

# KOBY HYDRICK

SALES AGENT



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## BIO

Koby joined the Peoples Company team in June 2023. He was born and raised in Jonesboro, Arkansas. During his college career, Koby was a full-time crop scout with his family's business, Hydrick's Crop Consulting. Post graduation, he continued with the family business. Hydrick's Crop helps farmers with producing higher yields by scouting all of their crops on a weekly basis for roughly 100k acres. Duties included scouting cotton, soybeans, rice, peanuts, corn and wheat across Northeast Arkansas and Southeast Missouri. After harvest he would then start up the winter business of soil sampling which helps farmers get their soil ready for the next planting season. In Koby's free time, he enjoys sports of all kinds, mainly baseball and golf.

## EDUCATION

Koby graduated from Mississippi State University with a Bachelor's degree in Business Administration with concentrations in Accounting, Finance and Business Law.