

## MAMI Partners:



Interested in becoming a Mid-Atlantic Monarch Initiative Partner?

- ◇ Are you a non-profit entity?
- ◇ Do you have a resource to offer MAMI?
- ◇ Is your non-profit located in the Mid-Atlantic Region?

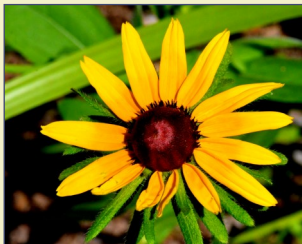
*Email [monarchs@wetland.org](mailto:monarchs@wetland.org), and mention this brochure. We welcome new Partners.*

### ***What is a butterfly garden and how does it function?***

Butterfly gardens are floral sanctuaries for many species of butterflies. Butterfly gardens provide habitat for caterpillars and adult butterflies by offering suitable shelter and food sources throughout their life stages.

### ***How do you create a butterfly garden?***

Butterflies prefer to feed in sheltered areas. Select a location in your yard that is usually protected from prevailing winds. Measure the garden area and choose a variety of native plants appropriate for your conditions. Selection and placement of native plant species will result in colorful blooms throughout the growing seasons.



**Black-eyed susan**

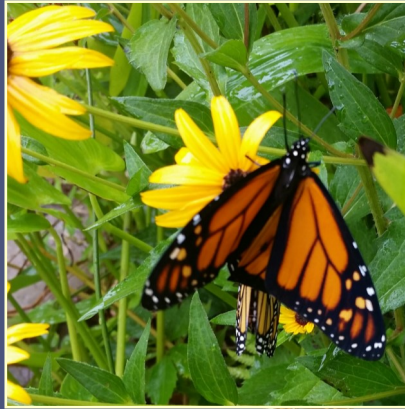


**Buttonbush**

## Additional Resources:

**Mid-Atlantic Monarch Initiative**  
[www.wetland.org/MAMI](http://www.wetland.org/MAMI)  
[monarchs@wetland.org](mailto:monarchs@wetland.org)

**Monarch Watch**  
<https://monarchwatch.org/>



## Environmental Concern Inc.

201 Boundary Lane, P.O. Box P  
St. Michaels, MD 21663  
410-745-9620

[monarchs@wetland.org](mailto:monarchs@wetland.org)

*Environmental Concern Inc. is a 501(c)3 not-for-profit corporation.  
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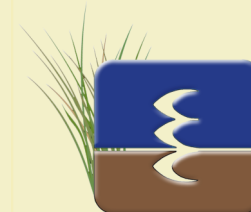
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# MAMI Mid-Atlantic Monarch Initiative®

Fostering conservation initiatives through shared educational resources to increase Monarch habitat in the Mid-Atlantic region of the United States.



## Mid-Atlantic Monarch Initiative®

### Formation

In 2004, 550 million Monarchs completed their winter migration. **In 2013, only 33 million arrived at their overwintering grounds in Mexico....a 94% decrease over 9 years.** In 2016, many non-profit and state organizations located on the west coast and the central U.S. Monarch flyway zones responded to the drastic decline in the population by increasing habitat – one of the major reasons for the decline. **EC formed the *Mid-Atlantic Monarch Initiative*® (MAMI)** to fill the need for an East Coast action plan to increase milkweed habitat.

### Action Plan

EC reached out to a target list of local and national non-profit organizations who would be able to contribute resources required by **MAMI** to accomplish the goals established by the leadership team. Our first meeting of the prospective **MAMI** Partners was attended by 12 representatives from 10 organizations.



### Goals



Educate the public about Monarch Butterflies and the importance of creating natural habitat for Monarchs.



Propagate and increase availability of **milkweed** species and pollinator species for local restoration and conservation efforts.



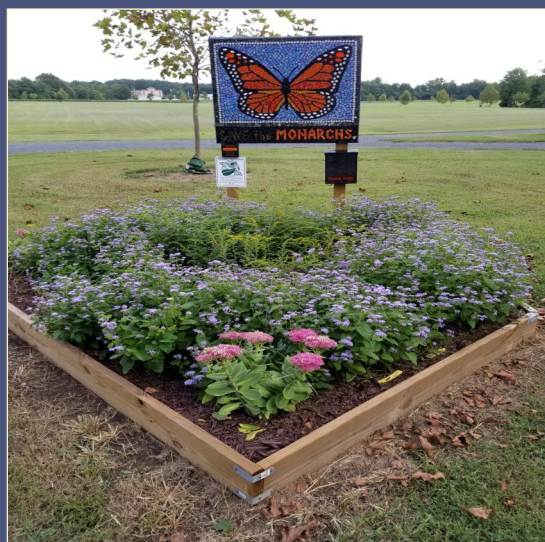
Create and restore Monarch habitats.



Plant **milkweed** species and pollinator species in habitats, including schoolyards, home gardens, community properties, and local restoration projects.



Inventory the existing local **milkweed** populations.



EC donated pollinator plants to a local Girl Scout troop for use in their Monarch Butterfly Garden.

## Seed Stewards for Monarchs®

### Putting the Plan Into Action

- ◇ EC introduced the first **MAMI** program, ***Seed Steward for Monarchs*®**, to the public in May, 2018. The goal of the program is to increase milkweed seed inventory for the EC nursery milkweed crop.
- ◇ ***Seed Steward*** volunteers receive free swamp milkweed (*Asclepias incarnata*) or butterfly milkweed (*Asclepias tuberosa*) plants to start a Monarch habitat garden.
- ◇ ***Seed Stewards*** learn from each other and from EC by sharing helpful hints about pest control, ideal conditions for healthy plants, and the protocol for seed collection.
- ◇ As the milkweed pods mature, and the seeds are ready to collect, ***Seed Steward*** volunteers exchange their seeds for more milkweed plants.

