

## FLOWER COLOUR IN ORCHIDS

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*Flower colour is an important factor that adds to the aesthetic appeal of the ornamental plants specially orchids and helps in determining the market price. It is an essential consideration in consumer's preference. Novel colours and patterns in flowers and leaves of cut flowers and potted plants are in great demand by the fashion-led ornamentals industry through out the world. Flower colour is influenced by a combination of factors i.e. the type of pigments present in the flower, the translocation of such pigments from the site of production and the pH of the cell vacuoles. At present flower colour, is the major target in genetic engineering and scientists researching plant pigments are able to change flower colour in orchids. Flower colour also plays a significant role in orchid's pollination to attract the pollinators.*

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