

Swallowtail Farms



*An ancient American Indian legend says
that to make a wish come true is to whisper it
to a butterfly ...*



The Butterfly Release

Swallowtail Farms

Providing memories that last a lifetime ...

Here's how it works ...

The day before your event, you will receive a box via FedEx overnight delivery. This box is insulated and cooled to protect the precious cargo inside. Resting comfortably in protective packaging, each butterfly is patiently awaiting the moment to perform. Butterflies can be either released individually or in mass. No feeding is required and we fully guarantee our butterflies will be lively, healthy, and vibrantly beautiful.

How many do I order?

One butterfly for every guest to release is ideal! However, if your budget does not allow for this many butterflies, we have found that releasing one butterfly per "couple" (or every other guest) will result in an enjoyable display for release. Although the minimum order is 1 dozen, we recommend ordering 2 dozen or more for the optimum visual effect.

How do I order?

You may place your order online at www.swallowtailfarms.com or over the phone by calling 1-888-441-2041. You may also fill out the enclosed order form and return with your payment of check, money order, or credit card number to the address on the form. We accept all major credit cards.

Prices (check www.swallowtailfarms.com for Internet specials!):

- One to Two Dozen - \$95 per dozen
- Three to Seven Dozen - \$90 per dozen
- Eight or More Dozen - \$85 per dozen

When should I order?

We realize not all situations allow enough notice - especially for funerals or memorials. We normally can take orders even up until the last moment - sometimes even shipping the same day the order comes in! However, occasionally we sell out several weeks in advance. So, placing your order as early as possible ensures that your butterflies will be available.

How long do the butterflies live?

Generally, monarchs live anywhere from 4-6 weeks depending on environmental conditions. Over-wintering monarchs can live up to 8 months.

How do they survive when boxed up - and is it humane?

First of all, monarchs are very hardy butterflies. Second, since we ship them in an insulated container with cold packs, they become dormant and enter into a form of temporary hibernation. They do not need to eat or even move until an hour or two before you are ready to release them. Our packaging system actually extends the life of the butterfly by 2 days!

How does the temperature affect them?

Since they are "cold-blooded" creatures, the temperature directly affects them. If it is hot, they move very quickly and are very responsive. If it is cold, they are lethargic and unresponsive. It needs to be 55 degrees F or warmer in order for them to fly well.

What happens to them after the release?

Monarchs have the ability to travel thousands of miles. They can find small patches of milkweed (the caterpillar food source) hundreds of miles away, stopping to nectar on plants both in the wild and in suburban backyards.



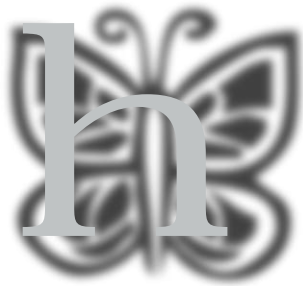
The Butterfly Release

Buyers Beware!

As an award winning company, Swallowtail Farms is the “Original Butterfly Company” and has been successfully in business since 1991. We have produced hundreds of thousands of beautiful monarch butterflies for many thousands of customers. Unfortunately, there has been a recent surge of inexperienced ‘butterfly breeders’ recently entering the market. In order to help you distinguish the good from the bad, here are some important questions to ask as you are shopping around.

Will we receive adult butterflies or chrysalides?

Correct answer: “adult butterflies.” Beware - some companies will send you chrysalides instead of adult butterflies. Hatching chrysalides in boxes results in a messy pupal shell and body fluid which your guests will see. About 10% fail to emerge when chrysalides are shipped in boxes instead of butterflies. Plus, they have never flown before the time you release them.



Are butterflies released from boxes or envelopes?

Correct answer: “Each butterfly is released from a BOX, not a flimsy envelope.” A paper envelope has a coarse texture and will likely rub the scales off of the wings of the butterfly. They also fall apart during shipping. Our standard release boxes are stylish and elegant, yet designed to keep the wings of the butterfly safe. For mass releases, butterflies are shipped in special glassine *transfer envelopes* which are designed for the protection of the butterfly, but yet are easy to handle during the transferring process.

How long have you been in business and how much experience do you have with monarch butterflies?

Swallowtail Farms, Inc. has been around for many years and will continue to be there when you need us. Our success as a business depends on your satisfaction as a customer. We have developed multiple cutting-edge commercial breeding techniques, including our Flight Proven™ Technology, to ensure that you receive the highest quality butterflies available. Our butterfly stock has been certified to be disease free by insect pathologists from the University of California at Davis.

Are your butterflies Monarchs, Painted Ladies, or a “mixed bouquet?”

Correct answer: “Monarch butterflies ONLY!” Monarchs are 3 times larger than the painted lady (please see below for a side-by-side comparison). The term “mixed bouquet” is fancy language for the butterfly company’s inexperience to commit to a specific type of butterfly, especially the much superior Monarch butterfly. Many companies use the smaller and inferior “painted lady” butterfly simply because they are easier to grow. At Swallowtail Farms, we don’t believe in cutting corners in order to sell an inferior butterfly at a slightly lower price.



Painted Lady
Size: 2 1/4 inches
(actual size)

The Monarch is 3 times larger than the Painted lady!

The Monarch
Size: 4 1/4 inches
(actual size)

The Monarch can fly at cooler temperatures than the Painted Lady and has a much better survival rate!

Butterfly Release Packaging

The Mass Release

This type of release is where the butterflies are grouped together inside of a single large box or cage. You can use one, two, three, or as many mass release containers as you would like. Please view our selection of mass release packaging below (butterflies are sold separately). The butterflies are shipped in our specially designed *transfer* envelopes to protect them while in transit. Then, 2-3 hours before the release they will need to be transferred out of the protective packaging into the mass release container. Instructions included.

Viewing - Release Cage

Holds up to 5 dozen - \$49.95
 (Only \$39.95 with the purchase of 2 dozen or more butterflies!)



Basket With Butterfly Appliqué

Small (Holds up to 4 dozen) - \$29.95
 Medium (Holds up to 5 dozen) - \$34.95
 Large (Holds up to 6 dozen) - \$39.95

White Box With Ribbon

Small (Holds 1 dozen) - \$19.95
 Medium (Holds 2 dozen) - \$21.95
 Large (Holds 3 dozen) - \$23.95



Decorative Floral Boxes

Large \$24.95 / Small \$14.95

Large holds up to 2 dozen.
 Small holds up to 6 single butterflies.



Large Box Color Options:
 Red, Pink, Ivory, & Lavender.

Small Box Color Options:
 Red, Blue, Pink, Lavender,
 Cream, Fuschia, and Ivory.

More sizes and colors available at:
www.swallowtailfarms.com
 Extra shipping charges may apply.
 Prices subject to change without notice.

The Individual Release

There are a variety of ways to release butterflies. Our two most popular are the *individual* release and the *mass* release. The individual release is the most popular out of the two. This is where each butterfly comes in its own release box and can be handed out to your guests so that each person can release a single butterfly. When everyone opens their release boxes at the same time, you will be amazed at the sight of these flying flowers filling the sky. One butterfly per guest is ideal, however one butterfly per couple is also great!

Standard Release Boxes

Free! With the purchase of live butterflies.

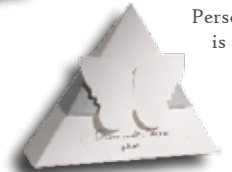


(Can be personalized for \$5.00 per box.)



Designer Release Boxes

Price - \$1.35
 Personalization is included at no extra charge.



Decorative Floral Boxes - \$3.95 each

These boxes are designed to hold one single butterfly. Comes in 3 different styles and many different colors. Styles available: Rose, Mini-Bouquet, and Peony. More sizes and colors available at: www.swallowtailfarms.com



Mini-Rose Bouquet

Colors: Ivory & Red



Rose

Colors: Ivory, Red, Pink, Wine, Yellow, and Purple.



Peony

Colors: Cream, Pink, Wine, Lavender, and Green.





Favors. Gifts. Accessories.

The Inspiration Begins Here ...

Butterfly Wedding Accessories & Jewelry

We work hard to put together the most uniquely designed accessories available. These elegant butterfly themed accessories can be purchased as an entire collection or as individual pieces. Some items can be engraved with names and dates at no extra charge. To see our full product line, prices, pictures, and more details, please visit our website at:

www.swallowtailfarms.com

Butterfly Wishes Collection - \$198 (includes free engraving of names and dates)



Butterfly Charm Collection - \$208 (includes free engraving and charm jewels)



Butterfly Kisses Collection - \$128
Ring Pillow, Guest Book, Pen, Flower Girl Basket.



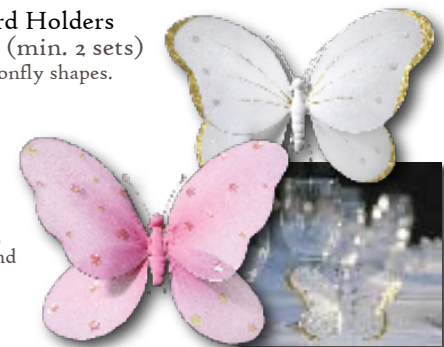
Fluttering Butterfly Collection
(Items Sold Individually - Prices Vary)



Silver-Plated Placecard Holders
Price - \$18 per set of 6 (min. 2 sets)
Comes in butterfly or dragonfly shapes.



Decorative Nylon Fabric Butterflies
Price - \$3.99 each
Colors: white with silver trim, white with gold trim, pink, blue, yellow, green and purple. (Size 5" x 4")



Silver Fluttering Butterfly Placecard Holders
Price - \$42 per set of 12

Erasable Ceramic Place Cards
Price - \$34 per set of 6
Styles: rose, pineapple, palm, frog, and turtle.

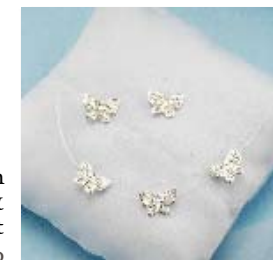


Mariposa (Butterfly) Bouquet Jewels
Price - \$14.99 each
Colors: white, pink, blue, orange, green, red and purple.



Silver and Rhinestone Butterfly Necklace & Earring Set
Price - \$36

Butterfly Illusion Necklace & Earring Set
Price - \$20





Garden Gifts Tea & Seed Favors

Tea Favors & Accessories

Just the right touch - these tea silk infusers are the perfect favor for your reception, shower, birthday party, or just the little get-together with your friends in the garden. Choose from our selection of flavors: flora, lemon ginger, forte, oasis, and chamomile. We also offer a variety of styles and accessories, such as matching tea trays, personalized printing, and gift tins. Please see our website (www.swallowtailfarms.com) for more details.

Tea Sachets - \$19.95 per set of 20 - Optional personalization add \$18 per sheet of 45 labels

Tea Trays - \$4.95 per set of 2 (minimum 6 sets)

Tea Gift Tins - \$4.95 each (minimum 6 tins)

Assorted Floral Tin Seed Favors - \$29.95 per set of 6

Growing Wishes Garden In A Bag - \$6.95 each



Assorted Floral Tin Seed Favors



'Growing Wishes'
Garden In A Bag
Available Themes:
Congratulations, Happy Birthday,
Thank You, and With Love.

Garden Seed Gifts & Favors

Butterfly Garden Favor - \$14.95 each

Garden In A Pail - \$19.95 each (size is 5 1/2" x 6" and available in *mixed herb, nasturtium, and lavender*)

Designer Box with Milkweed Seeds - \$32.95 per set of 25 (includes personalization)

'Love is Blooming' Seed Favors - \$17.50 per set of 12 - minimum 3 sets (includes personalization)

Bird, Bee, and Butterfly Garden - \$19.95 each

The Butterfly Scatter Garden - \$13.95 each

Wedding Sprinkles Seed Tins - \$3.25 each with 24 minimum (includes personalized tag, celo bag, and ribbon)

Butterfly Garden Favor



Garden In A Pail



Designer Box with Milkweed Seeds

'Love is Blooming'
Seed Favors



The Butterfly
Scatter Garden

Bird, Bee and
Butterfly Garden



Wedding Sprinkles
Seed Tins



1-888-441-2041
www.swallowtailfarms.com

P.O. Box 4737
El Dorado Hills, CA 95762



Handmade Plantable Paper Favors

Plantable Paper Favors

Made of hand crafted seeded paper with a blend of wildflower seeds, these beautiful plantable favors are both charming and delightful. Your guests can plant the favor and watch the paper bloom into beautiful wildflowers! Perfect for the butterfly and garden themed weddings. Planting instruction tags are included with all plantable favors. Plantable favors come in three major categories: *butterfly*, *heart*, and *flower*. To see our full line of colors, shapes, and sizes, please see our website at: www.swallowtailfarms.com.

“Love Grows”
Plantable Daisy
\$21.50 per set of 12
(Minimum 3 sets)



“Love Grows”
Plantable Flower Pot
\$21.50 per set of 12
(Minimum 3 sets)



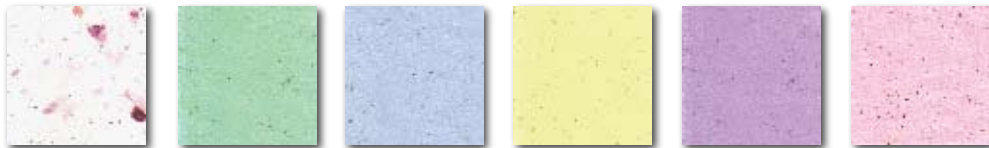
“Love Grows”
Plantable Heart
\$21.50 per set of 12
(Minimum 3 sets)



Ribbon Color Chart

Color	Code	Color	Code
Red	R01	Pink	P01
Orange	O01	Light Pink	P02
Yellow	Y01	Light Yellow	Y02
Green	G01	Light Green	G02
Blue	B01	Light Blue	B02
Purple	P03	Light Purple	P04
Pink	P05	Light Pink	P06
Yellow	Y03	Light Yellow	Y04

Paper Colors



Blooming Love Daisy Shapes - Sizes Approximately 3” Wide

Standard Favor With
Glassine Envelope
\$18.95 per set of 25



Personalized with
Vellum Envelope
\$31.95 per set of 25



Personalized with
Ribbon Wrap
\$41.95 per set of 25



Personalized with
Ribbon Bow
\$41.95 per set of 25



Small Butterfly Shapes - Sizes Approximately 3” x 2”

Standard Favor With
Glassine Envelope
\$19.95 per set of 25



Personalized with
Vellum Envelope
\$31.95 per set of 25



Personalized with
Ribbon Wrap
\$42.95 per set of 25



Personalized with
Ribbon Bow
\$42.95 per set of 25



Large Butterfly
Size 5” Wide
\$24.95 per set of 25



Plantable Heart Flatcard
With Personalization
\$29.95 per set of 25
(Minimum 2 sets)



Large Butterfly
With Personalization
\$36.95 per set of 25



‘Butterfly In Flight’ Cards
With Personalization
\$36.95 per set of 25
(Minimum 2 sets)

Heart Shapes - Sizes Approximately 3” x 2 1/2”

Standard Favor With
Glassine Envelope
\$14.95 per set of 25



Personalized with
Vellum Envelope
\$27.95 per set of 25



Personalized with
Ribbon Wrap
\$37.95 per set of 25



Personalized with
Ribbon Bow
\$37.95 per set of 25





Butterfly Themed Cookie Favors

We are very proud to introduce our new collection of beautiful butterfly themed cookies for weddings, bridal showers, baby showers, birthday parties, receptions, or any other special occasion. Each cookie is custom designed and made exclusively for Swallowtail Farms. All of our cookies are baked to order and shipped to arrive several days before the event. Because of this, we are able to *custom print* directly onto the cookie! Each cookie comes individually wrapped in a clear celo bag with a matching ribbon. All cookies will be *customized* to match your color theme - simply tell us your desired color and we'll do the rest. Or, you can give us more specific requests

and *we'll be happy to make the cookie of your dreams come true!* (Note: Because all of our cookie dough and/or equipment may contain or may come into contact with nut or nut oils, we recommend that anyone with an allergy to nuts not consume our products.)

All cookies are individually wrapped and come in the following sizes:

SMALL - approximately 3 inches [\$3.95 ea / 3 dozen minimum]

LARGE - approximately 4-5 inches [\$5.95 ea / 2 dozen minimum]

SHIPPING - \$19.95 [any size order]



Each cookie comes in a clear celo bag with matching ribbon.

Cookies can be printed at no extra charge. Here are samples of a monogram (right), and names with date (below).



Butterfly Shape Examples



Wedding Cake Shape Examples



Wedding Dress Shape Examples



Educational Products



Butterfly Rearing Kits



Butterfly Garden
Includes 5 Painted Lady Caterpillars
Plus Cage and Rearing Supplies
Price - \$23.95



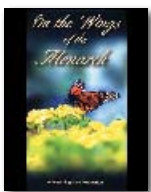
Certificate for
5 Painted Lady Caterpillars
(Free Shipping)
Price - \$16.00

Butterfly Pavilion
Includes 10 Painted Lady Caterpillars
Plus Cage and Rearing Supplies

Price - \$32.95



Books, DVDs, and Interactive CD - ROMs



"On The Wings of the Monarch" - DVD
Price - \$29.95

Learn about the incredible migration of the monarch butterfly!

Backyard Bugs
Interactive CD-ROM
Price - \$23.95



This is a great activity and curriculum book to accompany any of the above rearing kits.

Live Butterfly
Activity Book
Price - \$11.95



Side B

Double-Sided Monarch
Butterfly Life Cycle
Poster - \$9.95
(add \$2 for lamination)

Side A



Milkweed Seeds - \$14.95 per gram (300 seeds)
(Milkweed attracts monarch butterflies to your garden)

www.swallowtailfarms.com

1-888-441-2041

P.O. Box 4737
El Dorado Hills, CA 95762

About Us^f

Swallowtail Farms, Inc. was established in 1991, long before the recent craze of live butterfly releases. Therefore, we have come to be known as "The Original Butterfly Company" by many in the industry. We have always been committed to the highest quality products and customer service, setting standards for excellence.

Our Greatest Accomplishment ...

.. three boxes full of thank you notes, pictures, and letters from our many satisfied customers. In our numerous years of providing butterflies for over 11,000 weddings, memorials, and special events, many of those customers were so pleased that they sent us unsolicited correspondences showing how much they enjoyed the butterflies at their events. We keep and cherish each one. This is our greatest joy and we will do everything possible to ensure that they keep coming. If you are a customer of Swallowtail Farms and would like to add your comments, please send us an email. We'd like to hear from you.

Ranked 9th Fastest Growing Company in 2001

In September of 2001, Swallowtail Farms, Inc. was chosen to be 9th out of a long list of nominations as one of the top 100 fastest growing companies in Northern California by the Sacramento Business Journal. If it weren't for our customers, we wouldn't have ever dreamed of such an honor. Thank you to all of our customers who trusted us to be an important part of their special day. Swallowtail Farms has also been seen, heard, and read on a number of TV, radio, newspaper, and magazine programs. A short, but not comprehensive, list can be seen below:

Wall Street Journal Bride's Magazine
New York Times Martha Stewart's Weddings
Modern Bride Magazine National Public Radio (NPR)
Elegant Bride Magazine The California Heartland Show

www.swallowtailfarms.com

1-888-441-2041

P.O. Box 4737
 El Dorado Hills, CA 95762
 Fax: (916) 939-3717

BILLING INFORMATION:

Name: _____

Address: _____

City: _____

State / Zip: _____

Daytime telephone: () _____ - _____

Evening telephone: () _____ - _____

SHIPPING INFORMATION (IF DIFFERENT THAN BILLING):

Name: _____

Address: _____

City: _____

State / Zip: _____

Daytime telephone: () _____ - _____

EVENT DATE / TIME: _____

LIVE BUTTERFLIES:

Quantity: # _____ dozen

Add 7.25% sales tax (for CA deliveries only): \$ _____

Add FedEx shipping: \$39

Add Saturday delivery fee (for Sunday events only): \$12.50

Total: \$ _____

ADDITIONAL PRODUCTS:

Quantity	Price	Item Description
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____

Add 7.25% Sales Tax For CA Deliveries Only: \$ _____

Add Shipping: \$ _____

Total: \$ _____

SHIPPING RATE TABLE:	
\$0 - \$16.99	\$4.95
\$17 - \$25.99	\$6.95
\$26 - \$59.99	\$9.95
\$60 - \$99.99	\$14.95
\$100 or more	\$19.95

PAYMENT INFORMATION:

C.C. # _____ Exp. _____ / _____

Signature: _____ Check # _____



What Our Customers Are Saying

"This not only helps our diminishing butterfly population but adds a dazzling touch to a garden wedding."

-- Beverly Clark, Author of *Planning a Wedding to Remember*

"I just wanted to send a hearty THANK YOU for a wonderful butterfly release at my wedding! Everyone enjoyed the idea of live butterflies and I was so happy they arrived safe and well, just as you said. A few days after, we saw one hanging around in our backyard and we took that as a good omen! Our wedding announcement picture has one sitting on my bouquet! It was so beautiful! I just want to thank you for your courteous service and I've told so many people about you and how legitimate your company has been! Thanks so much!"

-- Rick and Sandra

"We got the butterflies just in time to make a memory of a lifetime. Thank you, again, for a wonderful experience with your monarch butterflies. I have now ordered for a wedding and for (2) funerals. Each time it was a wonderful experience that is hard to describe with words. The wedding we attended made our gift perfect, for a couple that had 'everything'. The group of surprised guests (the butterflies in the release basket) made their event complete. I was surprised that their wedding coordinator had not thought of it. The grooms Daughter has been blind since birth, I tried to describe the butterflies to her, its like a basket of flowers flying into the sky, its angelic. It is truly breath taking. Thank you."

-- Diane

"We can't express how beautiful our wedding was, all because of your butterflies. It was breathtaking! Our guests are still talking about it. Thank you for giving us such a memorable moment."

-- Brandon and Christi

"I just want to send a thank you note and to let you know just how thrilled we were with the release. You were extremely helpful in every aspect and your knowledge, which you shared freely, put me, a typical anxious bride-to-be, at ease. We were fortunate that none of the butterflies died during shipping and all were extremely active and flew immediately upon release. Our friends and family are still talking about the breathtaking sight of seeing all of the butterflies in flight around us. I have to say that of all the details were were careful to include in our wedding day, the butterflies were by far the most splendid and appreciated one. We can't thank you enough for helping us to make our wedding, not only memorable to us, but also to everyone who attended. I now have friends, and friends of friends, calling me for information about your company. I am happily passing your information along. Thank you again."

-- Jennifer and Jeff

"Thanks for your help on ordering the beautiful butterflies that were a huge hit at our son's wedding. Every one of our butterflies took flight in breathtaking awe to all. From tears to delightful joy, all were touched by this beautiful ceremony. There are many still fluttering around in our yard even now."

-- Brian and Selena

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1-888-441-2041

Place
Stamp
Here

Place Address
Label Here