



SEEDWAY WELCOMES ELIZABETH "LIBBY" HEWITT TO THE FARM SEED DIVISION

HALL, NY - August 19, 2026

FOR IMMEDIATE RELEASE - HALL NY

HALL, NY – SEEDWAY is pleased to welcome Elizabeth “Libby” Hewitt to the team, where she will focus on expanding the company’s presence and supporting customers and dealer partners throughout the Carolinas.

Hewitt brings a diverse background in agriculture, with experience spanning retail sales for lawn and garden, forage, wildlife and turf, as well as agronomy, seed procurement and sales support. Her experience working with a variety of agricultural partners has provided her with a broad understanding of the industry and the needs of both retailers and growers.

Hewitt holds a bachelor’s degree in Agronomy and a master’s degree in Agronomy with an emphasis in forages and soil fertility. She and her husband operate a stocker cattle operation in the Shenandoah Valley, where they live with their three daughters.

“I’m excited about the opportunity to join the Seedway team and help expand its presence throughout the Carolinas,” said Hewitt. “Agriculture has always been at the heart of my career, and I’m looking forward to bringing my experience, relationships, and passion for the industry to a company that shares a strong commitment to its customers and the agricultural community.”

In her role, Hewitt will work with the SEEDWAY team to develop and implement marketing and sales strategies, maintain and grow customer and dealer relationships, identify new distribution opportunities, and support profitable growth throughout her assigned territory. Libby’s experience in the seed industry and connections will bring growers the resources they need for years to come.

“Libby’s agricultural experience and strong understanding of forages, agronomy and the needs of growers and retailers make her a valuable addition to the SEEDWAY team,” said Adam Robertson, Farm Seed Business Manager. “We look forward to the relationships she will build and the opportunities she will help create for our customers and partners throughout the Carolinas.”

Outside of work, Hewitt enjoys running, cooking, spending time with her family and working on the farm.

To contact Libby Hewitt, call (540) 430-6018 or email ehewitt@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, Marketing and Public Relations Manager at (585) 526-6391 or email mrobson@seedway.com

