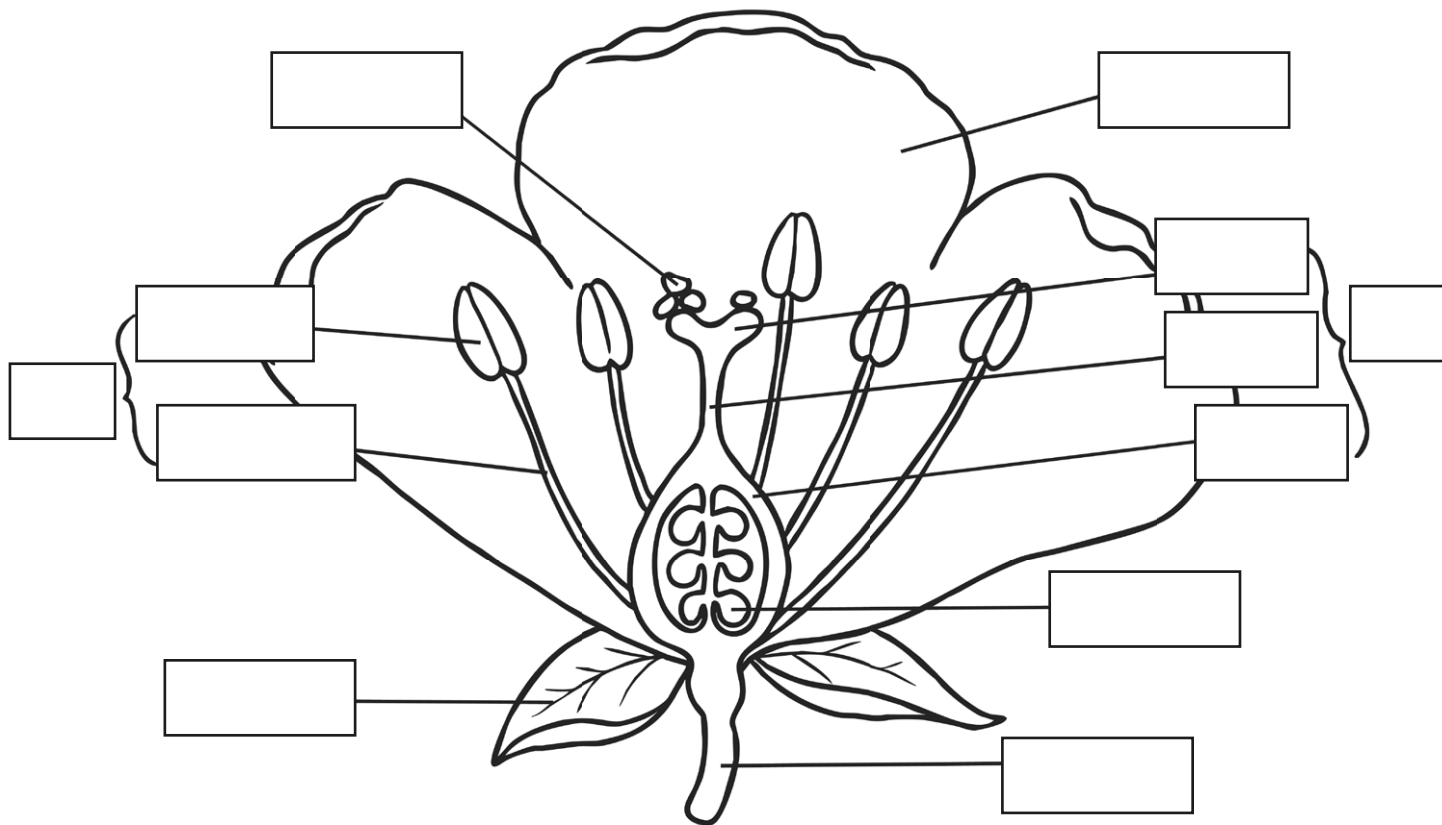


Pollination and Colour

In a study by the University of Chicago in 1907, it was concluded that the easiest colour to spot is yellow. This is why John Hertz, who is the founder of the Yellow Cab Company, picked yellow to be the colour of his taxis.

Flowers are known to also use vibrant colours to attract pollinating insects.

Can you complete the diagram by labelling the parts of the flower?



Challenge: Can you describe how the process of pollination works?

You could also try to find out:

- what else is deliberately yellow to make it stand out;
- why yellow is the easiest colour to spot;
- if you could prove this with an investigation.

Pollination and Colour - **Answer**

