - HALL NY

HALL, NY: SEEDWAY, LLC is proud to announce that Buddy Masten has accepted a position within the Southern Farm Seed Division as Territory Field Manager for the Delmarva and Southern New Jersey territories.

In his new role, Buddy will provide seed sales, promotion, and service for SEEDWAY partners and customers throughout the region. His diverse agricultural background, along with his experience in seed and farm equipment sales, make him an outstanding addition to the SEEDWAY team and a valuable asset to growers across Delmarva and Southern New Jersey.

“Buddy brings a strong work ethic, deep agricultural knowledge, and a genuine commitment to serving our customers,” said Nick Britt, Regional Sales Manager. “His experience and approach to building relationships will be a great fit for our team and the growers we support throughout the region.”

Buddy resides in Clayton, DE and has spent many years working in the agricultural field. His depth of knowledge and hands-on experience bring immediate value to both our team and our customers.

When not at work, Buddy enjoys spending time with his family and is extensively involved in Scouting America, where he serves as a troop leader.

Buddy’s experience, dedication, and passion for agriculture make him an excellent asset to the SEEDWAY team. We are excited to have him aboard.

To contact Buddy Masten call or email at: (302) 484-0092 or bmasten@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

