



Echinacea purpurea Purple Coneflower

This long-lived perennial is native to the central and southeastern United States. The large daisy-like flowers have lavender petals that curve downward, accentuating the rusty cone-like center. Purple coneflower attracts butterflies, and makes a good cut flower. After flowering, the showy seed heads provide food for birds. Plant in full sun in most locations but provide afternoon shade in low deserts. Ample summer irrigation will improve growth. It can reseed readily if conditions are ideal.

AT A GLANCE SUMMARY	
SIZE (H X W)	3 feet x 3 feet
FLOWER COLOR	Purple
FLOWER SEASON	Spring to summer
EXPOSURE	Full sun, part shade
WATER	Moderate
GROWTH RATE	Fast
HARDINESS	-40° F, USDA Zone 3
PRUNING	Cut back after frost



PERENNIAL