



# BE A POLLINATOR HERO!



So you wanna help the monarchs? Here's how to locate, plant, and care for your milkweed!



**ORDER** Find what kind of milkweed is native to your area by visiting the [Monarch Watch](#) milkweed market. Enter your zip code at the bottom of the page to see what milkweeds are appropriate for your area and then **place your order!** Alternatively, you can check your local plant nursery to see if they distribute milkweed and make your purchase there.



**PLANT** It's important to plant your milkweed carefully and in a good location between the months of late May and early August. It's best to plant milkweed plants rather than seeds, as it's often difficult to get milkweed seeds to grow into plants without the aid of a greenhouse.



**CARE** Milkweeds are perennials, meaning they will come back each year! Water bi-weekly, or daily depending on how quickly the water evaporates. Keep the soil damp around your milkweed, but don't over water. If you see little holes in the leaves of your milkweed, this is good! That means the monarch caterpillars are eating the milkweed. Make sure you **don't use ANY kind of pesticides or herbicides** on or near your milkweed. Not only is it damaging to the plant, it's deadly to monarchs and other pollinators as well.



**DOCUMENT** Make a note when you see monarchs visiting our milkweed! Record the species and the frequency. Your milkweeds will attract other kinds of butterflies and even honeybees! Be sure you take pictures of the beautiful monarchs visiting your milkweeds.



**SHARE** Post your photos with the hashtag **#pollinatorhero** on [Instagram](#) to share with your friends how you're helping to **#SaveTogether**. Tell your friends, families and neighbors about how you're helping monarchs, and urge them to do the same by planting milkweed and by not using pesticides and herbicides on their lawns.

HOW TO PLANT



- Select a very sunny area, on your patio if you are using a pot, or in your garden.
- When your milkweed arrives, take it out of the box right away and water each plug.
- Loosen the soil where you will be planting, using either a garden trowel or your hands.
- Make a planting hole that is about twice the diameter of the plant.
- Place the plant in the soil, and tamp down the soil around the rootball (but not too hard!) and water well.
- If you are planting multiple milkweeds, make sure they are planted at least 18" (45cm) apart.



# GET TO KNOW YOUR MONARCH FRIENDS

Some fast facts about the species you're helping to save!



The highest-flying monarch was spotted at 11,000 feet (3,350 meters) in altitude by a glider jet. Most birds only fly up to 500 feet (152 meters) in altitude.

Now that's a high flyer!

74%

Percentage of the monarch population that has [decreased](#) in California in the last 20 years.

**That means where there used to be 4 butterflies, now there's only 1.**

98%

Percentage of milkweed that has been [lost](#) in Iowa, a state along the route of the great monarch migration.

**This major loss is linked with high amounts of heavy-chemical farming.**

The monarch migration to Mexico can take up to **four generations** of monarchs to complete. Scientists aren't sure how these butterflies know where to fly, but somehow they make this trip every year, and new generations know to pick up where their parents left off!

Each individual monarch migrates between 1,500-2,000 miles in it's lifetime.

MONARCH MIGRATION

