

## Where to Get Hass Avocado in Nigeria

### 1. Nurseries and Agricultural Centers:

- **Local Nurseries:** Many local nurseries and agricultural centers in Nigeria specialize in avocado seedlings, including the Hass variety. Look for reputable nurseries with good reviews or recommendations.
- **State Agricultural Development Programs:** Some state agricultural programs may offer Hass avocado seedlings as part of their crop promotion initiatives.

### 2. Research Institutes:

- **National Horticultural Research Institute (NIHORT):** NIHORT, located in Ibadan, often provides improved avocado varieties, including Hass. They may also offer technical support for growing avocados.
- **International Institute of Tropical Agriculture (IITA):** IITA may have links to sources for quality Hass seedlings, especially for larger-scale farming.

### 3. Online Agricultural Platforms:

- **AgroE-commerce Sites:** Websites like *Farmcrowdy*, *AgroMall*, or *Jumia* might offer Hass avocado seedlings for sale. Always verify the seller's credibility before purchase.
- **Social Media Agricultural Groups:** Many farmers and agribusinesses advertise quality seedlings through platforms like Facebook, Instagram, and WhatsApp groups dedicated to farming.

## Making Hass Avocado More Popular in Nigeria

### 1. Awareness Campaigns:

- **Educational Workshops:** Organize workshops and seminars for farmers and agribusinesses to highlight the benefits of growing Hass avocados, including its profitability and market demand.
- **Social Media Campaigns:** Utilize social media platforms to promote the benefits of Hass avocados, targeting both consumers and farmers. Share recipes, health benefits, and farming tips to create buzz.

### 2. Partnerships with Supermarkets and Retailers:

- Collaborate with supermarkets, grocery stores, and fruit vendors to stock Hass avocados. Offer them promotional deals or supply agreements to encourage them to feature the fruit prominently.

### 3. Collaboration with Restaurants and Food Services:

- Partner with restaurants, hotels, and catering services to incorporate Hass avocado into their menus. Highlight its use in various dishes such as salads, sandwiches, and smoothies.

#### **4. Health and Wellness Promotion:**

- Promote the health benefits of Hass avocados, focusing on their nutrient-rich profile, heart health benefits, and role in a balanced diet. This can be done through health blogs, influencers, and nutritionists.

#### **5. Recipe Development and Distribution:**

- Develop and distribute easy-to-follow recipes featuring Hass avocados. These can be shared through cooking shows, food blogs, and recipe cards available at points of sale.

#### **6. Export and Market Development:**

- Work on establishing export markets for Nigerian-grown Hass avocados. This could increase its popularity as a premium product and create demand domestically as well.

#### **7. Demonstration Farms:**

- Establish demonstration farms where farmers can learn about cultivating Hass avocados. These farms can also serve as research sites for best practices in growing and marketing the fruit.

#### **8. Incentives for Farmers:**

- Offer incentives such as subsidized seedlings, training, and access to markets to encourage more farmers to plant Hass avocados. This could be supported by government programs or private agricultural initiatives.

By leveraging these strategies, Hass avocados can become more widely known and consumed in Nigeria, benefiting both farmers and consumers.