



A GROWMARK® Company

For Immediate Release
February 26, 2018

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SEEDWAY HIRES PRODUCT AND MARKET DEVELOPMENT MANAGER



(Hall, NY): Tim Simpson has accepted the position of Pepper and Tomato Product and Market Development Manager for the United States commercial vegetable seed business.

Tim comes to SEEDWAY with a major in Agriculture Operations Management from the University of Florida. After college, Tim spent 18 years farming various commercial and organic vegetable crops. In 2017, Tim worked for vegetable seed supplier, Sakata, as an Assistant Sales Manager for pepper and tomato seed. Tim currently resides in Bradenton, FL with his wife, Leah, and two sons, Cody and Hunter.

In his new role Simpson will provide leadership for SEEDWAY product selection, introduction, pricing strategies, inventory management, planning trialing efforts and market support in the US. Utilizing a broad foundation of experience and knowledge in the industry, Tim will work closely with SEEDWAY customers, salespeople and seed supply partners in identifying product needs and solutions.

Headquartered in Hall, NY, SEEDWAY, LLC operates nine locations in five states from Vermont to Florida. A full-line seed company, marketing farm and turf seed in fourteen Northeast and Mid-Atlantic states and vegetable seed from the US Rocky Mountains to the east coast and the southern provinces of Canada, SEEDWAY, LLC is a subsidiary of GROWMARK, Inc., Bloomington, IL. For more information visit www.seedway.com.

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