Purple Coneflower

Today on Gardening in a Minute: purple coneflower.

Many gardeners are brightening their landscapes with purple coneflower, a beautiful perennial that isn’t always purple!

Some choose improved cultivars like ‘Hot Papaya’, ‘Mac ‘n’ Cheese’, or ‘Raspberry Truffle’ because of their shocking colors, while others plant the native purple species in order to attract and feed butterflies.

Known scientifically as echinacea, the plants can grow to a three-foot clump, and the daisy-like flowers bloom throughout spring and summer on tall flower stalks.

However, not all forms of purple coneflower perform well in every part of Florida. Some may grow for a year or two and then fizzle out, though enriched, well-drained soil can help them last longer.

So keep your eyes open—plant breeders are always coming up with new selections you can add to your perennial beds!

For more information about purple coneflower, contact your county Extension office or visit Gardening in a Minute dot com.

Gardening in a Minute is a production of the University of Florida’s Center for Landscape Conservation and Ecology, IFAS Extension, and WUFT-FM.