

What's the matter with monarchs? (And why do they matter?)

Monarch butterflies are a charismatic and beloved insect species that are native only to the Western Hemisphere. Millions of these butterflies migrate thousands of miles each spring and fall between their winter resting grounds and summer breeding grounds. They are amazing!

But monarchs are also in major decline, facing an **80+% population drop since the 1990's**. The reasons include climate change, pesticide use, parasites, and habitat loss.



The challenges that monarchs face are daunting... so why even try to prevent them from going extinct?

1. **Monarchs are pollinators**, along with many other great native species of bees, butterflies, moths, birds, and more, all of whom benefit from habitat restoration! Pollination is absolutely essential to our agricultural systems, gardens, ecosystems, and cultures.
2. **Monarch habitat has numerous benefits**. Creating and maintaining monarch habitat also helps a variety of other species. It also reduces soil erosion, sequesters carbon, and acts as a water filtration system to clean our water. Helping monarchs is a win-win-win!
3. **Without our help, monarchs could become endangered**. Monarchs are on the waiting-list for the Endangered Species Act. It is more sustainable, ethical, and cost-effective to increase their populations now rather than wait until they're in so much trouble that they are listed as an Endangered Species.
4. **Monarchs are beloved by people across North America** for their beauty, their ability to teach us about science like metamorphosis and migration, and for their spiritual and cultural value.



We can work together to help monarchs thrive! The **Wisconsin Monarch Collaborative** is a group of industries, agencies, organizations, and individuals teaming up to increase monarch populations in Wisconsin and beyond. **Get involved at wimonarchs.org!**

Donate to support monarchs!

