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Saving Monarch Butterflies: How Your Store Can Help

Scientists say that monarch butterfly numbers have plummeted by 90 percent since the mid 1990s and are in danger of disappearing from the American West within the next 35 years.

One reason for the dramatic decline of these beautiful — and ecologically important — butterflies is the overuse of pesticides. The good news is that your store can help save monarchs.

From the products your store sells to the lawn and garden care tips you offer customers, your local garden store can play an important role in ensuring that these beautiful butterflies are around for future generations.

As someone in the community who cares deeply about protecting wildlife and the environment, I strongly urge you to...

#1. Stop selling Roundup. Monsanto's chemical is destroying the milkweed that monarchs need to survive.

#2. Offer more options for integrated pesticide management. Expanding non-toxic options in your inventory will reduce pesticide pollution and protect wildlife.

#3. Sell monarch-saving milkweed seeds or seedlings Milkweed is essential for monarch breeding and feeding. You can help your customers restore this vital resource for monarchs.

My Name: _____

My Phone: _____

My Email: _____