

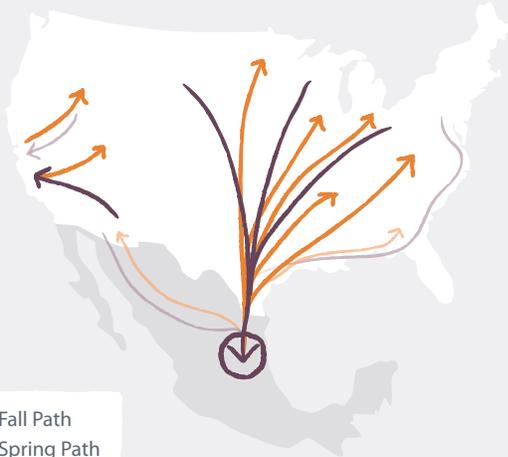


**FARMERS FOR  
MONARCHS**

# COLLABORATING TO SAVE THE ICONIC MONARCH BUTTERFLY

Farmers for Monarchs is a united effort by farmers, ranchers, landowners and the agriculture industry to encourage and enable the expansion and establishment of pollinator/conservation habitat, including milkweed, along the monarch butterfly seasonal migration route.

## North American Monarch Migration



## CURRENT SITUATION

Monarch butterflies face many challenges that have contributed to a significant decline in their population. More breeding habitat and food resources, including milkweed and nectar sources, across the migration route will help monarch populations recover.

**Declines in the monarch population have been documented since the 1990s.**

2018 - United States Fish and Wildlife Service (USFWS) begins evaluating monarch conservation measures across migration route.

2020 - USFWS determines listing the monarch under the Endangered Species Act is warranted but precluded by work on higher-priority listing actions. The monarch's status will be reviewed each year.

Monarch habitat promotes biodiversity and sustainability near productive farmlands.



Attracts  
Pollinators



Improves Soil Health  
And Water Quality



Houses Natural Enemies  
Of Crop Pests



Increases Wildlife  
Diversity

**JOIN THE FARMERS FOR MONARCHS MOVEMENT TODAY.**

Farmers are uniquely situated and qualified to be part of the solution by doing what they do best, growing plants.

Visit [farmersformonarchs.org](https://farmersformonarchs.org).



## REASONS TO JOIN THE FARMERS FOR MONARCHS MOVEMENT

1

High-quality monarch habitat increases the pollinator diversity, provides resources for other beneficial species like bees and birds, and improves soil and water quality.

3

There are technical and financial advantages available through voluntary programs for farmers to establish, proactively maintain and/or expand pollinator habitats.

2

Help recover monarch populations across their range with more breeding and food resources, including milkweed and nectar sources.

4

The reputation of the agriculture industry stands to benefit from farmers' participation in voluntary efforts.

### HOW FARMERS CAN HELP



Plant Habitat On Non-Farming Areas.



Work With Conservation Partners.



Voluntarily Register Habitat.



Join Local, State Or Federal Incentive Programs.

Other resources about monarch habitat and conservation can be found through the following organizations and their websites:

Monarch Watch – [monarchwatch.org](http://monarchwatch.org)

NRCS – [nrcs.usda.gov](http://nrcs.usda.gov)

Monarch Joint Venture – [monarchjointventure.org](http://monarchjointventure.org)

U.S. Fish and Wildlife Service – [fws.gov](http://fws.gov)

Pheasants Forever – [pheasantsforever.org](http://pheasantsforever.org)

### OUR PARTNERS

