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TEMPORAL AND SPATIAL VARIATIONS IN FLORAL ADVERTISEMENTS

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ABSTRACT

Plant-pollinator interactions are based on the existence of communication pathways, which comprise chemical and visual floral cues that can be perceived and interpreted by pollinators according to their sensorial abilities. These floral traits can vary temporally and spatially, and we are able to detect these changes by looking at them through time (from minutes to years) and space (from within flowers to landscape-scale).

Here, we bring an example of temporal and spatial variation in floral advertisements of a plant species, *Zeyheria montana* Mart. (Bignoniaceae), endemic from Brazilian Cerrado (savanna phytophysiology). This shrub is exclusively pollinated by hummingbirds in a latitudinal gradient across its geographic distribution. However, changes in floral traits, including chemical and visual advertisements, led to a pollinator diversification in a single locality in which medium-sized bees began to visit and pollinate the flowers.

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