



Your Habitat Efforts Matter

Make It Count With HabiTally

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

HabiTally is a mobile app that enables farmers, ranchers, landowners and private citizens to enter data about their monarch habitat conservation efforts.



In 2020, the United States Fish and Wildlife Service (USFWS) will decide whether to propose monarch butterflies for listing under the Endangered Species Act. If sufficient habitat efforts are accounted for, a listing decision on monarch butterflies may not be needed. The data entered through HabiTally will be shared with USFWS to be considered in the listing decision on monarch butterflies.



HabiTally was developed as a collaboration between Bayer and The Climate Corporation, and supported by Iowa State University.



Make It Count



HabiTally

- Helps ensure that all habitat efforts are documented.
- Is for more than monarchs. Monarch habitats benefit other pollinators and small animals. Data collected through HabiTally can help inform decisions regarding conservation and protection in the future.

Information collected in HabiTally will be made anonymous and aggregated at the county level. Users will be able to see a national account of efforts logged using the app.

HabiTally Is Easy to Use

Users drop a pin on a map to mark their habitat and enter any key characteristics of the habitat. HabiTally will automatically calculate the size of the habitat based on the user's entry, as well as auto-populate information about the milkweed density.

Users can also enter whether they have seen monarchs in their habitat.

Register Habitat	
Location	St. Louis, MO
Area of Habitat	0.22 Acres
Land Use Classification	All TIGER Roads (Inside Urban Areas)
Habitat Metrics	
Estimate/Enter the number of milkweed stems in your habitat	90
Estimate/Select the percentage of nectar plants in your habitat	5 %
Milkweed Density	
Milkweed Density Baseline for Land Use Category	0.00
Milkweed Density in Your Habitat	401.16 Stems/Acre
Status	None
Select Status of Habitat	None
Start Date	
Select Start Date of Habitat	Nov 29, 2018
Monarch Butterfly Usage	
	Reported Habitat

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

- Farmers for Monarchs – farmersformonarchs.org
- Monarch Watch – monarchwatch.org
- Monarch Joint Venture – monarchjointventure.org
- Pheasants Forever – pheasantsforever.org
- NRCS – nrcs.usda.gov
- U.S. Fish and Wildlife Service – fws.gov
- Bee and Butterfly Habitat Fund – beeandbutterflyfund.org

How can you help?

- 1 Plant monarch habitat.
- 2 Download HabiTally for free.
- 3 Log your habitat using HabiTally.

