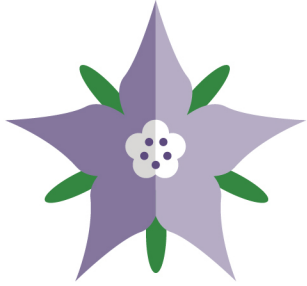


Attracting Pollinators

Some plants are better than others at attracting pollinators. Butterfly weed, for example, is adept at attracting monarch butterflies, while impatiens can attract hummingbirds. Here are some of the most irresistible flowers to grow to bring pollinators to your garden and help provide them with nutritious food.



Borage

(*Borage officinalis*)

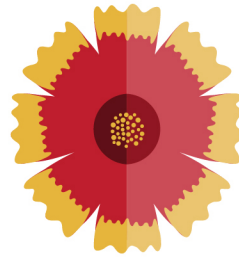
A flowering plant with a deep indigo bloom, borage is also called “starflower” due to the five-point shape of its blossom. Considered an herb, the flowers can also be harvested and eaten, with a taste similar to honey.



Black Eyed Susan

(*Rudbeckia hirta*)

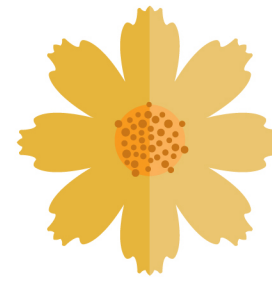
Common in North America, the black eyed Susan is unmistakable for its dark, round heads surrounded by long yellow petals. Just like its relative, the sunflower, the brown head is actually a pollen-rich mass of much smaller flowers rather than a single flower, making it attractive for honey bees.



Gaillardia

(*Gaillardia pulchella*)

This variety of gaillardia is also known as the “firewheel” and for good reason. Ringed by bright yellow, the colours of the floret become a dark red closer to the centre. As with the black eyed Susan, the gaillardia floret is actually several different flowers surrounded by larger petals. Thanks to its high tolerance for drought, it's a hardy addition to any garden.



Lance-leaved Coreopsis

(*Coreopsis lanceolata*)

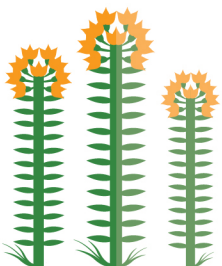
With bright yellow flowers, the lance-leaved coreopsis is a low-growing perennial that thrives in the hot, late summer all across North America. The state flower of Florida, lance-leaved coreopsis isn't just an attractive plant for honey bees, but also a food source for caterpillars. Lance-leaved coreopsis, like the New England aster, is from the family Asteraceae, named for their flowers' star shape.



New England Aster

(*Symphyotrichum novae-angliae*)

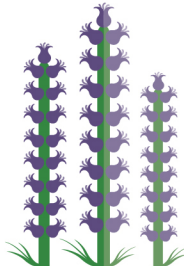
A highly varied species, the New England aster has more than 50 different cultivars with distinct colours, sizes and shapes. Every flower has several long and straight petals that centre on a yellow floret. Flourishing in bright sunlight, the New England aster can grow up to four feet tall and provide a generous amount of pollen for honey bees.



Butterfly Weed

(*Asclepias tuberosa*)

From the same family as milkweed, butterfly weed shares the same trait from which its cousin gets its name: a thick white sap that resembles milk. Its flowers are a bright orange and blossom in clustered formations. When pollinated, those flowers form large pods that contain seeds strung together by silk-like fibres. Butterfly weed is one of the major food sources for Monarch Butterfly caterpillars and attracts honey bees and hummingbirds.



Dense Blazing Star

(*Liatris spicata*)

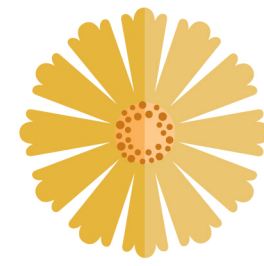
A tall flowering plant, the dense blazing star grows long spikes of clustered purple flowers. The dense blazing star grows wild across Eastern Canada, but thrives in gardens across the country as an ornamental perennial that returns even after a harsh winter. With a tough stalk and numerous flowers, it's an ideal plant to attract and foster pollinators.



Golden Tickseed

(*Coreopsis tinctoria*)

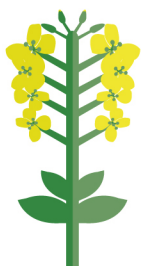
From the same classification as the lance-leaf coreopsis, the golden tickseed has a unique and unmistakable blossom of rich red surrounded by bright yellow and a speckled floret at its centre. The deep red of the petals was once used as a dye by Southwestern Native Americans. Also called “calliopsis,” the plant thrives in both full sun and partial shade.



Sneezeweed

(*Helenium autumnale*)

A perennial flower, sneezeweed is named for a historical medicinal use of its dried flowers to induce sneezing when inhaled. Its scientific name, “Helenium,” is named for Helen of Troy and reflects its bright yellow blossoms. The sneezeweed is tolerant of drought, and enjoys full sun. When flowering, the tall stalks grow large spherical florets well-loved by butterflies and honey bees.



Canola

(*Brassica napus*)

Canola is grown all over Canada to provide healthy oil for people and valuable protein that's used to feed livestock. It is a “Made in Canada” crop developed in the 1970s – canola is a contraction of Canada and ola, meaning oil. While its bright yellow flowers are attractive for honey bees, remarkably, those honey bees are also good for the crop, encouraging higher yields and a higher number of pods per plant.