



Monarch Butterfly Business Plan and Measuring Success

Crystal Boyd, Senior Manager of Pollinator Programs – March 6, 2024

Business Plan Vision



Conserve North American monarch butterfly populations and their migrations by improving the quality, quantity, and connectivity of pollinator habitat

NFWF Monarch Butterfly and Pollinators Conservation Program

- \$23.8 M to 140 projects (2015 – 2023)
 - 390,000 acres improved
 - 1.1 million milkweed seedlings propagated



NFWF Monarch Butterfly and Pollinators Conservation Program

- \$23.8 M to 140 projects (2015 – 2023)
 - 390,000 acres improved
 - 1.1 million milkweed seedlings propagated
- Strategies
 - Habitat improvement
 - Technical assistance
 - Monitoring



NFWF Monarch Butterfly Business Plan (2022)

- **Goals**

- Improve 500,000 acres
- Collect 4,100 lbs milkweed seed
- Propagate 1.65 M milkweed seedlings



National Fish and Wildlife Foundation

Monarch Butterfly Business Plan

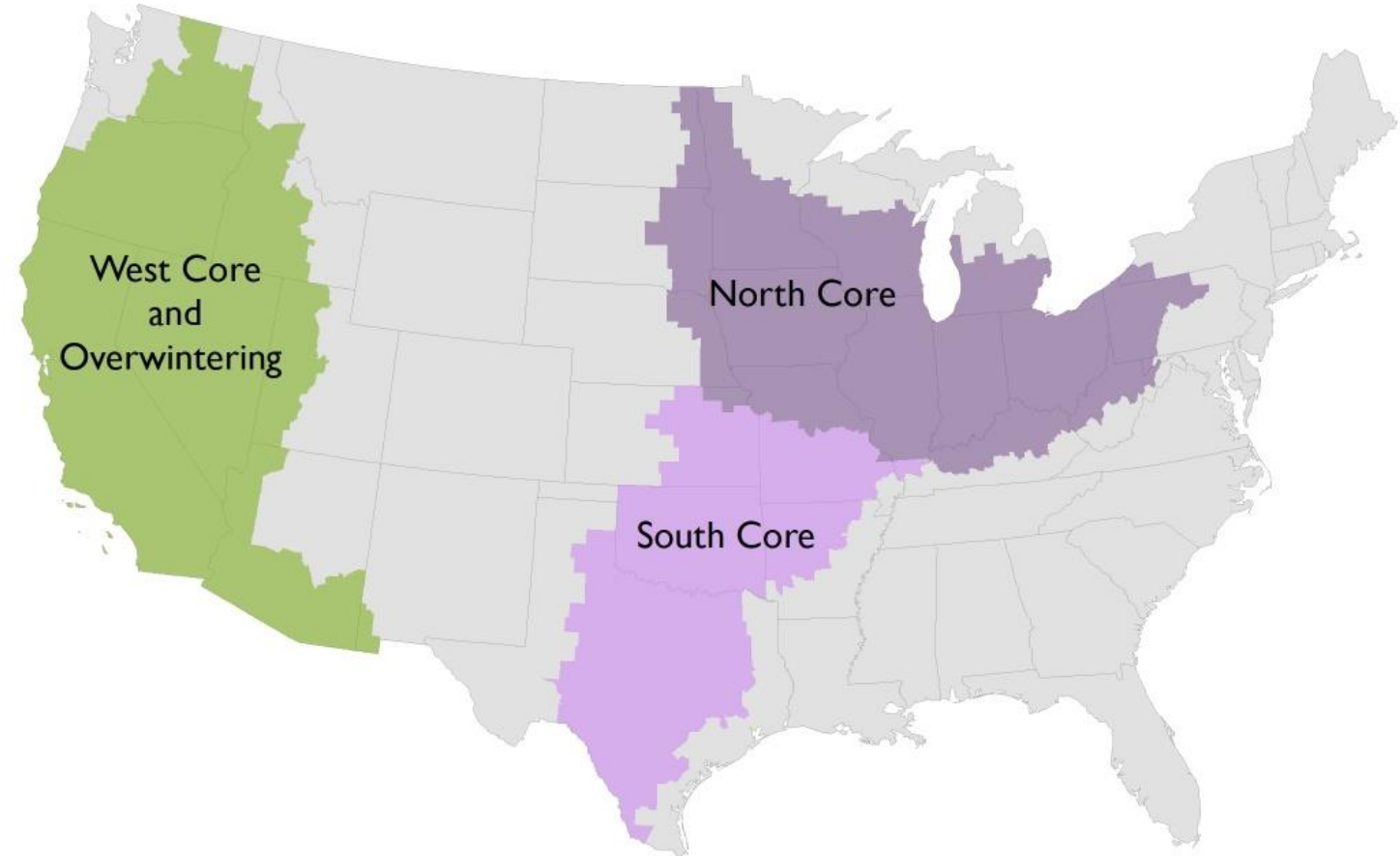
August 2016 – August 2026

(Revised March 2022)

NFWF Monarch Butterfly Business Plan (2022)

- **North Core**
 - Improve 330,000 acres
- **South Core**
 - Improve 160,000 acres
- **West Core and Overwintering**
 - Improve 55,000 acres

Monarch Conservation Units



NFWF Monarch Butterfly Business Plan (2022)

- Measuring Success
 - Grantee-reported metrics

Metrics from RFP

- ❖ # acres restored / improved
- ❖ # pounds milkweed seed harvested
- ❖ # milkweed seedlings propagated
- ❖ # workshops, webinars, meetings hosted
- ❖ # people reached
- ❖ # plans developed
- ❖ # jobs created / sustained

NFWF Monarch Butterfly Business Plan (2022)

- Measuring Success
 - Grantee-reported metrics
 - Grantee-led monitoring



Field crew counting stems at NFWF project site.
Credit: Monarch Joint Venture

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NFWF Monarch Butterfly Business Plan (2022)



- Measuring Success
 - Grantee-reported metrics
 - Grantee-led monitoring
 - Contract monitoring (2019 - 2022)



Field crew counting stems at NFWF project site.
Credit: Monarch Joint Venture

Metrics from RFP

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Monitoring Results (2019–2021)

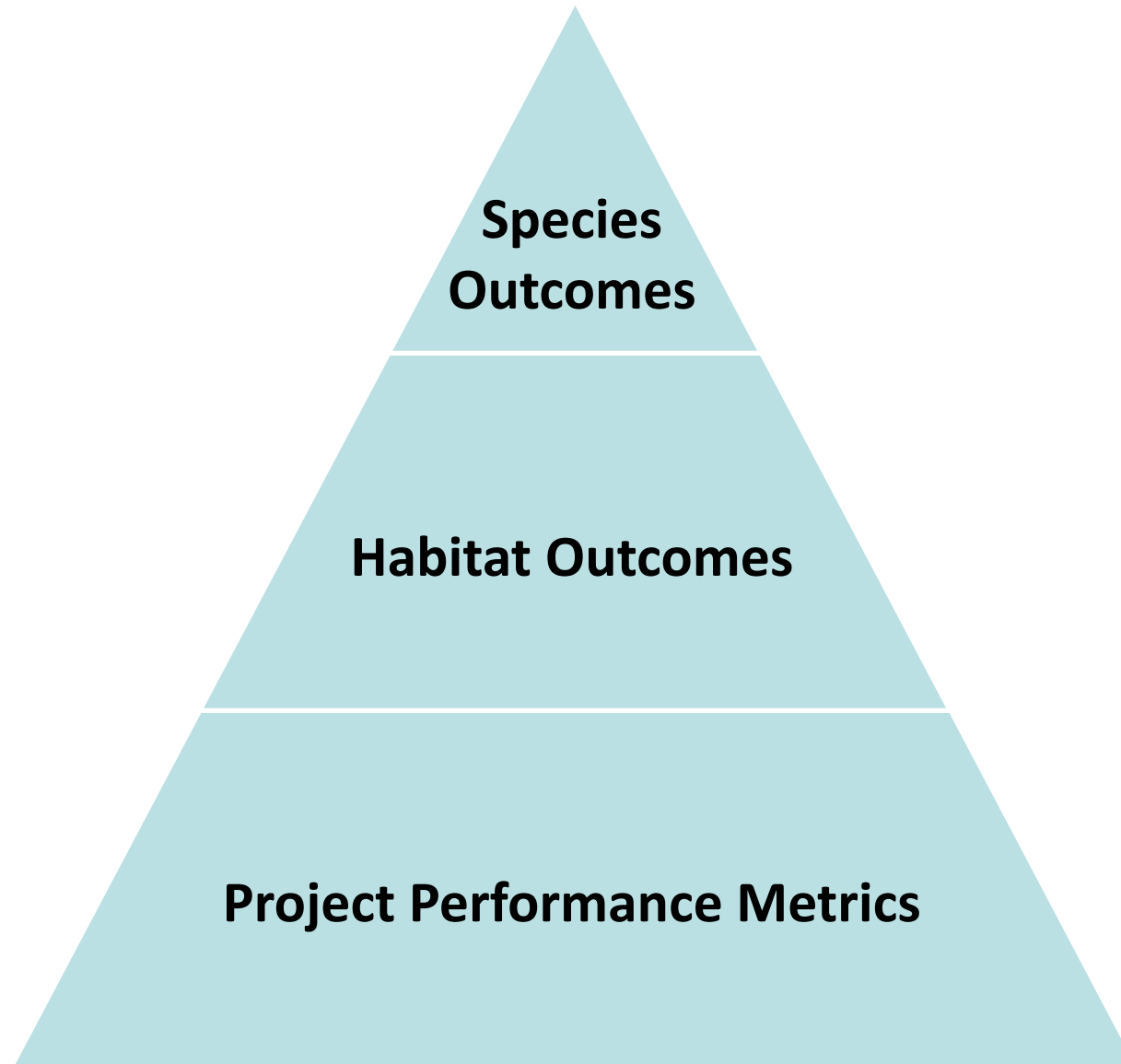
Monarch caterpillar on milkweed
at NFWF project site in Iowa

- Sampling effort
 - 1,121 site visits at 182 project sites
 - Eastern flyway (TX to MN)
- Habitat condition
 - 91% sites with milkweed observed
 - 14+ native blooming species/site (avg)
- Monarch use
 - 87% sites with adults, eggs, or larvae



Searching milkweed for eggs and larvae.
Credit: Monarch Joint Venture

Monitoring and Evaluation Framework



NFWF

Thank You!

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