



# MONARCHS IN THE ROUGH



The monarch butterfly is one of nature's greatest wonders. Weighing less than a dime, this butterfly undertakes a migration of over 3,000 miles each year — a journey that requires four generations to complete. But over the last twenty years the monarch's population has declined by 90%, putting this species incredibly close to extinction. Golf courses and their superintendents are uniquely positioned to help reverse this decline and save the monarchs by growing the habitat vital to supporting the monarch's breeding and migration patterns. The Environmental Defense Fund and Audubon International formed a unique partnership to launch Monarchs In The Rough, a program to assist golf course superintendents and staff across North America as they create monarch habitat in out-of-play areas on golf courses. In response, superintendents, golf courses and members of their communities are taking action to stand up for monarch butterflies before it's too late.

## How does Monarchs in the Rough help?

Monarchs in the Rough supports superintendents as they plan, install, and manage monarch habitat on their courses. The program provides superintendents and staff with the information and technical support they need to incorporate monarch habitat into the unique layout of each course. Our program helps golf course personnel:

- Plan habitat projects.
- Procure native, ecologically-appropriate plant materials, including milkweed seed.
- Plant and establish milkweed and other nectar-producing plants.
- Track progress and manage the habitat over time.
- Connect with a network of participating courses.
- Communicate with their customers about the plight of the monarch and how they can help.

By joining Monarchs in the Rough, your golf course can become a crucial part of a larger network of monarch habitat sites, which all work together to make the survival of monarchs possible.

Monarchs in the Rough is currently offering **FREE** milkweed seed for habitat projects to courses that sign up!

To sign up, ask questions, or learn more about Monarchs in the Rough, please contact:



Dan Kaiser, EDF  
415.293.6066  
dkaiser@edf.org



Marcus Gray, AI  
518.767.9051  
marcus@auduboninternational.org