



An Airbnb where the monarch checks in

Our iconic butterfly is in trouble because of disappearing habitat. How do we get farms to help?

We crowd-source it.



Environmental Defense Fund is bringing the “sharing economy” to wildlife conservation, where landowners can earn income for improving habitat. Species that benefit include the iconic monarch butterfly, whose populations have declined nearly 90%. Farmers who cultivate milkweed are providing

temporary housing along migratory routes. These habitat exchanges are just one of EDF’s **collaborative, cost-effective approaches to conservation.**

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