

LIVING
ACRES

#MonarchChallenge

Monarch populations have fallen, in part due to the loss of milkweed. Through the Monarch Challenge, growers are rebuilding the iconic species' crucial habitat on their operations. Here is a look at the success of the first three years of the Monarch Challenge.

BASF
We create chemistry

Grower
signups

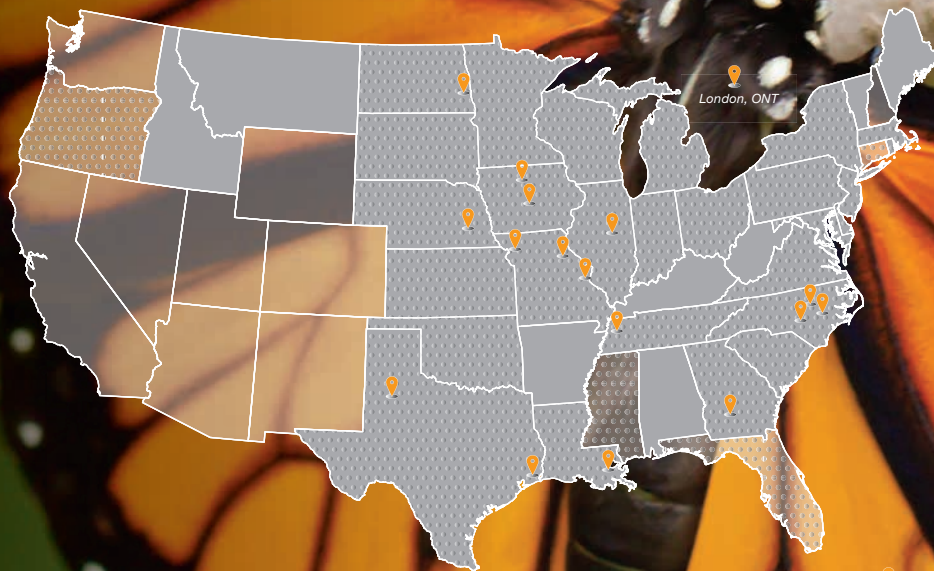
2017: **1,500**
2018: **2,627**

Milkweed
stems planted

2016: **1,500**
2017: **12,000**
2018: **32,000**

Partnered
with

4 universities
for ongoing
pollinator
research



States where #MonarchChallenge
milkweed is planted

States with golf courses
participating in #MonarchChallenge

BASF sites that have
planted milkweed

29
states
where #MonarchChallenge
milkweed is planted

72
golf courses
participating in
#MonarchChallenge

18
BASF
sites
have planted milkweed

#MonarchChallenge

To take the Living Acres #MonarchChallenge, or to learn more about establishing milkweed on your farm, visit MonarchChallenge.com