

Application for Garden Centre Certification

Certification by the Moths and Butterflies of NZ Trust that a garden centre conforms to butterfly-friendly practice

The MBNZT is here to help or advise as you establish and maintain your garden centre in a butterfly-friendly manner, encouraging gardeners to plant more plants to encourage butterflies. If your garden centre meets the certification requirements you'll receive a certificate, a year's MBNZT membership, use of the 'approved by butterflies' tick as well as the trade e-news: regular promotional material regarding butterflies and moths to assist your garden centre staff upsell to customers.



BUSINESS

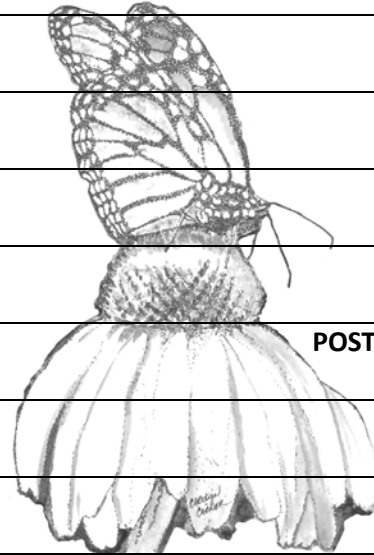
CONTACT PERSON

POSITION

MAILING ADDRESS

POSTCODE:

LOCATION



Phone: ()

Mobile: ()

Email:

Website:

In applying for certification, we confirm that:

1. Key staff will have completed the on-line MBNZT course 'Create Butterfly Habitat'. With this information they will have a better understanding of the value of other plants besides swan plants and other resources to butterfly-lovers to enable upselling.
2. We will ensure that any plants that have been sprayed with pesticides, are pesticide-free at the time they are released to the public.
3. On certification we will be entitled to use the 'approved by butterflies' tick on all promotional material.
4. We will also receive the MBNZT's trade e-news about desirable plants and products 3-4 months before they go on sale, hopefully allowing good time for planning and promotion, and a pdf copy of each magazine.
5. The MBNZT will promote stores that meet these standards and hold the 'approved by butterflies' tick on their website and in social media.

Are you happy for your garden centre's certification status to be mentioned in MBNZT's quarterly 'BUTTERFLIES' magazine, on the website and in social media? Yes No

Attached is our payment of \$350.00* which we understand is refundable if our centre is not accepted for certification. (Alternatively, payment can be made directly to the MBNZT bank account with Kiwibank, 38-9009-0654693-00.) We understand that this is an annual registration, due 1 July each year.

Signed: _____

Date: _____ (continued on reverse)

Why does the MBNZT encourage butterfly-friendly garden centres?

The Moths and Butterflies of NZ Trust (also known as the Monarch Butterfly New Zealand Trust), was incorporated under the Charitable Trusts Act 1957 as a registered charitable trust, No. 1679763, with donee status. The Trust (CC11297) was established in the interests of the conservation of NZ's Lepidoptera and to increase biodiversity within NZ to benefit present and future New Zealanders.

Many people visit garden centres and buy swan plants each spring and summer for the monarchs to lay on. Caterpillar deaths can occur due to

- Pesticides used to control aphids and other pests and even to kill monarch eggs/caterpillars so that the plants are in pristine condition at the time of sale.
- Differences in the levels of cardenolides within different species of milkweed. Transferring caterpillars from one plant to another can affect the caterpillar's metabolism – especially when they are moulting.
- Uses of pesticides in the garden, spray drift, or even chemicals on hands and used in the home can kill caterpillars.

People upset because their caterpillars are dying often speak negatively of the garden centre, discouraging others from shopping there. It is the mission of the MBNZT to educate monarch butterfly-lovers to recognise the part they can play in caterpillar deaths.

The MBNZT will work with garden centres to improve the knowledge of garden centre staff. Fully informed garden centre staff can also upsell to the customer, encouraging them to enhance their garden with other complementary plants for sources of nectar and host plants of other native NZ butterfly species.

Note:

The Moths and Butterflies of New Zealand Trust retains the right to withdraw butterfly-friendly certification from a garden centre should a previously approved site fall below standard.

Charge:

- * Your garden centre will receive an invoice/receipt for \$350.00. This will cover certification until 1 July following year.

The \$350.00 charge p.a. is for independent stores. For groups and chains please inquire by email to trust@monarch.org.nz

*Mail completed form to MBNZT, PO Box 44.100, Pt Chevalier, Auckland 1246
or scan and email to trust@monarch.org.nz.*