

The Monarch Program



Helping Preserve
Nature

Introduction

The Monarch Program was established in 1990 as an educational public benefit organization. The program is supported by grants, donations, educational institutions, membership dues and sales of butterfly livestock and plants. Objectives of the program include: preserving monarch breeding and overwintering habitats, monitoring monarch migrations and behaviors, developing educational curricula, supporting conservancy issues, learning about plants and gardening techniques that attract butterflies.

The Monarch Newsletter

The Monarch Newsletter is published monthly by the Monarch Program. It provides information about monarch butterflies and other Lepidoptera, butterfly gardening, activities and field trips. The twelve page Newsletter includes headline news, national news, announcements, an education section, a feature article and a report on monarch habitats and migrations.



The Monarch Newsletter is the nation's only monthly publication that has updated information about monarch butterflies. Back issues and volumes are available upon request.

The Butterfly Vivarium

The Monarch Program's Butterfly Vivarium is a 1,200 sq. ft. x 14 ft. high structure that houses various species of native butterflies in all stages of life. More than 5,000 monarchs are reared annually. Most monarchs are tagged and released for migrational studies while some are kept inside the Vivarium for observations and mating. The Vivarium produces a model ecosystem for butterflies. It is currently the only "monarch laboratory" in the nation where the monarch butterfly's life cycle may be seen every month of the year. Over 20 species of butterflies are reared at the Vivarium.



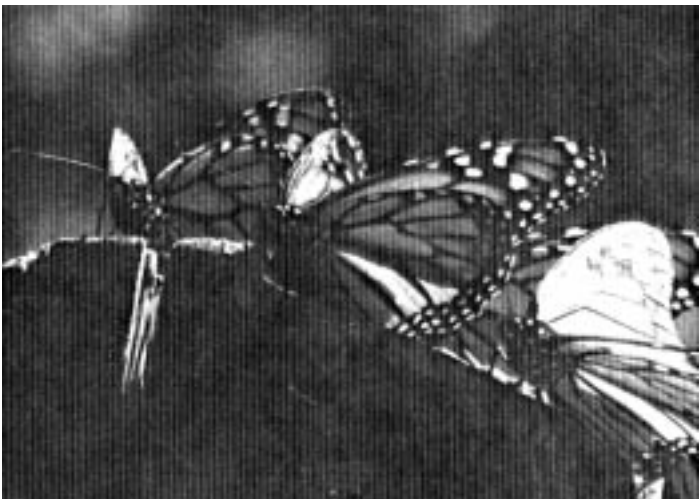
The Butterfly Vivarium is a netted structure with red-wood chip pathways winding around three ponds with two waterfalls, trees, numerous nectar plants, butterfly host plants and a rearing area. The Vivarium is located at 450 Ocean View Ave., Encinitas, California. From Interstate 5, go west on Encinitas Blvd, turn right on Vulcan Ave., right on Orpheus Ave., right on Union St., and right on Ocean View Ave (visit by appointment only).

Tours to Central Mexico

Migrate with the monarchs to the Transverse Neovolcanic range of mountains in central Mexico. Every autumn, monarchs from the eastern portion of North America fly great distances to spend the winter in central Mexico. Monarchs that survive the winter begin a return trip in the early spring, while others disperse in all directions. This annual phenomenon is one of the most fascinating natural wonders of the world!

High in the mountains, 80 - 100 miles west of Mexico City, there are wildflowers, lakes, waterfalls, mountain conifers, and tens of millions of monarch butterflies. The colonial town of Valle de Bravo is the Monarch Program's home base. Our tours are specifically designed for people who want to see and learn more about monarch butterflies, visit cultural sites, shop in colonial towns, go on nature walks, and meet the people who have kept the monarch sanctuaries a secret for centuries.

Tours are held in late February through early March. The Monarch Program has always offered the lowest costs for first class tours since 1991. Prices range from \$830 to \$895 per person for 6 days and 5 nights. Contact the Monarch Program for a brochure and more information about our scheduled tours.





Classroom Field Trips

Children never forget a special experience. The Monarch Program offers a one hour curriculum for children, pre-school through high school. Younger children will learn about a butterfly's life cycle, anatomy, and behavior from videos, slides, art projects, study sessions, and hands-on activities. In the Butterfly Vivarium, students can get face to face with live butterflies, see their eggs, handle caterpillars, and often witness butterflies emerging from chrysalises. Older children can do biology and behavioral studies, field surveys, and tag monarchs.

Additional Program Activities

The Monarch Program offers additional activities: an Annual Insect Show in the spring, Open House in the autumn, butterfly nature walks, lectures, field research and photography expeditions, monarch tagging parties, and family camping or hiking trips.

The Monarch Program, P.O Box 178671, San Diego, CA 92177
Tel: (760) 944-7113 or 1-800 606-6627, Fax: (760) 436-1159
E-Mail: Monarchprg@aol.com

Butterfly Livestock

The Monarch Program cultivates a variety of native butterfly species for classroom projects and scientific studies. Most species are available during the spring, summer, and early autumn months. Over 15 butterfly species are raised annually at the Butterfly Vivarium in Encinitas, California. Not all species are available at any given time. Prices are set depending on availability and quantity of livestock. Larvae of most species range from \$2.00 - \$5.00 each (according to size and species). Pupae range from \$4.00 - \$6.00. All prices are subject to change at any time. All payments for livestock are considered a donation to our non-profit organization when used for education and/or scientific studies.

Native species of butterflies reared at the Vivarium are listed below. The species with an asterisk (*) are often available from March through early November for residents of the Southwest. Other butterfly species listed below are available upon special request. The Monarch Program does not accept requests for mail order shipments of livestock outside of the butterflies' natural range.

Family Danaidae

- Monarch* (*Danaus plexippus*)
- Queen (*Danaus gilippus strigosus*)

Family Nymphalidae

- Mourning Cloak* (*Nymphalis antiopa*)
- Red Admiral* (*Vanessa atalanta*)
- West Coast Lady* (*Vanessa annabelia*)
- Painted Lady (*Vanessa cardui*)
- Buckeye (*Precis coenia*)

Family Pieridae

- Cloudless Sulfur* (*Phoebis sennae marcellina*)
- Nicippe Yellow* (*Eurema nicippe*)
- California Dogface* (*Zerene eurydice*)
- Checkered White (*Pontia protodice* --or other whites)

Family Heliconiidae

- Gulf Fritillary* (*Agraulis vanilliae incarnata*)

Family Papilionidae

- Anise Swallowtail* (*Papilio zelicaon*)
- Giant Swallowtail (*Papilio cresphontes*)
- Pipevine Swallowtail (*Battus philenor*)

Butterfly Host Plants

The Monarch Program offers a variety of plants for native butterfly livestock. The most common host plants cultivated in our greenhouse in Encinitas, California are: milkweed (*Asclepias*; for the monarch and queen butterflies); willow (*Salix*, for the mourning cloak); stinging nettle/baby's tears (*Urtica*, the red admiral); cheeseweed (*Malva*, west coast and painted ladies); passion vine (*Passiflora*; gulf fritillary); Cassia (*Senna*; cloudless sulfur and nicippe yellow); false indigo (*Amorpha*; California dogface); fennel/parsley/dill (*Apiaceae*; anise swallowtail); and pipevine (*Aristolochia*; pipevine swallowtail).

A variety of flowering plants that provide a nectar source for adult butterflies are also cultivated by Monarch Program volunteers. These often include butterfly bush (Buddleaceae), Lantana and Pentas (Verbenaceae), cosmos and other sunflowers (Asteraceae), and pincushion flower (Dipsacaceae).

The price of all plants depends on availability, demand, and the time of year. Most plants are sold in 6" pots, although sizes range from 4" containers to 10+ gallon pots. The price of a 6" pot with two milkweed plants (*Asclepias curassavica*) is presently \$6.00 (\$3.00 per plant). All other plants, depending on size and species, range from \$2.00 to \$15.00.

Monarch Program General Fee

Annual membership	\$25.00
Classroom field trips to the Vivarium	\$80.00
Private organization tours (per person charge)	\$5.00
Classroom package (2 larvae, potted plants)	\$12.00
Butterfly Vivarium visit for non-members	\$4.00 adult
(children under 6 are free; brief video and tour)	\$2.00 children
MN back issues (includes postage)	\$1.50 each

Shipping Livestock and Plants

The Monarch Program maintains a strict policy concerning geographic restrictions for shipping plants and butterfly livestock. We supply local people with local livestock through networking with Monarch Program members throughout the U.S. For information about how to obtain butterfly livestock and host plants in your region, call (760) 944-7113 or direct e-mail questions to Monarchprg@aol.com. For questions about shipments, please call (800) 606-6627

Monarch Program Membership Form

Complete this form and mail to our address listed below. Please enclose \$25.00 for annual membership fees. You will receive a welcoming letter, monthly twelve page newsletter, listing in our new members column, discounts on butterfly livestock and plants, unlimited access to the Butterfly Vivarium.

Name:Address:

City:State:Zip:

Telephone:Business:Fax:

Comments / Questions:

Signature:Date:

**Mailing address: P.O. Box 178671, San Diego, CA 92177, Tel: (619) 9447113 or 1-800-60 MONARCH,
Fax: (619) 436-1159, Email: Monarchprg@aol.com**

Monarch Program Survey

The following questionnaire is for new members (see form opposite side). Your answers to the following questions will help us understand more about the needs of the community and assist us with the design of our educational projects and the Newsletter.

	Yes	No
_____	_____	_____ Collect butterflies or other insects
_____	_____	_____ Travel internationally
_____	_____	_____ Interest in butterfly gardening
Yes _____ No _____	_____	_____ Visited monarch habitats in Mexico
_____	_____	_____ Visited monarch habitats in California
_____	_____	_____ College Education(Bachelors degree)
_____	_____	_____ College Education(masters or Doctrate)
_____	_____	Occupation:
_____	_____	Knowledgeable about plants and animals
_____	_____	Have reared butterflies or moths
_____	_____	Comments: