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**Appendix S7. Visitation rate and fruit set of artificial rayed heads compared to control rayed plants.** Least-square means (± 95% confidence intervals) of (a) the visitation rate, and (b) the probability of setting fruits of control (n = 20) and artificial rayed (n = 20) plants in the rayed site**.** Control rayed heads had marginally significant higher visitation rates (Likelihood Ratio Test = 2.93; *P* = 0.087) and showed significantly larger fruit sets (Likelihood Ratio Test = 8.07; *P* = 0.004) than artificial rayed heads. \*\*, *P* < 0.01.

