

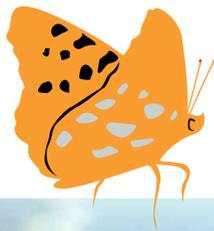
INTRODUCTION

The Oregon silverspot butterfly (*Speyeria zerene hippolyta*) was once found on coastal grasslands along the Pacific Ocean from northern California to southern Washington. Due to habitat loss, the butterfly is found at only four sites in Oregon and one site in California.

In 1980, the U.S. Fish and Wildlife Service (USFWS) added the Oregon silverspot to the list of threatened species and, in 1982, assembled a recovery team to conduct habitat restoration. In 1999, the Oregon Zoo in Portland joined forces with USFWS, Lewis & Clark College and the Nature Conservancy to conduct population augmentation and public education. Two years later, Woodland Park Zoo also joined the team.

Through this collaborative effort, Woodland Park Zoo and Oregon Zoo staff and volunteers rear the butterflies in captivity from the egg to pupa, releasing them into the wild to augment the population. At the first release in 2000, 191 pupae were released at one site. Over the last five years, over 10,000 pupae have been released at three sites.

Celebrating efforts to repopulate the Oregon silverspot butterfly, Oregon's Pelican Pub & Brewery launched the Silverspot IPA, a delicious beer inspired by the butterfly conservation efforts at the Cascade Head preserve in Oregon, located just outside the brewery's front door. A portion of the sales of this IPA goes directly to the conservation effort.



METHODS

Woodland Park Zoo designed the label.

Pelican Pub & Brewery made the beer. Brew Master Darron Welch selected the blend of Sterling, Fuggle and Meridian hops, focusing on herbal, floral, spicy and tangerine-like characters to create this highly drinkable 6% abv English-Style IPA.

An agreement was made that a percentage of every barrel of beer would go directly back to the recovery program. This money will be used to fund the captive-rearing component of the project.

The beer was released August 21, 2012. That same month, Woodland Park Zoo released more than a thousand silverspot butterflies back into their natural habitat along the Oregon coast.

The Pelican Pub & Brewery hosted an event to launch the beer. This event will happen every year and has evolved to become a "meet the scientist" opportunity to raise more awareness of the project.

The Silverspot IPA won a silver medal at the 2012 Great American Beer Festival in the English-style IPA category. The Oregon Silverspot Captive Rearing Program recently earned a Significant Achievement Award from the Association of Zoos & Aquariums, the accrediting organization for more than 200 zoos and aquariums in North America.

CONCLUSION

This has been a win-win-win project. The Silverspot Butterfly conservation project has garnered much press and awareness and an "out of the box" funding source through the partnership with the Pelican Pub & Brewery. The Pelican Pub & Brewery created an award-winning beer and has also received extensive free press. The people in the area now have pride and a sense of ownership in a butterfly that can be found in their own backyard. And, the Silverspot butterfly benefits from additional people in the Pacific Northwest learning about the project, planting violets in their back yard, participating in planting parties, and by donating money, or by drinking a Silverspot IPA!



ACKNOWLEDGEMENTS

Oregon Silverspot butterfly recovery partners include Woodland Park Zoo, Washington Department of Fish and Wildlife, Oregon Zoo, The Nature Conservancy, Xerces Society, Lewis and Clark College, U.S. Forest Service, U.S. Fish and Wildlife Service, Siuslaw National Forest, Oregon Coast National Wildlife Refuge Complex, Willapa National Wildlife Refuge, Long Beach Washington, National Park Service Lewis and Clark National Historical Park, Natural Resources Conservation Service, USFWS Field Offices, Oregon State Parks, Oregon Department of Fish and Wildlife, Oregon Military Department Camp Rilea, Oregon Department of Transportation, Oregon Coast Aquarium, North Coast Land Conservancy, Audubon Tenmile Creek Sanctuary, Mid-Coast Watershed Council, Safe Harbor Landowner Participants, Portland State University, Oregon State University, Institute of Applied Ecology, Celata Research Associates and the Pelican Pub & Brewery