



REVIVING HABITATS FOR NORTH AMERICA'S ICONIC

# Monarch Butterfly

The annual life cycle and journey of the monarch butterfly is nothing short of amazing. Across multiple generations, monarchs make a 6,000-mile journey from Mexico in the spring, to the U.S. and Canada in the summer and back to Mexico in the fall.



**"The Monarch Joint Venture is committed to continuing its conservation efforts for monarchs. Each of our partners, and many other stakeholders, come to the monarch conservation table with different approaches, audiences, strengths and opportunities to make a difference. There is a role for everyone in monarch conservation."**

**- Wendy Caldwell, Executive Director, Monarch Joint Venture<sup>1</sup>**

The monarch butterfly population has declined over the past two decades. Many factors, including the loss of milkweed in the United States, habitat loss in the Mexican forests, climate change and weather events are all thought to contribute to annual variations.

According to the United States Fish and Wildlife Service (USFWS), "Robust conservation efforts are ongoing across the continent, including partnerships with states, tribes, Canada and Mexico, local communities and conservation organizations, to address threats to the monarch and to bolster milkweed abundance and other habitat needs."

In fact, the USFWS set an additional goal of 1.3 billion milkweed stems by 2038 targeted at stabilizing the monarch population. From 2014-2020, through targeted voluntary efforts, almost 500 million stems have been added to the landscape throughout the United States.



**2014**

**Target Set**  
for milkweed stems

**2020**

**Progress to Date**  
(38% of the way there)  
491,166,752 milkweed stems

**2038**

**Goal**  
1.3 billion  
milkweed stems



**"America's farmers welcome the U.S. Fish and Wildlife Service's decision to continue monitoring the health of the monarch butterfly population. Preserving natural surroundings for America's wildlife has long been a priority for America's farmers and ranchers. More than 140 million privately-owned farm and ranch acres are enrolled in voluntary conservation programs, providing habitats for countless animals and insects, including the monarch. Farm Bureaus across the country have been involved with state and regional planning efforts for the monarch – joining forces with the energy and utility sectors, those who manage natural areas, and our urban hubs across the country – to meet ambitious goals for the species. The warranted but precluded decision will give all stakeholders time to continue conservation and research efforts."**

**- American Farm Bureau Federation President Zippy Duvall<sup>1</sup>**

<sup>1</sup> USFWS Press Release [https://www.fws.gov/news/ShowNews.cfm?ref=u.s.-fish-and-wildlife-service-finds-endangered-species-act-listing-for-&\\_ID=36817](https://www.fws.gov/news/ShowNews.cfm?ref=u.s.-fish-and-wildlife-service-finds-endangered-species-act-listing-for-&_ID=36817), accessed August 18, 2021



# Monarch Habitats

Bayer is collaborating with conservation groups, academic experts, farmers and government agencies across North America to enhance habitat for the monarch butterfly and other pollinators by finding meaningful and proactive ways to help these important pollinators thrive. Through these partnerships, Bayer can have a larger impact with on-the-ground habitat projects and more efficiently move the conservation needle. Helping monarchs has other benefits too as good monarch habitat can have broad conservation and land stewardship benefits including supporting multiple other insects, birds, and mammals while improving soil structure, water infiltration, and decreasing field run-off to local water bodies.

*Learn more about how Bayer and our partners are achieving more with an "All-Hands-on-Deck" approach to conservation!*



## BEE & BUTTERFLY HABITAT FUND

**What:** Provide pollinator seed and habitat establishment support free or at reduced cost to landowners with >2 acres of need and located in the Upper Midwest.

**Our Commitment:** Since 2017, \$1M

**Accomplishment:**<sup>2</sup> Projects: 457, Acres of habitat established: 4,400, Milkweed seeds planted: 17M



## NATIONAL FISH AND WILDLIFE FOUNDATION (NFWF)

**What:** Dedicated to sustaining, restoring and enhancing the nation's fish, wildlife, plants and habitats for current and future generations.

**Our Commitment:** Since 2015, \$5.1M

**Accomplishment:**<sup>2</sup> Total Projects: 123, Acres restored or enhanced: 352,800, Pounds of milkweed seeds collected: 3,000, Native milkweed seedlings propagated: 1.1M, Workshops or meetings hosted: 1,600



## KEYSTONE MONARCH COLLABORATIVE

**What:** Industry-wide collaboration to ensure consistent messaging and provide resources to the agricultural community regarding monarch recovery efforts & habitat creation.

**Our Commitment:** Since 2015, >\$290,000

**Accomplishment:**<sup>2</sup> Farmers For Monarchs website, social media and communication strategy launched targeted for farmers, ranchers and landowners.



## IVM PARTNERS

**What:** Scientific studies of best vegetation management practices to improve pollinator and wildlife habitat on rights-of-way and natural areas.

**Our Commitment:** Since 2015, >\$600,000

**Accomplishment:** Over 30 case study sites on rights-of-way, golf courses, farms and rangeland in partnerships with landowners used for educational outreach and training.



## MONARCH WATCH

**What:** Production of milkweed plugs provided to school/education project and restoration projects through an application process.

**Our Commitment:** Since 2015, >\$1,260,000

**Accomplishment:** >600K milkweed plugs produced and distributed.



## PROJECT APIS M SEEDS FOR BEES

**What:** Planting of cover crops to increase the density, diversity, and duration of bee forage in California orchards, farms, and vineyards, while improving soil health.

**Our Commitment:** Since 2015, \$900,000

**Accomplishment:**<sup>2</sup> Participants: 1,470, Cover Crop Acres Established: 63,000



## FEED A BEE

**What:** Wildflower seeds distributed, habitat establishment, and consumer awareness campaign.

**Our Commitment:** Since 2015, \$12M

**Accomplishment:** >3.5 billion pollinator seeds distributed. Habitat projects planted in all 50 states.



## PHEASANTS FOREVER QUAIL FOREVER

**What:** Establishment of habitat at over 70 Bayer research and manufacturing sites along with upland and pollinator habitat established through habitat education programs.

**Our Commitment:** Since 2015, \$750,000

**Accomplishment:**<sup>2</sup> >1,000 acres of habitat on Bayer sites; Habitat Education Programs - 533 projects, >800 acres, >9k milkweed plugs planted (Stems assumed at 72 containers per kit).



## HABITALLY

**What:** Development of app to give farmers, ranchers, landowners and private citizens an easy-to-use tool to record data about their habitat conservation efforts.

**Our Commitment:** \$100K

**Accomplishment:** Documented 738 additional acres of pollinator habitat including 27,330 milkweed stems.



## MONARCH JOINT VENTURE

**What:** Launched California Working Lands Free Seed Program to provide technical assistance, milkweed plugs, and a regionally specialized seed mix for private working lands in California's Central Valley.

**Our Commitment:** Since 2021, \$80K

**Accomplishment:** 125 acres of restored and 440 acres of enhanced pollinator habitat in the first two years of the program.

<sup>2</sup> Bayer is one of several partners contributing to these accomplishments.