



Turf and Forage Research, Production, Marketing, and Services

## For Immediate Release

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## Pure Seed Announces Greg Freyermuth as New Regional Manager

*Canby, OR*— Pure Seed is proud to announce Greg Freyermuth as their new Regional Manager in the Southeastern zone of the United States. Greg has extensive knowledge of the seed industry, and will broaden Pure Seed's ability to service customers throughout the nation.

Greg received a B.S. from University of Kentucky in Agriculture with an emphasis on Agronomy and Turfgrass Management. He has been a Certified Professional Agronomist (CPAg) since 1993, and Certified Crop Advisor since 2011 (CCA).



Greg's previous experience in the seed industry includes being the Territory Manger for Turf-Seed and Scotts Professional Seed. His familiarity with Pure Seed's vision and product line gives him the advantage to make an immediate impact for the company. Greg has been strategically located in the Southeastern region of the United States for 30 years where he has created many long-term relationships, and understands the local turfgrass market.

Along with his impressive background in the seed industry, he has several years of sales and marketing experience with fertilizer and chemical companies. Greg started his career as a golf course superintendent and most recently he was the Sales Manager for Agriguard Company. His diverse background is a great tool for understanding the needs and demands that turfgrass professionals face.

Greg's current position with Pure Seed puts him in charge of the company's cool and warm season turf program in the Southeastern region of the United States.

Greg is based in Debary, Florida and can be reached via email at [greg@pureseed.com](mailto:greg@pureseed.com).

### About Pure Seed

Pure Seed is recognized as one of the world's leading innovators in the grass seed business. Specializing in research, production, and marketing, Pure Seed consistently brings elite proprietary turf and forage grasses to the market. The company also focuses on seed services, such as custom seed coating and packaging. Pure Seed was originally established in 1970, and is located in Canby, Oregon.

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Pure Seed

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