



CREATE A HAVEN FOR BUTTERFLIES

In the UK, many butterflies that are already endangered have been steadily declining in numbers. If you can support them by creating year-round habitats and feeding opportunities in 10% of your garden – even if it’s small – you’ll be making a real difference.



BUTTERFLY-FRIENDLY PLANTS...

AUTUMN

Adding some of the flowers and plants below to your garden as part of the 10% Challenge will help save our beautiful butterflies. Plants perfect for autumn are:



Chives



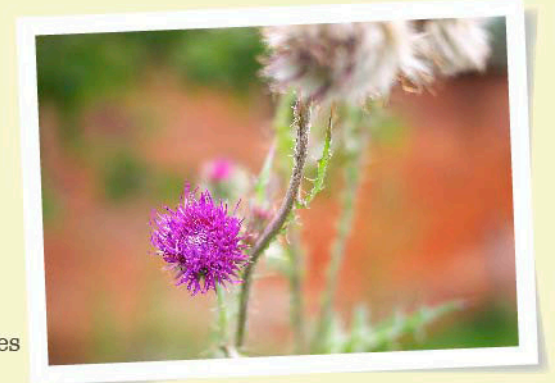
Cornflower

- Candytuft
- Chives
- Cornflower
- Escallonia
- Forget-me-not
- French Marigold
- Globe Thistle
- Hyssop
- Ice Plant
- Lavender
- Marjoram.

WINTER

During the winter, depending on the species, butterflies are at different life stages. Some survive the cold months as caterpillars, some as pupae, some as hibernating butterflies, while some hardier moths stay active. During mild spells, even hibernating adult butterflies come out looking for food, so fill your garden with:

- Michaelmas Daisy
- Mint
- Purple Loosestrife
- Thyme
- Thistles
- Holly
- Ivy.

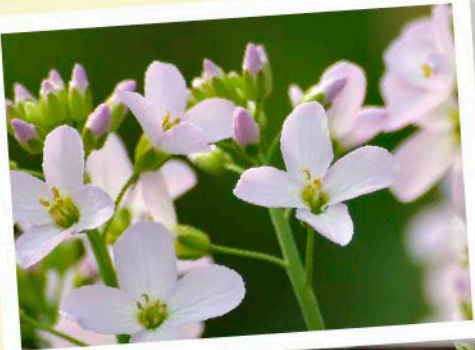


Thistles

SPRING

When butterflies come out from hibernation in the spring, they need food. Help them by planting:

Cuckooflower



Buckthorn
Cuckooflower
Garlic Mustard
Sweet Rocket
Cock's Foot
Common Rock Rose.

Garlic Mustard

Add in butterfly-friendly plants and flowers and your garden will look and smell lovely! And of course that's not the only benefit - the results of improving habitats are striking. Farms that supply Jordans cereals have seen an eight-fold increase in butterfly population after taking actions to create homes for them on their land.

With the 10% Challenge we can build on these excellent results. If you add up the UK's gardens, it's more space than all the British National Parks combined, so just 10% would make a massive difference to our native butterflies.

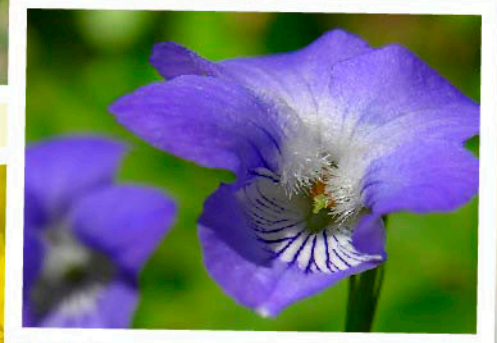
SUMMER

And to enjoy a summer filled with butterflies fluttering by in their full glory, plant:

Buddleia
Dog Violet
Birdsfoot Trefoil
Rock Rose
Fritillaries.



Buddleia



Dog Violet



Rock Rose

SHOW US YOUR GREAT WORK

We'd really love to see how you're getting on with creating homes for butterflies in your garden. So please share your photographs, drawings, stories or pictures with us on [Facebook](#).

JORDANS
10%
CHALLENGE
Join us and create homes
for wildlife in your garden

jordanscereals.co.uk