

Purple coneflower

(*Echinacea purpurea*)

For definitions of botanical terms, visit en.wikipedia.org/wiki/Glossary_of_botanical_terms.

The striking bloom of the purple coneflower consists of a compact center of disk florets that range in color from green to yellow-orange to brown, surrounded by long lavender to purple ray florets. They form on erect stems that emerge from a basal rosette of sagittate to lanceolate leaves. The leaves are dark green with toothed margins and a rough surface.

The nectar of purple coneflower attracts a variety of butterflies, bees and even hummingbirds, while its seeds are eaten by birds and other wildlife.

Purple coneflower is an endangered Florida native wildflower, found naturally growing only in Gadsden County.

Family: Asteraceae (Aster, daisy or composite family)

Native range: Gadsden County

To see where natural populations of Purple coneflower have been vouchered, visit www.florida.plantatlas.usf.edu.

Hardiness: Zones 7–10

Soil: Well-drained sand, clay or loamy soil

Exposure: Full sun to partial shade

Growth habit: 2–3' tall with 2–3' spread

Propagation: Seed

Garden tips: Purple coneflower is easily propagated by seeds or division and does well in almost any garden setting. It is drought-tolerant and doesn't require a lot in the way of maintenance.

Purple coneflower is often available at nurseries that specialize in native plants. Visit PlantRealFlorida.org to find a native nursery in your area.

Note: When buying purple coneflower, be sure you are buying Florida stock. Big box stores typically obtain their plants from out-of-state stock, and those plants don't do as well here as plants grown from Florida stock. It is best to purchase seeds or plants from a local grower.

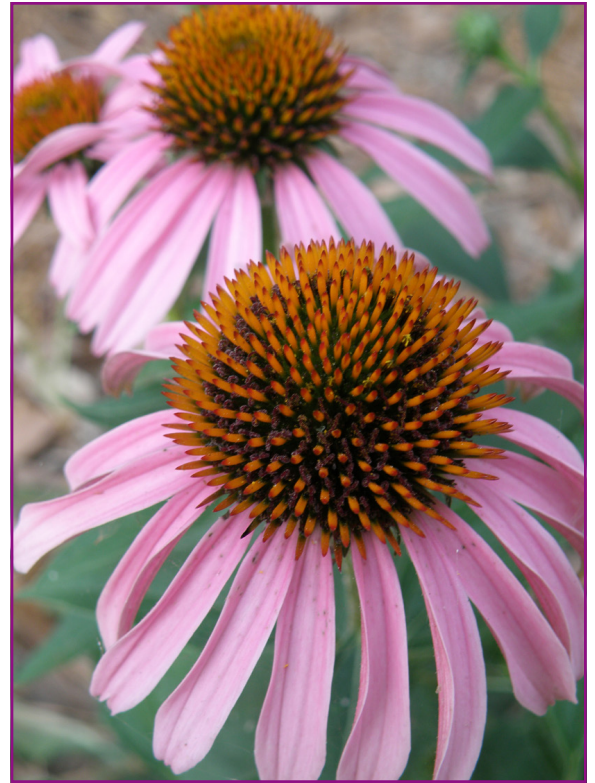


Photo by Stacey Matrazzo