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| **Table S1. Ornamental characteristics of wild-type milkweeds and cultivars** |
| Milkweeds | Bloom color | Foliage color | Means of production1 | Additional features5 |
| *A. incarnata* |  |  |  |  |
| Wild Type | pink | green | OP2, seeds | ----- |
| Cinderella | dark pink | green | CP3, seeds | larger flower clusters |
| Ice ballet | white | pale green | CP, seeds | shorter stature |
| Soulmate | pink | green | CP, seeds | more flower clusters |
| *A. tuberosa* |  |  |  |  |
| Wild Type | orange | dark green | OP, seeds | ----- |
| Blonde Bombshell | pale yellow | green | CR4, tissue culture | clonal |
| Gay Butterflies | red, orange, yellow | green | CP, seeds | multiple bloom colors6 |
| Hello Yellow | bright yellow | green | CP, seeds | larger stature |
| 1Information from commercial sources and Dr. R. Geneve pers. comm. |
| 2OP, Open pollination: Plants that are naturally pollinated by insects in an open field setting |
| 3CP, Controlled pollination: Mechanical pollination from known parental plants and exclusion of outside pollen sources |
| 4CR, Clonal reproduction: Vegetative reproduction from a parent plant |
| 5Visual observations compared to Wild Type |
| 6 Plants in our experiment expressed all three bloom colors (within plant, but not within umbel) in varying degrees.  |