



Why do insects visit flowers?

6 years +

Insects go to flowers looking for nectar. They are attracted to the flower by the bright colours and the smell or scent.

Set out an investigation in your garden or a balcony to find out what colours attract which insects.

You will need 4 or 5 pieces of card that are different colours, e.g. red, blue, yellow, red, green etc. You can even re-use any cardboard or paper food package before it goes into the recycling bin!

On a warm sunny day lay out the cards and sit and observe these cards. Make a record of what and how many insects land on each colour of the card, then repeat at different times during the day.



	butterfly	bee	wasp	fly	other
Red					
Blue					
Green					
Yellow					
Purple					

Useful identification sheets

Wildlifewatch.org.uk

Extra information

Different sorts of insects see colour differently. Most insects except for some butterflies do not see red well.

Flowers may have colour which we can't see but insects can e.g. ultraviolet markings.

Colour is not the only thing that attracts insects, scent is also important. It is very likely that there are scents that we cannot detect.