



# Monarch Butterfly Conservation Strategy

[www.fws.gov/savethemonarch](http://www.fws.gov/savethemonarch)

June 2015 MAFWA Meeting



Unprecedented scale of...



## CHALLENGES

- 90% decline in the population
- Suite of growing threats: habitat loss, pesticide use, and climate change

## OBJECTIVES

- To rebound the population to **225 million** butterflies by 2020
- Engage a whole new generation in conservation
- Support range of pollinators



# FWS Monarch Conservation Strategy

## LEADERSHIP

- Trilateral Committee
- Association of Fish & Wildlife Agencies
- National Fish & Wildlife Foundation **\$1.2 M → \$6 M<sup>+</sup>**

## HABITAT

- 200,000 acres of habitat restored or enhanced (FY15)
- Natural Resource Conservation Service (NRCS) and Farm Bill programs

## SCIENCE

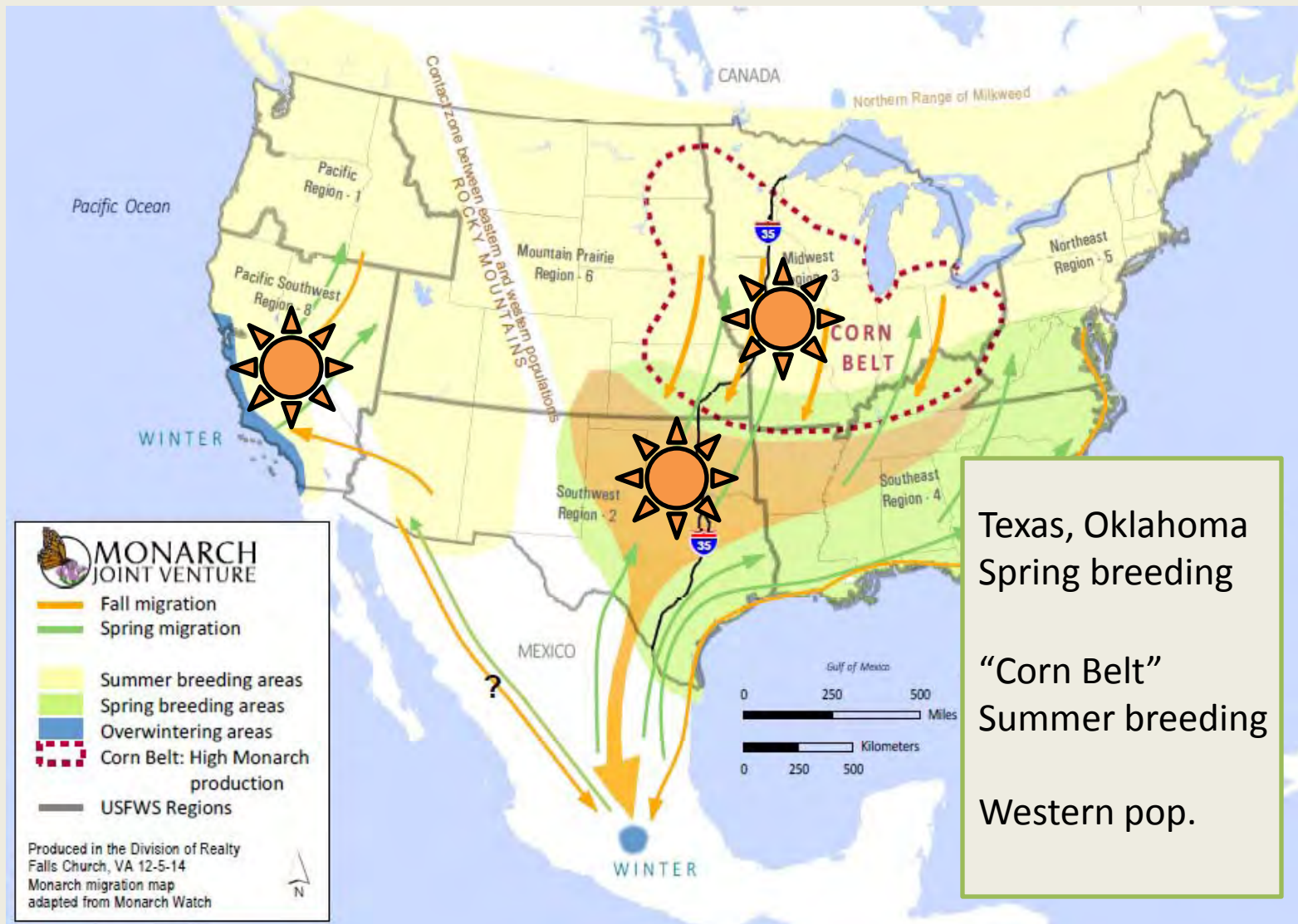
- U.S. Geological Survey Monarch Science Partnership (Powell Center)
- National Inventory & Monitoring Strategy

## PEOPLE

- Communications Campaign
- National Wildlife Federation
- Over 750 schoolyard habitats, pollinator gardens (FY15)



# PRIORITY GEOGRAPHIES



# Midwest Region Monarch Activities

## Summer breeding habitat

- Private lands (23,000 ac)
- FWS lands (3,000 ac)
- Rights of Ways (20,000+ ac)



Harvesting seed – Detroit Lakes WMD



# Midwest Region Monarch Activities

## Urban youth and community engagement

- Student Conservation Association interns at key urban refuges
- **Ecological Places In Cities**
  - St Louis “Milkweeds for Monarchs”

## Outreach and education

- External Affairs monarch feature stories
- Interpretive outreach materials





# Advancing monarch conservation

- Apply design tools to ensure strategic conservation
- Use inventory and monitoring protocols to assess progress





# Advancing monarch conservation

- Continue to build partnerships
- Coordinate with States
- Goal - 225 million monarchs by 2020!

POLLINATORS AND THE STATE WILDLIFE ACTION PLANS  
Voluntary Guidance for State Wildlife Agencies



HEINZ  
CENTER  
FOR SCIENCE  
ECONOMICS &  
ENVIRONMENT







# Opportunities to help

- Include pollinators in SWAPs
  - Species of Greatest Conservation Need
- Collaborate with other State Departments
  - transportation/highways
- Research
  - Universities, Cooperative Units

