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SunDate poised for success with automation, packaging, volume

By

Adam Campbell, digital publisher

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There's a lot of enthusiasm at [SunDate](#) this season and the company is positioned for continued growth. "As we are every year we're experiencing growth due to young plantings coming to maturity," said DJ Ryan, sales and operations manager for SunDate. "As those trees get older the tonnage goes up so we're definitely increasing in volume."

The company is prepared to deliver on that extra tonnage with investments in technology and new pack types designed to increase accessibility and convenience to consumers — a new 16-ounce resealable pouch is available this season. Medjool harvest will run through October when Deglet Noors ramp up, harvesting through December. Dates are available year round.

"They're an interesting item, with a lot of potential around them," said Ryan. "There's plenty of young plantings so forecasts on volume are very good in the coming years."

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