

MBHE Resource Document for Landowners (Steps to Participate)

The Monarch Butterfly Habitat Exchange is an innovative, market-based program dedicated to facilitating the restoration and conservation of high-quality monarch habitat on America's private working lands. The Exchange is currently operating in the Central Valley of California, the North Core Monarch Conservation Unit in Missouri and the South Core Monarch Conservation Unit in Texas (see map below). Additional states will be added as new resources become available.

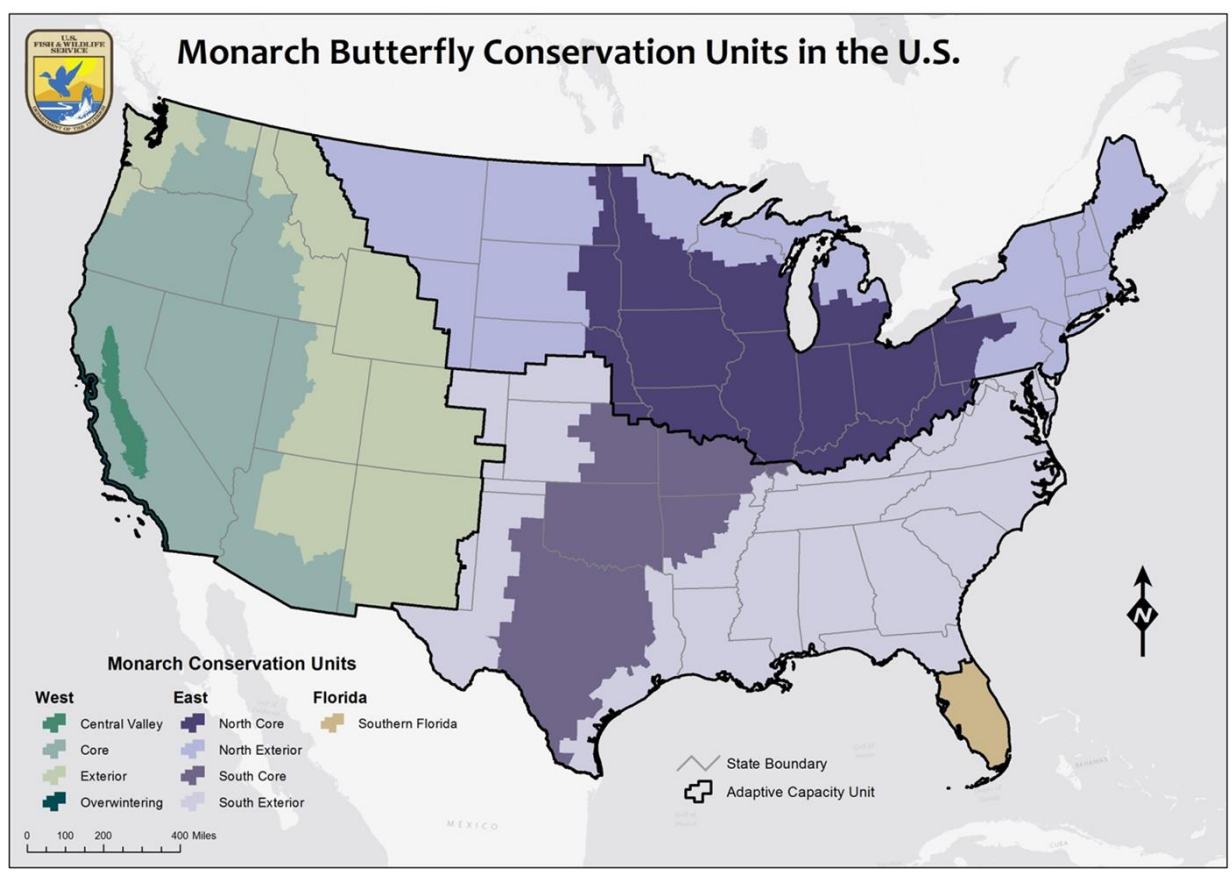


Figure 1. The Exchange is operating in the Central Valley of California, the North Core Monarch Conservation Unit in Missouri, and the South Core Monarch Conservation Unit in Texas

- **Complete Landowner Interest Form:**

If you are interested in potentially participating in monarch habitat restoration, enhancement and conservation through the Exchange, then the first step in the process is to complete and submit the Landowner Interest Form, which is available on the drop down menu on the Landowners tab of the homepage

[\[link\]](#). This form will help the Exchange Administrator identify what resources and opportunities might be available to you.

- **Exchange Administrator Response**

The Exchange Administrator is typically able to respond to submitted Landowner Interest Forms within three business days. The response typically includes a list of the resources and opportunities that might be available to you. Note that on-the-ground technical assistance and funding for projects are currently limited to the Central Valley of California, the North Core Monarch Conservation Unit in Missouri and the South Core Monarch Conservation Unit in Texas (see Figure 1). Additional states will be added as new resources become available.

- **Information Requests**

If you are seeking information on monarch habitat restoration, enhancement or conservation (e.g., what milkweed species are appropriate for my location?) the Exchange Administrator will either provide this information directly or direct you to other organizations or experts that can do so.

- **Technical Assistance**

If your farm or ranch is located in the Central Valley of California, the North Core Monarch Conservation Unit in Missouri or the South Core Monarch Conservation Unit in Texas, the Exchange can provide you with technical assistance for restoring, enhancing and conserving monarch habitat. The Exchange has a network of experts who can provide guidance on site preparation, appropriate seed mixes, seed and plug planting approaches, and use of various habitat enhancement and maintenance approaches such as mowing and use of prescribed fire. Prospective participants in the Exchange can arrange a site visit with Exchange technical experts to view potential project areas and provide guidance on restoration, enhancement and conservation approaches and options.

- **Monarch Habitat Accounting**

In order to achieve better accountability of project outcomes, and to determine overall progress towards monarch recovery, the Exchange relies on application of the Monarch Habitat Quantification Tool (HQT) for every project. The Monarch HQT [\[link\]](#) enables measurement of habitat quality in addition to quantity, which means that the actual benefits to monarchs of a particular project (beyond just acres restored or enhanced) can be determined, as well as for all projects combined.

- **Project Funding**

Currently, in order to be eligible for funding, a proposed project must be located within the Central Valley of California, the North Core Monarch Conservation Unit in Missouri, or the South Core Monarch Conservation Unit in Texas. In addition, total project size must be 1 acre or greater in California or Missouri and 5 acres or greater in Texas.

The Exchange provides three basic options for funding habitat restoration, enhancement and conservation projects. If you have submitted a Landowner Interest Form you will be informed by email of funding opportunities that may be available to you.

1. Cost-share and outcomes-based payment: The Exchange typically has a pool of funding available to cost-share the implementation of habitat restoration and enhancement activities, as well as annual outcomes-based payments that are made once habitat quality has reached an acceptable threshold as described in the Landowner's Stewardship Agreement and as determined through application of the Monarch HQT. Cost share percentage and amount of outcome-based payments are dependent upon funding availability and level of demand for this source of funds. This option is currently available, but limited.
2. Featured projects: Landowners who are interested and willing to have their proposed projects featured on this website are eligible to receive funds through crowdsourcing. In this option, contributors can earmark their funds for a particular featured project and the Exchange will pool these funds and disperse them to the landowner in accordance with a payment schedule specified in the landowner's Stewardship Agreement. These funds may cover some or all of the costs of restoring, enhancing and maintaining habitat. This option is currently available.
3. Competitive bidding: Major contributions that are received by the Exchange will typically be disbursed through a competitive bidding process. Details on the bidding process and eligibility to participate will be made available with each major investment received. This option is not currently available.

- **Landowner Stewardship Agreement**

In order to receive funding landowners must enter into a Stewardship Agreement with the Exchange [[see template here](#)]. Stewardship Agreements are for five years and are renewable.