



The Creative Metamorphosis of Marinduque's Butterfly Industry





Beyond the Chrysalis:

The Creative Metamorphosis of Marinduque's Butterfly Industry

A Special Publication Project by the Department of Trade & Industry (DTI) -
Marinduque Provincial Office

Editorial Board:

Rodolfo J. Mariposque, CESO IV
Roniel M. Macatol, PhD
Rochelle M. Clamor, IE
Richzel Grace D. Lancion, ECE, ECT

Photography by:

Kym L. Vargas

Book Layout, Graphics, and Articles by:

Richzel Grace D. Lancion, ECE, ECT

Special Thanks to:

Prof. Panchito M. Labay

Publisher/Published by:

Department of Trade and Industry (DTI) - Marinduque Provincial Office
JMP Building, Pamintuan St., Isok, Boac, Marinduque

Copyright © 2024

All rights reserved. No part of this book may be reproduced or used in any manner without the prior written permission of the copyright owner, except for the use of brief quotations.

To request permissions, contact the Department of Trade and Industry (DTI) - Marinduque Provincial Office at 042-332-1750 or ro4b.marinduque@dti.gov.ph.

ISBN Number: 978-621-96887-0-3

Printed in the Philippines





Foreword

This coffee table book entitled "***Beyond the Chrysalis: The Creative Metamorphosis of Marinduque's Butterfly Industry***" celebrates the remarkable success stories of Marinduque's butterfly business owners, who once started as micro businesses but have now transformed, just like the magnificent butterflies spreading their wings in a kaleidoscope of vibrant colors, in the exporting side of the business industry.

Just like the ***chrysalis*** or the pupa in the transformative stage of a butterfly's life, these entrepreneurs began their journey as humble caterpillars in their cocoons, dreaming of making their mark in the world. Through sheer determination, resilience, unwavering passion, and the invaluable support of the ***Department of Trade and Industry (DTI) Marinduque***, they emerged from their chrysalises, blossoming into beautiful butterflies, captivating the hearts of the locals and the international market scene.

These ***Marinduqueños*** exemplify the essence of entrepreneurship, reminding us that great achievements often arise from humble beginnings. Their stories are a testament to the power of perseverance and the significance of having a supportive ecosystem. DTI Marinduque played a vital role in nurturing and guiding these entrepreneurs, providing them with essential resources, mentorship, and opportunities to flourish.

Much like the delicate butterfly, success is not achieved overnight. It is a gradual process, requiring patience, dedication, and nurturing. This book serves as a tribute to the journey taken by these remarkable individuals as well as an inspiration to those who aspire to spread their own wings and reach their full potential.

As you immerse yourself in the tales of these metamorphoses, may you be reminded that just as a butterfly gracefully emerges from its chrysalis in its own time, so too can we all unlock our hidden talents and achieve our dreams. Whether you are an aspiring entrepreneur, a lover of nature's wonders, or simply someone seeking inspiration, this book invites you to witness the breathtaking transformation that occurs when passion meets perseverance.

Like these awe-inspiring stories that lie within these pages, let the vibrant colors of success and the spirit of determination guide you towards your own metamorphosis.

Together, let us celebrate the journey of these ***Creative Marinduqueños*** and be inspired to embrace our own potential, just like the graceful butterfly does.



Table of Contents

i	Foreword
ii	Table of Contents
1	Introductory Messages from the Department of Trade & Industry (DTI)
3	Background: Butterflies in your stomach?
12	Inspiring Triumphs: The Creative Metamorphosis & Success Stories of the MSMEs
13	1. ALH Enterprise: Transforming Butterfly Convergence into Economic Success thru the Academe
15	2. From Scout to Entrepreneur: A Journey of Innovation & Sustainability at Marl Insect & Butterfly Culture
17	3 JMC Farm: Cultivating Marinduque's Butterfly Heritage
18	4 Insects Haven: From Passion to Profit - A Story of Entrepreneurial Spirit
19	5 Tropical Papilionidae: Empowering Communities through Butterfly Conservation
20	6 JLM Butterfly: A Journey to the Marketplace Industry
21	7 Island Butterflies Farm: Wings of Paradise
22	8 La Anton: Wings of Creativity and Craftsmanship
23	9 Class Insecta: Crafting Elegance with Marinduque's Butterfly Inspired Creations
24	10 Tropical Insects Enterprises: Unleashing the Tropics
25	11 Ma. Corona Butterfly Culture: Cultivating Beauty, Inspiring Growth
26	12 Lyra-Ysabelle Butterfly Farm: A Symphony of Butterflies
27	Expanding Horizons:
28	PRESBI-LAV Convergence Project: Transforming Lives through Butterfly Industry and Livelihood Value-Addition
29	Messages of Support





Message from the **DEPARTMENT OF TRADE & INDUSTRY (DTI) - MIMAROPA**

There is something about Marinduque that will make you feel calm and tranquil. It may be the vast hectares of butterfly farms flourishing over the heart of the Philippines.

This part of the country is just waiting for its blooming industries to flutter even further into the global scene. Hence, the Department of Trade and Industry – MIMAROPA region is at the forefront of creating a Data Knowledge-based System that aims to add value to data and information on the butterfly industry in the region.

My warmest Congratulations to DTI Marinduque Provincial Director, Dr. Roniel M. Macatol and the whole team for another successful publication.

Maraming salamat po at mabuhay tayong lahat!



RODOLFO J. MARIPOSQUE, CESO IV
Regional Director, DTI MIMAROPA



Message from the **DEPARTMENT OF TRADE & INDUSTRY (DTI) - Marinduque**

Welcome to the mesmerizing beauty and rich diversity of Marinduque's butterflies through this Coffee Table Book, "Beyond the Chrysalis: The Creative Metamorphosis of Marinduque's Butterfly Industry".

This is our humble contribution to celebrating these delicate creatures, with every page featuring their intricate patterns, striking colors, and the unique role they play in the island's ecosystem while providing economic opportunities through environmentally sound practices linked with butterfly breeding. Likewise, this initial publication highlights the inspiring triumphs of twelve (12) butterfly breeders and exporters.

To help sustain the industry, we embarked on strengthening the capabilities of our butterfly exporters as they are made a priority sector, not only of the DTI Marinduque but of the Marinduque Exporters Association, the duly recognized MIMAROPA Exporters Association by the Philippine Exporters Confederation, Inc. (PHILEXPORT). Through sustained export business, community-based breeders all over the province have a sure market for their butterfly pupae.

I would like to express my sincerest appreciation to the members of the Provincewide Reinvigoration of Economic Skills in Butterfly Industry – Livelihood and Value Addition (PRESBI-LAV) Convergence, our butterfly breeders and exporters, and our DTI-MIMAROPA Regional Director Rodolfo J. Mariposque for supporting this industry.

May this publication inspire communities all over the country and allow the butterflies of Marinduque to spread their message far and wide, nurturing a world where beauty, diversity, and sustainability coexist!

RONIEL M. MACATOL, PhD
Provincial Director, DTI Marinduque



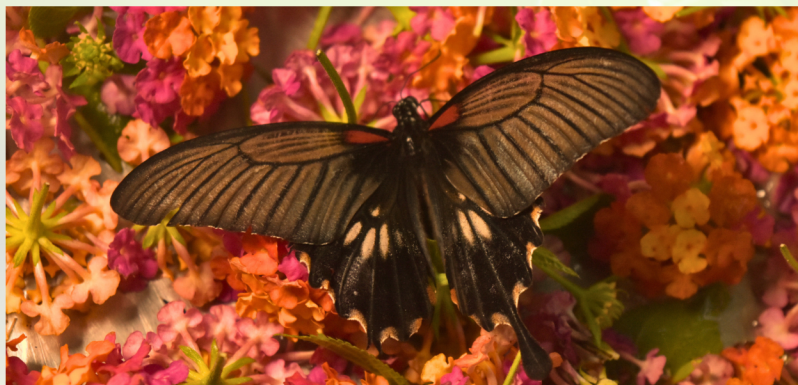
Butterflies in your Stomach?

For Marinduqueños:
“We have it inside our Heart!”

Butterflies are not just delicate creatures fluttering around; they are also a symbol of beauty, transformation, and freedom. Marinduque, situated at the geographical center of the Philippine archipelago, dubbed as the “Heart of the Philippines” is truly a heart-shaped island province blessed with breathtaking landscapes and vibrant culture. Here, butterflies hold a special place, not only in the natural ecosystem but also in the hearts of the Marinduqueños.

A Rainbow of Nectar

Butterflies have a unique diet that mainly consists of nectar. In Marinduque, a diverse range of flora provides a colorful buffet for these winged wonders. From the vibrant santans (*Ixora coccinea*) to the fragrant sampaguitas (*Jasminum sambac*), butterflies find an array of nectar-rich flowers to satisfy their appetites. Marinduque's tropical climate and fertile soil create the perfect conditions for an abundance of blooming flowers, ensuring a steady food source for these delicate creatures.



A *Papilio lowii* having a vibrant feast.



A mosaic of the butterflies' fallen & dried wings, depicting the map of Marinduque. Artwork displayed at the Lumawig Learning Institute - Memorial Hall, Cawit, Boac, Marinduque.

Pollination and Fruitful Encounters

While sipping nectar, butterflies unknowingly perform an essential ecological role: pollination. As they move from flower to flower, they transfer pollen grains, allowing plants to reproduce and thrive. Apart from nectar, some butterfly species also have a taste for citrus fruit juices. Their love for fruits not only adds to the charm of these insects but also contributes to the dispersal of seeds, aiding in the growth of new plant life across the island.

A Festive Celebration of Culture and Nature

Butterflies are not just visitors passing through Marinduque; they are an integral part of the island's natural beauty and cultural heritage. Accounting for an astounding “85% of butterfly and pupae exports in the country”¹, Marinduque has earned its prestigious title as the “butterfly capital” of the country. The Philippines, blessed with approximately 927 butterfly species, Marinduque boasts a remarkable abundance of around two-thirds or about 600 species of the said creatures within the island².

The Tree Farming and Butterfly Propagation Ordinance of 2002 by the Municipality of Boac established the Bila-Bila Festival held annually every 8th of December in celebration of the Boac town fiesta. This event showcases the the importance of these bila-bila (Marinduqueños local term for butterflies), thus, underscores the need to preserve their habitats, environmental stewardship and promotion of sustainable tourism practices. Moreover, according to this ordinance, “Whenever appropriate, the release of butterflies shall become a regular feature of social gatherings such weddings, birthdays, baptisms, and anniversary celebrations, and shall become a regular feature of the traditional ‘putong’ and in welcoming of dignitaries, visitors and guests.”

In the recently conducted 5th Cities and Municipalities Competitiveness Index (CMCI) Academic Symposium by the Department of Trade and Industry (DTI), DTI - Marinduque Provincial Director, Dr. Roniel M. Macatol during his presentation of his award winning paper entitled “Intensifying Strategies to Enhance the Competitiveness of the Emerging Creative Industry in the Province of Marinduque,” emphasized that Marinduque's arts, culture, and local cuisines, typically showcased during the Lenten rites with traditional putong/tubong and the release of live butterflies to commemorate the celebration, should be experienced all throughout the year. As per 2023 CMCI data, Marinduque is composed of two first class municipalities (Boac & Sta. Cruz), three ranked in third class (Gasan, Mogpog & Torrijos) and one in fourth class rank (Buenavista). There may be no cities yet in Marinduque, but indeed this province is extremely blessed with ineffable cultural richness, tradition, hospitality and creativity, all of which were essential for the development of creative municipalities in the province.



(Top to bottom): 2012 Bila-bila Festival's Grand parade & street dancing. Photos contributed by Richard Justin and Jofel Joyce Lancion, photography enthusiasts from Mogpog, Marinduque.

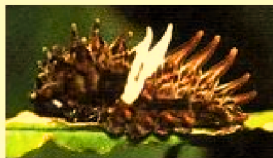
1. Lancion, Jofel Joyce, Cinco, Maricar, Lagran, Mayda, Marinduque: 'Putong,' Morion, arrowroot and more. (Philippine Daily Inquirer, April 21, 2019), < <https://newsinfo.inquirer.net/1108837/marinduque-putong-morion-arrowroot-and-more>
2. National Museum of the Philippines - Marinduque. Bila Bila Festival: To cap off this year's #FlutterFriday. (Facebook, December 31, 2021)<<https://www.facebook.com/NMPMarinduque/posts/1058388388347862/>>

Shown below and on the succeeding pages were some of the discovered and named butterfly species found in Marinduque along with its host plants, all credits to Department of Environment & Natural Resources (DENR) Marinduque and, Mr. Panchito Labay, a beloved environmental science professor at Marinduque State College, fondly called as "Professor Butterfly" with extensive research and studies presented internationally.

Tribe: Troidinini



Atrophaneura semperi



Troides rhadamantus



Troides magellanus



Pachliopta kotzebuea



Tribe: Leptocircini



Lamproptera meges



Tribe: Papilionini



Chilasa clytia palephates



Family: Aristolochiaceae



Aristolochia tagala

Family: Hernandiaceae



Illigera trifolia

Family: Lauraceae



Litsea glutinosa



Cinnamomum iners



Tribe: Leptocircini



Graphium agamemnon



Graphium doson



Graphium sarpedon



Graphium antiphates



Graphium aristeus



Graphium macareus



Graphium stratocles

Family: Annonaceae



Goniothalamus amuyon



Uvaria rufa



Annona muricata



Annona reticulata



Desmos chinensis



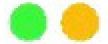
Polyalthia longifolia



Tribe: Papilionini



Papilio rumanzovia



Papilio demoleus



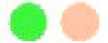
Papilio memnon



Papilio polytes



Papilio palinurus



Papilio lowii



Papilio helenus



Papilio hipponous



Family: Rutaceae



Toddalia asiatica



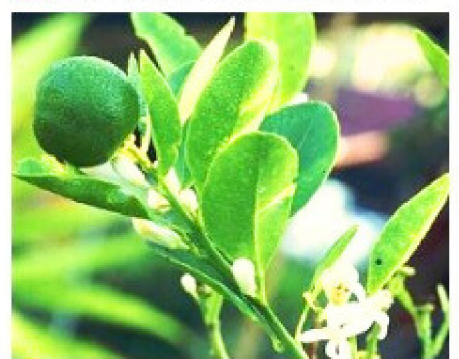
Micromelum minutum



Zanthoxylum rhetsa



Clausena anisum-olens



Citrus microcarpa



Citrus grandis

Tribe: Charaxini



Charaxes bernardus



Polyura schreiberi



Polyura athamas



Tribe: Vagrantini



Phalanta phalantha



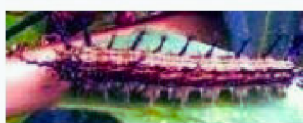
Cupha erymanthis



Vindula erota



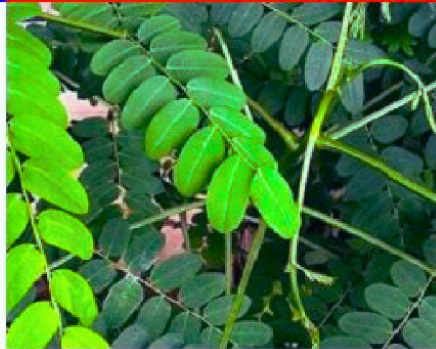
Tribe: Parthenini



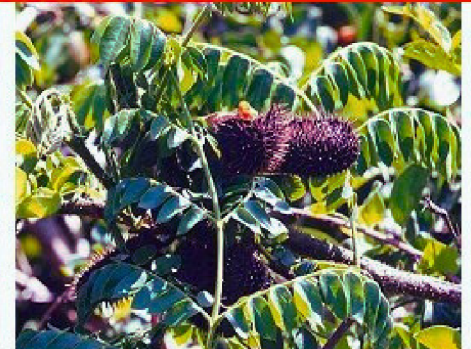
Parthenos sylvia



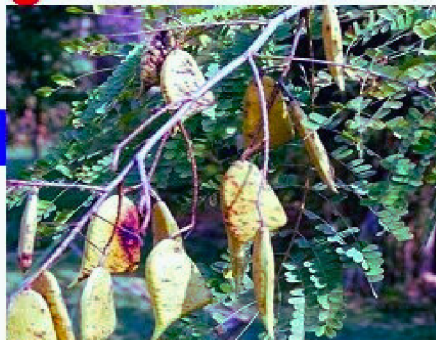
Family: Fabaceae/Papilionaceae



Adenanthera pavonina



Caesalpinia bonduc



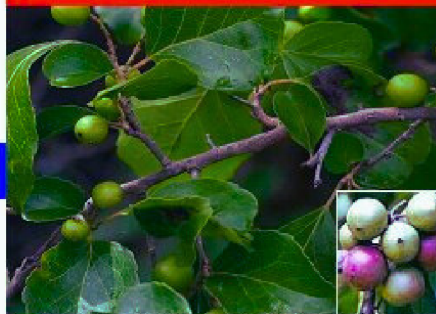
Caesalpinia sappan



Albizzia sp.



Family: Flacourtiaceae



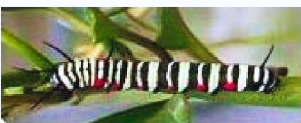
Flacourtia rukam



Adenia zucca



Tribe: Euploeini



Idea leuconoe



Euploea mulciber



Euploea phaenareta



Euploea eunice



Euploea midamus



Tribe: Cyrestini



Cyrestis maenalis



Cyrestis thyodamas



Cyrestis themire



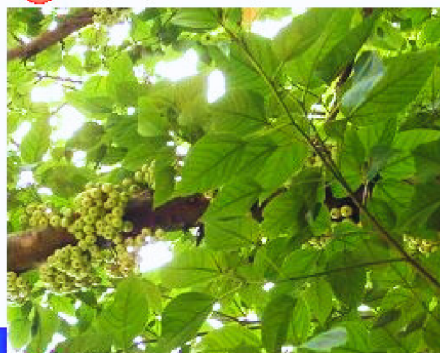
Asclepiadaceae (1st row) Moraceae (2nd & 3^d row)



Tylophora sp



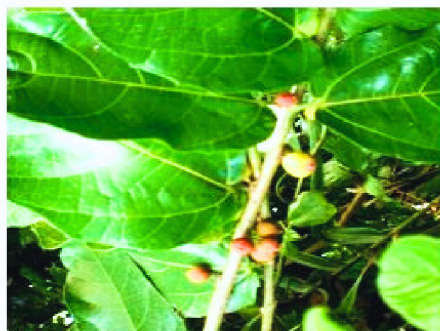
Streptocaulon baumii



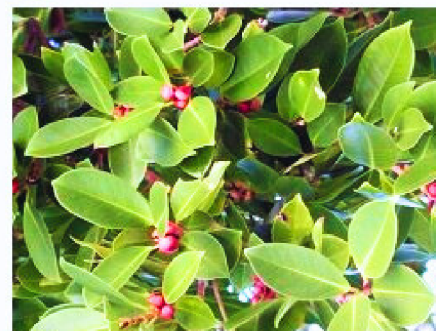
Ficus variegata



Ficus retusa



Ficus ulmifolia



Ficus microcarpa



Tribe: Junoniini



Junonia (Precis) almana



Junonia (Precis) orithya



Junonia (Precis) atlites



Junonia (Precis) hedonia



Junonia (Precis) iphita



Hypolimnast bolina



Hypolimnast antilope



Tribe: Kallimini



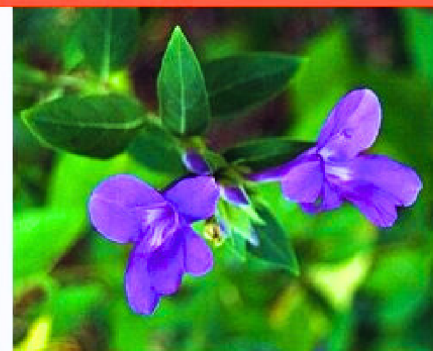
Doleschalia bisaltide



Family: Acanthaceae



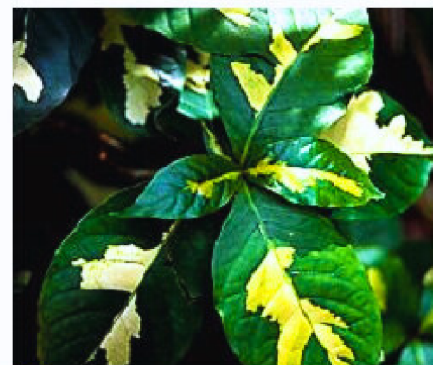
Ruella tuberosa



Barleria cristata



Hygrophila salicifolia



Graptophyllum pictum



Family: Convolvulaceae



Ipomoea batatas













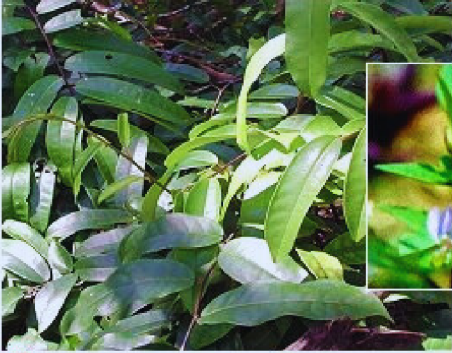




















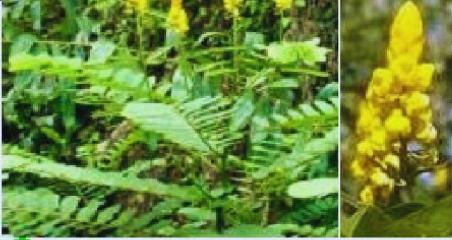









Family: Verbenaceae



Stachytarpheta sp.



	Tribe: Pierini	Family: Capparidaceae	Family: Loranthaceae
   	 <i>Hebomoia glaucippe</i>   <i>Valeria boebera</i>   <i>Liptosia nina</i>   <i>Delias hyparete</i> 	  <i>Capparis sp.</i>   <i>Cleome sp.</i>   <i>Dendrophthoe sp.</i>	
	Tribe: Coliadini	Family: Papilionaceae	
    	 <i>Catosilia pomona</i>   <i>Catopsilia pyranthe</i>   <i>Catopsilia scylla</i>   <i>Eurema hecabe</i>   <i>Eurema blanda</i> 	  <i>Cassia occidentale</i>   <i>Cassia mimosoides</i>	  <i>Cassia tora</i>   <i>Cassia biflora</i>



Inspiring Triumphs

**The Creative Metamorphosis & Success Stories
of the MSMEs**



ALH Enterprise:

Transforming Butterfly Convergence into Economic Success thru the Academe

In the heart of Cawit, Boac, a remarkable enterprise was born in 1965. Romeo Mangaring Lumawig, a renowned lepidopterist saw the untapped potential of butterfly handcrafting and set out to create a unique industry. His dedication to building the most significant butterfly collection in the Philippines pioneered the captive breeding of butterflies, setting the stage for a flourishing industry that emerged in the late 1970s. In Romeo's lifetime, not less than 200 species of Philippine butterflies, beetles and other insects were scientifically named after him, members of his family, friends and collaborators in the field of science and research. Their pioneering work in captive breeding and live tropical butterfly displays has not only captivated audiences worldwide but also raised awareness about the importance of preserving these delicate ecosystems.

Continuing her father's legacy, Elizabeth "Beth" Lumawig - Heitzmann, together with her husband, expanded the concept of butterfly convergence. This led to the establishment of various butterfly houses and facilities across the country, showcasing the delicate creatures' beauty and importance.

At present, what sets ALH Enterprise apart is its ability to merge three seemingly disparate realms: the beauty of nature, the world of academe, and commerce. With Heitzmann's compelling determination, a groundbreaking partnership with the Provincial Government of Marinduque set the inception of the first-ever Butterfly Museum in Marinduque. Heitzmann and the members of the Cawit Butterfly Association are the pioneer beneficiaries of the Province-wide Reinvigoration of Economic Skills in Butterfly Industry and Livelihood Value-Addition Project (PRESBI-LAV). Through this initiative, the Department of Trade and Industry (DTI) Marinduque



Mr. Romeo Mangaring Lumawig (1926-2010), on his way to catch some butterflies, taken in the early 70's.



Ms. Elizabeth Lumawig-Heitzmann, owner of ALH Enterprise, during the sessions of Butterfly Culture Lumawig Institute of Learning, Cawit, Boac.





Some of the workstations and green houses where students come to practice and implement what they've learned at Lumawig Institute of Learning, Cawit, Boac., Marinduque.



Some of the framed butterfly souvenirs available at ALH..



At the Romeo Lumawig Memorial Museum.

Provincial Office facilitated an Entrepreneurial Mind setting Seminar and Product Curation Training for the members. The Department of Science and Technology-Marinduque organized a Skills Upgrading Training on Butterfly Souvenirs Using Resin. Pangkabuhayan kits were also given by the Department of Labor and Employment- Marinduque.

ALH Enterprise collaborates with Technical Education & Skills Development Authority (TESDA) Marinduque to provide butterfly culture training in Cawit, which led to the establishment of the Lumawig Learning Institute. These partnerships foster innovative techniques and ensure the enterprise's growth and sustainability while benefiting the local community.

ALH Enterprise uplifts the community by providing employment opportunities and training programs, particularly for women. DTI Marinduque Provincial Office also rendered export-related seminars and assistance, such as the Philexport membership.

The inclusive work environment fosters pride and camaraderie among employees, empowering them to unleash their creativity.

From Scout to Entrepreneur:

A Journey of Innovation & Sustainability at Marl Insects & Butterfly Garden

Nestled in the humble barangay of Amoingon, Boac, Marinduque, lies a hidden gem known as Marl Insects and Butterfly Garden. This enchanting sanctuary owes its existence to the passion and dedication of its owner, Leodegario Layron. For over three decades, Layron has immersed himself in the captivating world of butterflies, turning his love for these delicate creatures into a thriving business.

In 1984, Layron began his journey as a butterfly enthusiast by scouting and catching these winged wonders in the lush landscapes of Marinduque. His fascination with their beauty and grace quickly grew, leading him to establish Marl Insects and Butterfly Garden in 1990. The farm not only became a sanctuary for butterflies but also a place where Layron could share his passion with the public.

The name “MARL” holds a special meaning for Layron. It is a beautiful amalgamation of his dedication to his family and his craft. “M” represents his two beloved daughters named Maria, “R” symbolizes Rivamonte, the surname of his supportive wife, and “L” proudly represents the Layron family name. This heartfelt tribute encapsulates the essence of the farm and the love that fuels Layron’s work.

Marl Insects and Butterfly Garden has flourished over the years, boasting an astonishing collection of over 150 sub breeders. Visitors from near and far flock to this enchanting haven to witness the mesmerizing dance of butterflies. The farm offers an immersive experience, allowing guests to learn about the different species, their life cycles, and the delicate art of butterfly farming.



At Marl Insects and Butterfly Garden, Amoingon, Boac.



A collection of frames with various butterfly species.



Leodegario & Cheryl Layron, the power couple of Marl's.



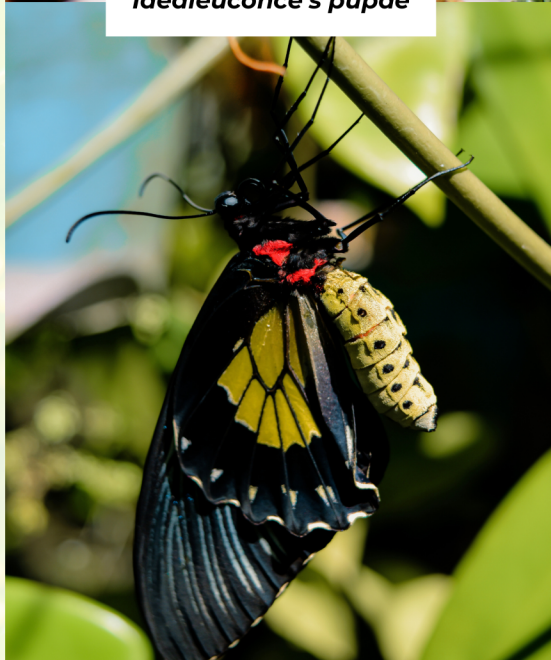
Layron's dedication and expertise have garnered international recognition. Marl Insects and Butterfly Garden has successfully exported its exquisite butterfly framed souvenirs and other products to various destinations. Locally, their creations have found homes in Cebu and Davao, while internationally; countries like France, the United Kingdom, the Netherlands and New Zealand have embraced the beauty of Marinduque's butterflies.

Marl's butterfly framed souvenirs are always visible during Marinduque Expo, a provincial trade fair co-organized by the Department of Trade and Industry (DTI)- Marinduque Provincial Office. Entrepreneurial mind setting and skills training for souvenir making were part of the assistance rendered to Marl's and his sub-breeders by the DTI Marinduque.

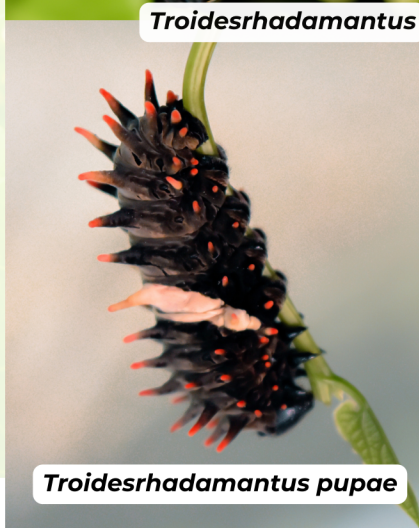
Beyond the boundaries of his farm, Layron's work also extends to conservation efforts. He understands the importance of protecting these fragile creatures and their natural habitats. By cultivating a deeper appreciation for butterflies, Layron hopes to inspire others to join him in preserving the delicate balance of nature's artistry.



Idealeuconce's pupae



Troidesrhadamantus



Troidesrhadamantus pupae



Ideopsis juvena manillana



Papilio rumanzovia (female)



Papilio rumanzovia (male)

JMC Butterfly Farm:

Cultivating Marinduque's Butterfly Heritage

Against all odds, a small farm in Marinduque is making waves in the international market, all while honoring and preserving the region's butterfly heritage.

In 2017, with a mere fifty thousand pesos in hand, Mark Alvin Fabaleña embarked on a journey to establish JMC Butterfly Farm. What began as a business primarily focused on food plants and framed souvenir items quickly evolved into something much more. Today, JMC Butterfly Farm is a beacon of success for local entrepreneurs, having expanded its offerings to include butterfly and bamboo products that have captured the attention of international buyers, particularly from Dubai and Europe. At the heart of their success lies the unwavering dedication to preserving Marinduque's butterfly heritage. Despite facing challenges such as delayed payments, JMC Butterfly Farm remains resilient.

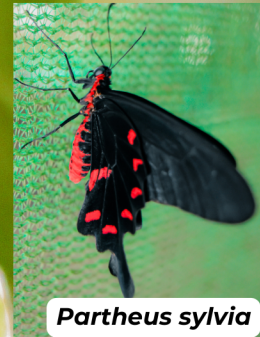
Situated on a spacious 2.7-hectare land in Brgy. Caigangan, Buenavista, JMC Butterfly Farm proudly boasts an impressive collection of host plants. Lemon, guyabano, sylvia, and other citrus plants serve as nourishment for the butterflies, contributing to their healthy growth. This collection not only showcases the natural heritage of the region but also serves as a lifeline for the farm's butterfly population.

What truly sets JMC Butterfly Farm apart is their collaboration with educational institutions. Students from the esteemed University of the Philippines Los Baños frequently visit the farm, engaging in educational activities focused on butterfly morphology and sustainable farming practices. This collaboration ensures that the knowledge and heritage of butterfly farming are passed down to future generations, fostering a culture of environmental consciousness and preservation.

As the wings of success continue to take JMC Butterfly Farm to new heights, they remain firm in their mission. Through resilience, collaboration, and dedication, they continue to pave the way for a future where heritage and entrepreneurship can thrive hand in hand. It is a future where the beauty of nature and the legacy of the past can flourish, creating a sustainable and globally recognized business that is deeply rooted in heritage. Above all else, JMC Butterfly Farm teaches us that by valuing, preserving, and nurturing our heritage, we can build something truly remarkable.



Papilio lowii



Partheus sylvia



***Papilio lowii* caterpillar**



Lantana app



Papilio lowii



Dry specimen

Insects Haven:

From Passion to Profit -

A Story of Entrepreneurial Spirit

Started in 2012, Insect Haven founder - Eric Oria, driven by his passion for nature preservation, embarked on a journey that would not only fulfill their dreams but also contribute to the greater good of the environment.

Despite facing numerous challenges along the way, Insects Haven has managed to thrive and expand its operations. Today, they have successfully penetrated international markets, exporting their products to China, Netherlands, and Turkey. This achievement is a testament to their unwavering determination and entrepreneurial spirit.

However, it hasn't been smooth sailing for Insects Haven. Some records indicate that a few clients failed to remit their payments on time. Nevertheless, this setback did not deter them from pursuing their business haven. Instead, they used it as an opportunity to learn and grow.

Looking ahead, Insects Haven has ambitious plans for the future. They aim to double their production capacity while ensuring strict compliance with quality standards. Additionally, they are focused on establishing stable supply to meet the growing demand for their unique products.

Through perseverance and dedication towards nature preservation, Insect Haven has transformed into a thriving enterprise that continues to make waves in the global market.



Papilio polytes



Papilio rumanzovia



Attacus atlas



Cethosia biblis



Hypolimnias bolina



Papilio palinurus



Tropical Papilionidae: **Empowering Communities through Butterfly Conservation**

Tropical Papilionidae (TP) is a remarkable enterprise who has not only built a successful business venture but has also empowered communities through butterfly conservation. Starting with only fifteen thousand pesos (₱15,000.00) as initial capital in 2007, over the year, they have achieved tremendous growth and success.

To date, Tropical Papilionidae takes pride in their most impressive aspects with over 130 sub-breeders they have developed due to export requirements from various clients around the world. Their ability to meet the demands of clients from Russia, France, and even Africa speaks volumes about their dedication. Currently, about 4000 pupae were exported per week, ensuring quality and commitment to excellence.

Tropical Papilionidae's advice to never give up and focus on clients' requirements is invaluable. In today's competitive market, it is essential to prioritize customer satisfaction. By going above and beyond to meet their needs, you will not only secure loyal clientele but one can also expand their network through positive word-of-mouth.

Furthermore, TP's willingness to do whatever it takes, even if it means selling some possessions just to make ends meet, demonstrates an unwavering determination and resilience. This level of dedication sets them apart from others in the industry. Tropical Papilionidae's story serves as a testament that with passion, perseverance, and customer-centric approach success can be achieved against all odds.



***Graphium
Agamemnon***



***Troides
rhodamantus***



Papilio lowii

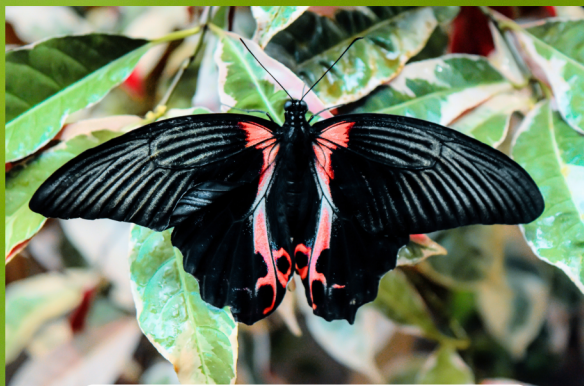


***Marites Mascareñas preparing
the orders for export.***





Papilio palinurus



Female Papilio rumantzovia



***Ideopsis juvena
manillana***

**JLM's owner, Mr. Joseph L. Malangis
preparing the packaging materials for
export.**

JLM Butterfly Farm and Insect Culture **Butterflies' Journey to the Marketplace Industry**

JLM Butterfly & Insect Culture is a remarkable success story that began in 2001 with humble beginnings started by Joseph L. Malangis, and has now become a prominent player in the marketplace industry. With an initial loaned amount of fifty thousand pesos (₱50,000.00), this small business started as a means to fulfill the financial needs of starting a family. However, it quickly grew into something much bigger.

The founders of JLM Butterflies had a strong interest in butterfly culture and saw an opportunity to turn their passion into a profitable venture. They started by exporting dried butterflies to various countries such as South Africa, France, Ukraine, Russia, Europe, and even Michigan in the United States. This allowed them to establish themselves as reliable suppliers in the international market.

Currently, JLM Butterflies boasts around 100 breeders who work tirelessly to meet the growing demand for their products. One interesting aspect of their business is that they have started accepting payments through cryptocurrency for their Russian clients. This innovative approach allows them to adapt to changing market trends and cater to the preferences of their customers.

While there have been challenges along the way, such as some foreign clients failing to remit payments on time, JLM Butterflies remains optimistic about the future. They believe that this butterfly business will continue to soar and take them to new heights.

Truly, JLM Butterfly & Insect Culture is an inspiring example of how determination and passion can lead to success in the marketplace industry. Despite starting with limited resources, they have managed to establish themselves as key players in international trade. With their commitment to quality and innovation, there's no doubt that JLM Butterflies will continue its journey towards greater achievements in the years ahead.

Island Butterflies Farm:

Wings of Paradise

Island Butterflies Farm is a remarkable establishment that began its journey in 2003 at Cawit, Boac, Marinduque with a mere initial capital of ten thousand pesos (₱10,000.00). The farm is owned by Grelando Layron, who have been breeding butterflies for a living for generations. Their dedication and passion for cultivating live butterflies with high export requirements have earned them recognition from various clients in the UAE and UK. Additionally, they proudly exhibit their exquisite collection once a year in Europe.

One of the key principles that Island Butterflies Farm adheres to is honesty with their clients. They firmly believe that maintaining transparency and integrity are vital aspects of developing strong relationships with their customers. This approach has not only helped them gain trust but has also contributed to their success in the industry.

The farm's accomplishments extend beyond business growth. Thanks to their hardwork and determination, they were able to purchase a new tricycle for their day-to-day needs and acquire a portion of land for their family. These achievements serve as testaments to the resilience and perseverance of the Layron clan.

Island Butterflies Farm stands as an inspiration, making them have their own Wings to Paradise, making them an inspiration to those aspiring entrepreneurs, showcasing how dedication, honesty, and passion can lead to both personal and professional triumphs. Their story serves as a reminder that even with limited resources, one can achieve great heights through sheer determination and unwavering commitment to excellence.



Papilio lowii (male and female)



Owners - Mr. & Mrs. Grelando Layron, Jr.

La Anton's:

Wings of Creativity and Craftsmanship

La Anton, has become a symbol of resilience and success in the face of adversity among the butterfly breeding establishments in Cavit. Established in 2016 by the Dela Peña family with a meager capital of fifty thousand pesos (₱50,000.00), this business has soared to great heights under the leadership of Anthony Dela Peña.

Anthony's decision to leave his corporate job and pursue his passion for butterfly breeding was met with skepticism from friends and family. However, his unwavering dedication to the craft proved them wrong. With meticulous care and attention, he ensured that each pupae and butterfly was healthy before being sold or exported.

Despite facing challenges during the Covid-19 pandemic when production and selling came to a halt, La Anton found innovative ways to provide for their workers and family. They started a rolling store selling meats and vegetables, ensuring that everyone's needs were met.

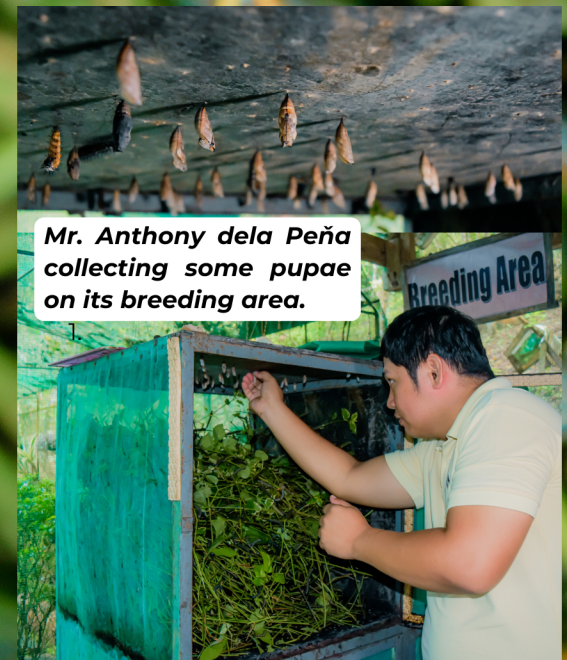
Today, La Anton has expanded its reach with 50 sub-breeders under their wings. They export almost 1500 pupae per month to countries like Turkey, Russia, and UAE. Locally, they provide pupae to Bulacan, Lanao del Norte, Cebu, and Pangasinan.

Looking ahead into the future, La Anton aims to further expand their farm and provide employment opportunities for more people in the community. Their commitment to sustainability is not only reflected in their daily operations but also in their desire to uplift those around them.

La Anton is not just a business; it is an embodiment of creativity and craftsmanship that inspires others to follow their dreams against all odds. The Dela Peña family's journey serves as a testament that with passion and perseverance anything is possible - even spreading wings amidst uncertainty.



Deloschalia bisaltide



**Mr. Anthony dela Peña
collecting some pupae
on its breeding area.**

Class Insecta:

Crafting Elegance with Marinduque's Butterfly Inspired Creations

Class Insecta, a butterfly breeding business located in Cawit, Marinduque, has been crafting elegance through their butterfly-inspired creations since its establishment in 1993. Over the years, Class Insecta has become a source of livelihood for the locals.

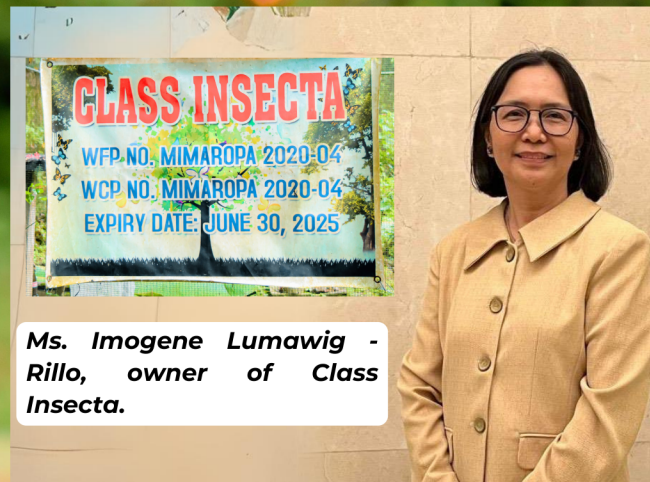
In an interview with the owner, still from the prestigious “Lumawig - butterfly family,” Imogene Lumawig - Rillo, daughter of Romeo Lumawig, shared that her parents started collecting dried butterflies in the early 1970s for collectors in Asia and Europe. However, as the demand for live butterflies increased in the 1980s due to the opening of butterfly houses worldwide, they shifted their focus to captive breeding.

Inspired by her parents' legacy, she continues to carry on their work. The process involves obtaining local permits from Marinduque and export permits from Manila. The butterfly pupae are then transported via ferry to their final destination.

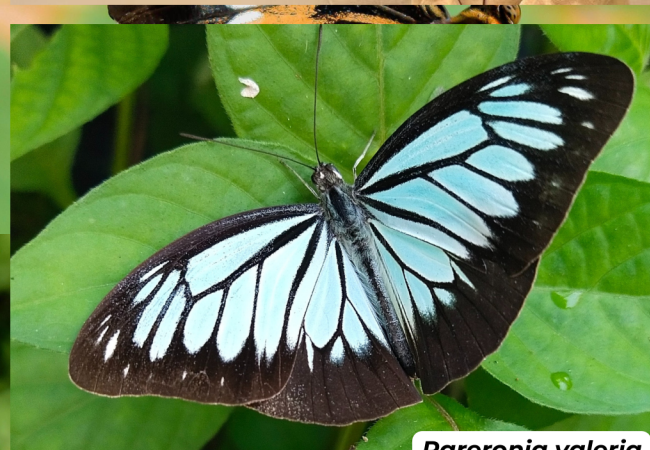
Transporting live butterflies by air would be easier, but since there are no flights available on the island province, they have to rely on shipping by sea. However, there have been challenges with inconsistent inspection procedures.

Despite these challenges, Class Insecta takes pride in providing excellent service and high-quality live butterflies to their customers. Customer satisfaction is at its best when buyers commend them for their dedication and craftsmanship.

Through Class Insecta's dedication to preserving and showcasing the beauty of butterflies through their creations, they continue to contribute not only to Marinduque's economy but also to the appreciation of nature's elegance.



Ms. Imogene Lumawig - Rillo, owner of Class Insecta.



Pareronia valeria



Parthenos sylvia

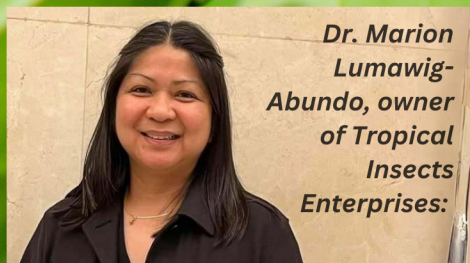
Tropical Insects Enterprises: Unleashing the Tropics

Tropical Insects Enterprises, established in 2001, is a unique and interesting business that specializes in exporting live butterflies. In an interview with owner, from the same Lumawig - butterfly family of enthusiasts, Dr. Marion Lumawig-Abundo, she shared that the butterfly business was started by her parents in the early 70's and she was inspired to continue their legacy.

However, running this business comes with its challenges. Firstly, the nature of their business requires them to handle delicate and time-sensitive commodities. The pupal stage of the butterflies is short and they need to be shipped as soon as possible. Located on an island, their only mode of transportation is through a ferry. During typhoons, they face difficulties in transporting their products to Manila. Sometimes they have to transport them a day earlier or after the typhoon or even cancel shipments if the pupae are mature already.

In addition to transportation challenges, there are also regulations that need to be addressed. Live animal policies are often crafted in a general manner and not specific for butterflies. Dr. Lumawig-Abundo hopes that some rules can be amended or made more flexible for butterfly businesses like theirs.

Despite these challenges, Tropical Insects Enterprises sets itself apart from other businesses due to its continuous demand for supply from countries like France, USA, and New Zealand. This industry allows people to learn more about butterflies up close and personal rather than just seeing them from a distance.



**Dr. Marion
Lumawig-
Abundo, owner
of Tropical
Insects
Enterprises:**



Troide rhadamantus larva



Danaus milanippus

Ma. Corona Butterfly Culture:

Cultivating Strengths, Inspiring Growth

Established in 1997, Ma. Corona Merencillo took the risk of starting a small enterprise in Cawit, Boac, with only thirty thousand (₱30,000.00) pesos as initial capital. Little did they know that this humble beginning would lead to a thriving enterprise in the butterfly industry.

Ma. Corona takes great pride in culturing live butterflies that meet high export requirements from various clients in Canada. Their dedication to quality and attention to detail have earned them a reputation for excellence in the industry. However, their success goes beyond financial gains.

This visionary entrepreneur firmly believes in personal growth and positive transformation within communities. They understand that by empowering individuals, they can build a compassionate and resilient society. By developing breeding strategies, implementing effective pest control measures, and avoiding diseases, Ma. Corona Butterfly Culture were able to overcome such challenges over the years.

One of their key pieces of advice is to take risks. They believe that without stepping out of one's comfort zone, true growth is impossible. They encourage others to always wear a positive outlook in life and learn from their mistakes.

With their story, it is indeed a great reminder for those aspiring entrepreneurs and community leaders alike. Their journey showcases the power of determination, resilience, and compassion in creating not only a successful business but also a better community for all.



Samia luzonica caterpillar



Vindula dejone male

Lyra-Ysabelle Butterfly Farm:

A Symphony of Butterflies

In 2017, the family of Marites Sartillo embarked on a remarkable journey, starting Lyra Ysabelle Butterfly Farm with a mere initial capital of twenty thousand pesos (₱20,000.00). Through their unwavering determination and strategic use of social media, specifically Facebook postings, they were able to attract clients from all over the world.

Their breakthrough came in 2018 when clients from Turkey began ordering 1500 pupae per week. This was an astounding achievement for a small-scale butterfly farm. However, the Sartillo family did not rest on their laurels; instead, they continued to work tirelessly to expand their business.

Their efforts paid off as the same clients from Turkey increased their orders to a staggering 2500 pupae per week. This significant growth is a testament to the quality and reliability of Lyra Ysabelle Butterfly Farm's products.

Furthermore, through perseverance and effective marketing strategies, the Sartillo family was able to secure clients in the United States as well. This expansion into international markets has solidified their position as a leading supplier of butterflies worldwide.

The success story of Lyra Ysabelle Butterfly Farm is not only inspiring but also serves as an example of how dedication and innovation can lead to incredible achievements. With humble beginnings and limited resources, this family-owned business has managed to create a symphony of butterflies that resonates across continents.



***Vindula dejone* in brown (male) and light brown colors (female)**



Mrs. Marilyn M. Sartillo, trimming the host plants on her garden.



Graphium agamemnon



***Papiliin rumanzovia* female**



Expanding Horizons

PRESBI-LAV Convergence Project:

Transforming Lives through
Butterfly Industry and Livelihood Value-Addition





PRESBI-LAV *Convergence Project:* Transforming Lives through Butterfly Industry and Livelihood Value-Addition

In an exciting endeavor aimed at uplifting local communities and fostering economic growth, the Province-wide Reinvigoration of Economic Skills in Butterfly Industry and Livelihood Value-Addition Project, also known as the PRESBI-LAV Convergence Project, has been making waves since its inception. This groundbreaking initiative, established through a Memorandum of Agreement signed on November 15, 2022, brings together various partner agencies (mentioned on the earlier pages of this coffee table book) to promote butterfly livelihood skills training, livelihood grants, product improvement, and digital literacy training within the province.

Empowering Communities: At the heart of the PRESBI-LAV Convergence Project is the goal to empower communities by providing them with the necessary tools and skills to thrive in the butterfly industry. Through comprehensive livelihood skills training, individuals are equipped with the knowledge and techniques to cultivate butterfly-related products and engage in sustainable practices. This not only helps preserve the natural environment but also creates opportunities for income generation and economic stability.

Product Innovation: One of the highlights of the project is the two-day product curation event in 2021, where members of the association were introduced to the art of creating various products from *bila-bila*, a species of butterfly found abundantly in the region. With the guidance of experts, participants learned to transform these delicate creatures into stunning souvenirs and unique handicrafts. This not only enhances the value of the butterfly industry but also promotes local tourism and cultural heritage.

Livelihood Grants and Digital Literacy: Recognizing the importance of financial support, the PRESBI-LAV Convergence Project provides livelihood grants to deserving individuals, enabling them to jumpstart their butterfly-related businesses or expand existing ventures. Additionally, the project places a strong emphasis on digital literacy training, equipping participants with the essential digital skills needed to navigate the modern marketplace. By embracing technology, individuals can effectively market their products, reach a wider audience, and enhance their competitiveness in the industry.

Building a Sustainable Future: The PRESBI-LAV Convergence Project is not just about short-term gains; it is a long-term commitment to building a sustainable future for the butterfly industry and the communities it supports. By promoting responsible practices, encouraging innovation, and fostering collaboration among stakeholders, the project aims to create a thriving ecosystem that benefits both people and nature.

The Province-wide Reinvigoration of Economic Skills in Butterfly Industry and Livelihood Value-Addition Project, or the PRESBI-LAV Convergence Project, is a shining example of how collective efforts and partnerships can bring about positive change. Through its comprehensive approach to skill-building, product innovation, and community empowerment, the project is transforming lives, revitalizing the butterfly industry, and paving the way for a brighter and more prosperous future.



Messages of Support





Message from the **HOUSE OF REPRESENTATIVE LONE DISTRICT OF MARINDUQUE**

It is with great pleasure and enthusiasm that I celebrate with you the breathtaking province of Marinduque, a hidden gem nestled in the heart of the Philippines. Marinduque is not just a land of rich history and vibrant culture but also a sanctuary for some of the most exquisite and diverse butterfly species found in this part of the world.

The beauty of Marinduque extends far beyond its picturesque landscapes and crystal-clear waters. It is in the delicate flutter of butterfly wings that we witness nature's artistry at its finest. The province boasts an incredible variety of butterflies, each one a masterpiece painted by Mother Nature herself. From the mesmerizing Great Mormons to the graceful Birdwings, Marinduque's butterfly population is a testament to the richness of our natural heritage.

These magnificent creatures not only enhance the province's natural beauty but also present a unique economic opportunity through butterfly farming and exportation. By harnessing sustainable practices, we can cultivate this resource while preserving and protecting our environment. Butterfly farming, when done responsibly, not only contributes to the conservation of these species but also provides a means of livelihood for our communities.

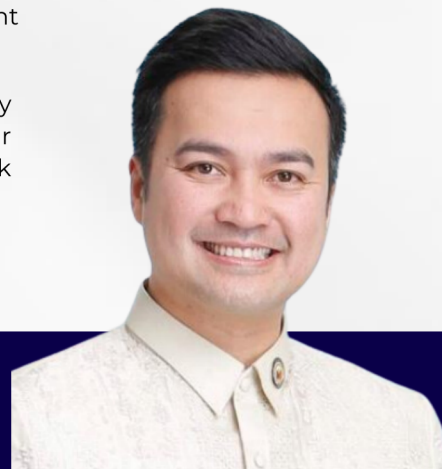
The demand for butterflies, both domestically and internationally, offers a window of opportunity for economic growth in Marinduque. Through ethical and sustainable practices, we can create jobs, generate income, and promote ecotourism centered around the beauty of these winged wonders. By nurturing this industry, we not only support the local economy but also raise awareness about the importance of biodiversity conservation.

Moreover, sustainable butterfly farming aligns with our commitment to environmental stewardship. By working hand in hand with conservation efforts, we can ensure the preservation of these delicate creatures and their habitats. By practicing responsible harvesting and breeding, we can maintain a harmonious balance between economic development and environmental sustainability.

In conclusion, Marinduque's rich biodiversity, particularly its diverse and stunning butterfly species, presents us with an opportunity to foster economic growth while safeguarding our natural heritage. Let us embrace sustainable practices, cherish our unique ecosystem, and work together to promote a future where prosperity and conservation go hand in hand.

Maraming salamat! Mabuhay ang Marinduque!

HON. LORD ALLAN JAY Q. VELASCO
Congressman





Message from the **PROVINCIAL GOVERNOR**

Mabuhay! Marinduque, a jewel in the heart of the Philippines, boasts of crystal blue waters, majestic mountain ranges, rich traditions, and a thriving butterfly culture. Our butterfly species stand as vibrant ambassadors of our island-province's splendor.

These winged creatures tell a unique story, contributing to the rich ecological narrative that makes our province a sanctuary for these delicate wonders. From the Green Dragontail to the Giant Mormon, Marinduque's butterfly population reflects the ecological harmony that defines our region.

This coffee table book, a collaboration between DTI MIMAROPA - Marinduque Provincial Office and various stakeholders, serves as an ode to the ethereal beauty and remarkable diversity of Marinduque's butterflies. The pages of this book represent a visual journey for the readers to discover the variety of colors and intricate patterns that define Marinduque's butterflies.

This publication is more than a showcase of aesthetics; it is a call to action. Marinduque has recognized the potential of butterfly farming as a catalyst for economic growth and sustainability. Butterfly farming emerges as a symbol of economic promise, offering livelihoods to residents while fostering a sense of environmental stewardship. The cultivation and exportation of butterflies create a delicate balance between commerce and conservation, ensuring that our natural treasures remain intact for generations to come. By championing sustainable butterfly farming, we showcase a model that other regions can adopt, demonstrating that economic progress need not come at the expense of our environment.

With this, we extend an invitation to our readers to visit Marinduque and to experience first-hand the beauty of Marinduque's butterfly culture. This is an opportunity not just to appreciate the aesthetic allure of our butterflies but to actively participate in the conservation efforts that safeguard their existence.

We hope to see you soon!

HON. PRESBITERO J. VELASCO, JR.
Provincial Governor





Message from the **MUNICIPALITY OF BOAC**

My warmest greetings for the publication of this coffee table book on the Marinduque Butterfly Industry. This major publication by the Department of Trade and Industry – Marinduque Provincial Office is a landmark launching on raising awareness about the thriving butterfly economy not just in our municipality but in our entire province.

It is our distinct honor to be featured in this coffee table book. The Municipality of Boac takes pride in having major butterfly production centers, and in fact, the barangays of Amoingon, Bunganay, Cawit, Tugos, and Duyay have all already been recognized by Ordinance as the town's Butterfly District.

With this publication, we are hopeful that more and more people will appreciate this vibrant industry in our province. And thus, it is our hope that this will lead to greater investments and establishment of more business and trade ties in the butterfly industry. The Municipality of Boac remains a willing partner of DTI – Marinduque and the butterfly industry in this province, as we recognize this sector's significance in our local economy.

We wish for a successful launching of this coffee table book, and hope for the continued growth and recognition of our butterfly industry.

Sulong Boac, Carry On!

HON. ARMI DELA CRUZ - CARRION
Municipal Mayor





Message from the

MUNICIPALITY OF BUENAVISTA

It is with great pleasure that I extend my wholehearted endorsement for the DTI MIMAROPA Marinduque Provincial Office's initiative in creating a coffee table book dedicated to celebrating the thriving butterfly culture in our beloved province of Marinduque.

Marinduque, with its rich biodiversity and natural beauty, is a testament to the wonders of nature. This coffee table book not only promises to showcase the enchanting beauty and diversity of Marinduque's butterfly species but also sheds light on the economic opportunities and sustainable practices associated with butterfly farming and exportation.

The importance of supporting butterfly culture cannot be overstated. Beyond the aesthetic appeal of these delicate creatures, butterfly farming and exportation contribute significantly to our local economy. This initiative aligns with the principles of sustainable development, highlighting the delicate balance between environmental conservation and economic growth.

As we join hands to promote responsible practices in butterfly farming, we pave the way for a future where economic opportunities flourish alongside the preservation of Marinduque's natural splendor. I commend the DTI MIMAROPA Marinduque Provincial Office for their dedication to this cause and encourage everyone to actively support and participate in this noteworthy endeavor.

May this coffee table book serve as an inspiration to all, fostering a deeper appreciation for the intricate beauty of Marinduque's butterflies and the sustainable practices that sustain their existence.

Wishing the project its great success and looking forward to a future where Marinduque's butterfly culture continues to thrive.

HON. EDUARD L. SIENA
Municipal Mayor





Message from the **MUNICIPALITY OF GASAN**

Butterfly culture and farming is one of the major enterprises that provides stable livelihood not only to the residents of Gasan but moreso to the entire province of Marikina since 1960s. Over the decades, it has grown into thriving backyard industry that made our province the country's biggest supplier of live butterflies and pupa to collectors and exhibitors in the United States of America, Canada, New Zealand, Singapore, Europe and the Middle East. Butterfly farms operate in the province which are mostly located in the towns of Boac and Gasan

Butterfly culture and farming enables our community to diversify their income-generating activities and to work at home around childcare and domestic duties. It also raises awareness about the benefits of biodiversity conservation

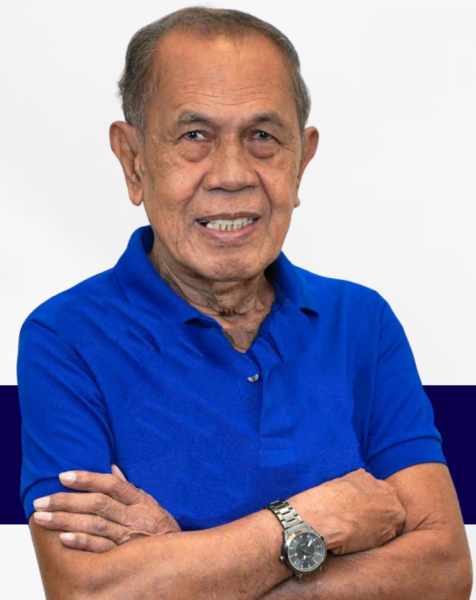
The importance of this winged insects cannot be underscored as they are among nature's key players in maintaining a healthy ecosystem and in boosting socio-economic progress particularly in our province which is hailed as the Butterfly Capital of the Philippines.

The Local Government Unit of Gasan has been supportive to this thriving industry since it started. It stimulates our local economy and creates livelihood opportunities to Gaseños even those who live in the far flung areas.

I encourage everyone particularly the butterfly exporters to continue showcasing the beauty and relevance of these winged species even if there are ups and downs in your business. Let this also be a reminder that while we are grateful for this opportunity, we must understand the negligible impact on their habitat; thus, we need to take into consideration their conservation and the global diversity in general.

Let us go hand in hand in boosting the butterfly culture and farming economy and the beauty of our nature!

CAPT. ROLANDO O. TOLENTINO
Municipal Mayor





Message from the **MUNICIPALITY OF MOGPOG**

Greetings from town of the original Moryons!

It is to convey our salutations for giving recognition to the importance of butterfly industry in the province of Marinduque.

Ever since, the local government has been supporting the butterfly culture which flourished into a livelihood undertaking in the locality. Funding assistance has been extended to various organizations to support this industry to make it more profitable and evolve in the global market. It forms part of the different livelihood programs which are being implemented to promote economic opportunities and help uplift the standard of living of the community particularly the marginalized sector.

Butterfly culture likewise helps in the protection of the rich biodiversity and amazing beauty of our nature. With the adverse effect of climate change and deterioration of the environment, butterfly farmers play a vital role in the propagation of butterfly species which is a great help to preserve and protect the vulnerable habitats. Let us make our province one of the diverse areas and stay astute to thrive in the international reach and continue conservation efforts starting at our ends.

Congratulations and Mabuhay!



HON. AUGUSTO LEO M. LIVELO
Municipal Mayor



Message from the **MUNICIPALITY OF STA. CRUZ**

Welcome to the captivating world of Marinduque's butterflies—a realm where beauty takes flight and nature's wonders dazzle our senses. Within the pages of this enchanting coffee table book, we embark on a mesmerizing journey, exploring these exquisite creatures' delicate yet vibrant world.

Marinduque, a province known for its rich heritage and breathtaking landscapes, also holds a treasure trove of natural beauty—the diverse and splendid butterflies that grace its lands. These stunning creatures adorn our skies with their fluttering wings and play a crucial role in our ecosystem, contributing to the delicate balance of nature.

This book is a tribute to the dedicated individuals, passionate enthusiasts, and visionary exporters who have nurtured the butterfly culture in Marinduque. Their commitment to conservation, preservation, and sustainable practices has fostered an environment where these beautiful insects thrive.

Through the artful lens of photography and the eloquence of words, we showcase Marinduque's butterflies' resplendent colors, intricate patterns, and fascinating life cycle. Each page captures the essence of these winged marvels, inviting you to delve into their world and appreciate the splendor they bring to our lives.

As we turn the pages of this book, let us admire the aesthetic charm of butterflies and recognize the vital importance of supporting butterfly culture and exporters in Marinduque. By promoting sustainable practices, conservation efforts, and eco-tourism initiatives, we ensure the preservation of this natural heritage for generations to come.

May this coffee table book serve as an inspiring testament to the beauty of nature and the collective efforts of our community to safeguard it. Let us join hands in cherishing and safeguarding Marinduque's butterflies—a symbol of grace, beauty, and the wonders of our natural world.

Thank you for embarking on this visual odyssey—celebrating Marinduque's butterflies.

HON. MARISA RED - MARTINEZ
Municipal Mayor





Message from the **MUNICIPALITY OF TORRIJOS**

I would like to extend my sincerest wishes and congratulations to the Department of Trade and Industry - Marinduque for creating this coffee table book, commemorating the owners of butterfly-related businesses in our province.

Butterfly culture is one of the primary industries that provides the residents of Marinduque with a stable livelihood. The province sets the standard for live butterfly supply, sending butterflies to collectors and exhibitors across international borders.

Butterflies play a vital role in our province since they keep the environment healthy and promote socioeconomic development, particularly in the province of Marinduque, which is known as the Butterfly Capital of the Philippines.

As a Local Chief Executive, our municipality truly supports these butterfly culture. Programs and funds were in line, in addition to helping our butterfly growers with their livelihoods.

May the ongoing battle of the vibrant butterflies be matched by the ongoing lifting of our reproduction to support Marinduqueño residents in terms of employment and income.

Congratulations, Marinduque's butterfly growers!

HON. LORNA Q. VELASCO
Municipal Mayor





Message from the

DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES (DENR) - Marinduque

Isang Makakalikasang pagbati mula sa DENR!

The Province of Marinduque, being a geographical center of the Philippines, dubbed as the “Heart of the Philippines” with its heart-shaped island, is also well-known as the “Butterfly Capital of the Philippines”.

One of the key businesses that provides a steady source of income for the people of Marinduque is Butterfly farming. The province is the leading exporter and provider of live butterflies to collectors and exhibitors in the United States, Canada, New Zealand, Singapore, Europe, and the Middle East.

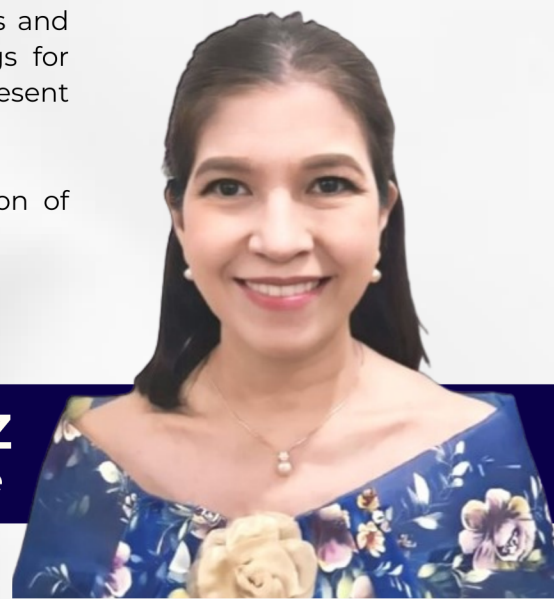
On behalf of DENR, I express my great appreciation to DTI – MIMAROPA and to those behind this effort to promote and raise awareness about this tiny winged species that is crucial to the ecosystem as well as gives an economic boost to the Province. Butterflies act as a pollinators and serve as indicator of a healthy environment, serving as an essential component in a well-functioning ecosystem. Thus, illegal trade of wildlife species that includes butterflies will give a huge impact on biodiversity and loss in potential ecotourism revenues.

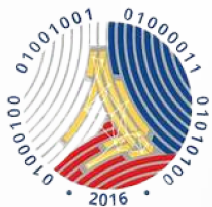
Let us take this opportunity to promote the conservation of butterfly species and other wildlife flora and fauna in this fragile environment. Spread our wings for collaborations and partnerships to attain sustainable development for the present and future generations.

Grow and transform gracefully, much like a butterfly, with their best version of species they can be.

Mabuhay po tayong lahat!

Forester IMELDA M. DIAZ
PENR Officer, DENR Marinduque





Message from the **DEPARTMENT OF INFORMATION & COMMUNICATIONS TECHNOLOGY (DICT) - Marinduque**

It is with great pleasure that the Department of Information and Communications Technology (DICT) Marinduque welcomes you to the captivating world of the Marinduque Butterfly Convergence Project. Within the pages of this coffee table book, you will embark on a vibrant journey that showcases the remarkable partnership between governmental agencies and non-governmental organizations, all working tirelessly to enhance butterfly tourism in our beloved province.

The Marinduque Butterfly Convergence Project is a testament to our commitment to fostering global competitiveness and recognition. Through the production of butterflies in the province, we have not only created a stunning visual spectacle but also opened up new avenues for tourism and economic growth. Marinduque's natural splendor, combined with the efforts of NGAs and NGOs, has transformed our province into a hub for butterfly enthusiasts from around the world.

As the DICT, along with our mandate in resource-sharing and capacity building through developing programs that would enhance the career and business advancement in the government and private sector, we have played a crucial role in this endeavor by empowering the local community through various digital literacy training programs. From computer and internet essentials to social media management and basic photography, we have equipped individuals with the necessary skills to promote and market this extraordinary project online. Through these efforts, we aim to showcase Marinduque's butterfly tourism potential to a global audience.

We invite you to immerse yourself in the enchanting beauty of Marinduque's butterfly world, as captured in this coffee table book. Let the stunning visuals, combined with the insightful narratives, transport you to a realm where nature and technology converge harmoniously. Join us in celebrating the success of the Marinduque Butterfly Convergence Project and the spirit of collaboration that has made it possible.

Thank you for embarking on this exciting journey with us!

Warm regards,

The Department of Information and Communications Technology (DICT) Marinduque

Engr. MA. FRANCES A. PECAÑA
Provincial Officer, DICT Marinduque





Message from the

DEPARTMENT OF LABOR AND EMPLOYMENT (DOLE) - Marinduque

I would like to congratulate the Department of Trade and Industry Marinduque Provincial Office spearheaded by Provincial Director Roniel Macatol, Ph.D. in making this endeavor of showing the different species of butterflies in Marinduque and its potential as a source of living and employment opportunity to many Marinduqueños. Aside from this inspiring coffee table book of DTI Marinduque Provincial Office, it is also equally important to state the creation of the Province-wide Reinvigoration of Economic Skills in Butterfly Industry – Livelihood and Value Addition (PRESBI-LAV) Convergence Project by different national government agencies, Office of the Provincial Governor and Office of Congressman Lord Allan Q. Velasco which has truly come a long way in metamorphosing Marinduque, pushing forth with a thriving butterfly industry.

Started as a train of thought from an intricate souvenir to officially inking an agreement for a solid collaboration with partner agencies in the province and now, the mission to institutionalize the butterfly industry became evident with the programs and services provided by each participating agency.

Not only butterfly breeders from the Association of Cawit Butterfly Breeders Village (ACBBV) benefitted in the project, series of skills training, financial and digital marketing literacy seminars, by-product improvements and livelihood grants were also provided to other interested breeders who are eager to be part of the industry.

It is with great pride and overwhelmed heart to witness how PRESBI-LAV became one of the frontrunners on the bila-bila's plight. The mutual cooperation between agile, responsive and innovative minds and hands has inch by inch created a bridge in reinforce to the needs of Marinduqueños. As a whole, it is a project that bears hope, fostering economic advancement, employment and progress for its people.

The DOLE Marinduque alone has catered more than a million worth of butterfly starter kits offering start-up materials not limited to gardening boots, gloves, insect fine mesh net, tansi nylon, cotton rolls, frames, decorative pieces for souvenirs, and welded pipes for butterfly cages. This significant step has delivered sustainable livelihood to beneficiaries and their family.

The PRESBI-LAV Convergence Project is a promise of rebirth, a commitment of the group to become its wings of transformation as it transcends to the boundless horizons of growth.

Aligned to the PRESBI-LAV's call to serve, this coffee table book will inevitably and continuously contribute to the goals of reinvigorating the butterfly industry and promoting tourism in the province.

Again, thank you DTI Marinduque Provincial Office for this inspiring work. Mabrook!

MR. PHILIP T. ALANO
Provincial Director, DOLE Marinduque





Message from the

**DEPARTMENT OF SCIENCE AND TECHNOLOGY (DOST) -
Provincial Science and Technology Office (PSTO) Marinduque**

The Department of Science and Technology (DOST) - MIMAROPA thru the Provincial Science and Technology Office (PSTO) Marinduque, with unwavering commitment, is actively spearheading the advancement of butterfly culture and bolstering the endeavors of exporters in the picturesque province of Marinduque. Embracing the transformative influence of science, technology, and innovation, our collective efforts are poised to lay the groundwork for a resilient and flourishing butterfly industry.

In collaboration with local stakeholders, we aim to implement cutting-edge practices, harnessing the latest technological advancements to enhance breeding techniques, conservation measures, and sustainable harvesting practices. By synergizing the potential of science and the artistry of butterfly culture, we envision a harmonious ecosystem where economic prosperity aligns seamlessly with environmental stewardship.

This dedicated initiative seeks to empower local butterfly enthusiasts, cultivators, and exporters, fostering a sense of community and shared responsibility. Through collaborative research, capacity-building programs, and the integration of innovative solutions, we aspire to create a robust foundation for the Marinduque butterfly industry to thrive.

As we embark on this transformative journey, DOST-MIMAROPA invites everyone to join hands in nurturing a vibrant and ecologically conscious butterfly community. Together, let us unfold the wings of progress and sustainability, ensuring that Marinduque's butterfly culture soars to new heights.

MR. BERNARDO T. CARINGAL
Provincial Director, DOST Marinduque





Message from the

**TECHNICAL EDUCATION & SKILLS DEVELOPMENT AUTHORITY
(TESDA) - Marinduque**

Like the metamorphosis of a butterfly, the development of competency standards and curriculum of the Butterfly Production Level II intended to be used for skills training has been a significant accomplishment and legacy of the TESDA Marinduque Provincial Office. This qualification has been identified as the priority and emerging skills in the province as a result of the skills mapping conducted as a policy reform on the Area-Based and Demand Driven TVET. The skills training aims to strengthen the butterfly industry in the province through a community-based training program. With this undertaking, we empower the community by creating a resilient livelihood and productive employment opportunities for them.



ZORAIDA V. AMPER, PhD., CSEE
Provincial Director, TESDA Marinduque

Special thanks to:

