

BETTER GENETICS.
BETTER PRODUCTIVITY.
BETTER PROFITABILITY.



GROWTH FOR THE NEXT 55 YEARS

Dear SEEDWAY Dealer -

SEEDWAY, LLC sells conventional seed but is in no way a conventional seed company. Our mission- to partner with our customers to provide innovative, quality products and services. Our vision- to be the customers' choice for seed. Our services- ever expanding.

Since its inception in 1963, SEEDWAY has grown steadily, expanding its markets and customer base. Talented and dedicated staff, dealers, acquisitions and mergers have played a major role in the company's growth. Some notable acquisitions include; Seem Seed Farms in 1974, Todd Seed Company in 1982, Scarlett Seed Company in 1983, Carlton Seed in 1990, Burpee commercial vegetable seed business in 1996, Robson Seed Farms in 1997, S & M Vegetable seed in 1997, AgriCulver Seeds in 2003, Agrisales in 2004, Mixon Seed Company vegetable seed business and Chesmore Seed vegetable seed business in 2007, Olds Garden Seed in 2011, Merrit Seed in 2015 and Wise Seed Company in 2017. Throughout all of these changes one thing has stayed strong and true: our rectangular black, white and red logo. As the farm, vegetable and turf markets continue to evolve; companies can either remain stagnant or embrace and develop creative ideas to stay at the forefront of the industry.

DESIGNED TOGETHER

This past year the SEEDWAY Marketing Department has been working diligently with management, dealers and growers alike to determine the ultimate grand picture goals for the long term future and have established a way to re brand the company we have all grown to know and love with a stronger story. Through this process we have identified our key strengths, weaknesses and opportunities to continue our success from the past 55 years and enhance the growth of the next 55 to come.

With those considerations in mind, we are excited to introduce you to the new and improved SEEDWAY, LLC brand logo (see above and below) and Farm Seed Division logo (see at right).



THE ELEMENTS

To pay homage to our colors our main logo reflects both our prized established date as well as our original color pallet of black, white, and red. The thin lines above and below the SEEDWAY namesake is reflective of our original rectangular logo while the new geometric outline shape allows for the logo to appear three dimensional and ready for the modern world. The shield shape itself is a symbol of steadfast principles, commitment and loyalty.

IMPLEMENTATION

In tandem with the new base logo you will see individual division logos being released as well. Each logo will boast a unique color associated with the product as well as a distinctive marking at the top of the shield.

The new logos will be released as new products arrive and as the natural replacement cycle of printed products approach.

We're eager to have both the newly designed logo living simultaneously with our vintage logo to remind us that while our roots have planted us firmly in the magnificent world that is agriculture, we won't be hiding behind the shield that is change. Instead we will be the proactive shield for problems our valued customers might face and look forward to being a partner on the farm for many years to come.

