

Feature Story



Monarch butterflies descend on Commodity Classic

During the 2017 Commodity Classic in San Antonio, hundreds of monarch butterflies descended near the convention center in Hemisfair Park – but they were walking, not flying. More than 275 children earned their monarch wings and donned butterfly face paintings at the Monarchs, Milkweed and Migration event on March 3.

Hosted by BASF and The University of Texas at San Antonio (UTSA), the event brought creative minds of all ages together to learn about the monarch butterfly, its habitat, migration pattern and metamorphosis from a larva to butterfly.

Attendees experienced a simulated migration of the monarch's journey from Canada through the U.S. – including Texas – and down to the oyamel fir forest in Mexico where the butterfly spends the winter. Families explored the relationship between the monarch and its host plant, milkweed. This vital plant is the reproductive habitat for monarch butterflies, and is the only one on which monarch larvae feed.

Events like Monarchs, Milkweed and Migration are one way BASF, through its Living Acres initiative, is helping restore the monarch butterfly population. Living Acres raises awareness about the monarch butterfly's population decline and provides actionable steps for farmers to grow milkweed.

Faculty members and students at UTSA are also actively involved in the restoration of the monarch butterfly through their research on milkweed in Texas.

For more information on Living Acres, visit MonarchChallenge.com

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