Some plants have very bright colours so that insects and birds will notice them.

Flowers need bees to carry their pollen to other flowers. They use bright colours to attract the bees.

Most bees like purple and blue flowers best.

Some plants have bright berries, which contain seeds. Birds eat the berries and fly away. Later, the seeds come out in the birds’ poo! This helps new plants to grow in different places.

Some plants grow red berries so birds can find them easily.