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Plenty of upside on new crop dates

By

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Dates, a commodity long underappreciated and often misunderstood are enjoying continued steady growth — much to the benefit of date growers and shippers. The [California Date Commission](#) is doing its part to grow demand, according to Kristy Kneiding. “We’re pursuing new research projects in the coming year with a focus on the nutritional side of dates in order to connect their health benefits with possible promotional opportunities.”

In addition, the commission is looking at partnerships designed to further educate shoppers as to how and why this superfood should be a staple in their diet. “Our goal is to really expand the connection between dates and healthy living in the mind of the public,” said Kneiding.

We’ve been blessed with healthy crops year over year, and even with some recent rains, we still expect to see a strong promotional volume of California dates available in the marketplace.

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