



Friends of the Arboretum Native Plant Sale

## ***Rudbeckia triloba* – Brown-eyed Susan**

COMMON NAME: Brown-eyed Susan, Three-lobed coneflower

SCIENTIFIC NAME: *Rudbeckia triloba* is named in honor of Olaus Johannis Rudbeck (1630-1702) and his son, Olof Rudbeck (1660 -1740) who were professors of botany at Uppsala, Sweden. Linnaeus was a student of the son. *Triloba* refers to the three lobes of many leaves of this plant.

FLOWER: Golden yellow with a brownish center, about 2 inches across and having 6-12 rays

BLOOMING PERIOD: early August to mid-October

SIZE: 1 – 5 feet tall

BEHAVIOR: A short-lived perennial, but often seems to act like an annual. Readily self-sows, but blooms in the 2nd year. Root system is shallow and fibrous.

SITE REQUIREMENTS: Tolerates a wide variety of soils, moist to dry, and does well in disturbed areas. Requires full sun or a very light shade.

NATURAL RANGE: New York to Minnesota, south to Georgia, Tennessee, Arkansas, and Oklahoma. In Wisconsin it is mostly found in the southern half of the state. This plant may be found elsewhere from garden center purchases.

SPECIAL FEATURES: Stems have conspicuous white hairs. It forms abundant, handsome, small flowers that do well as cut flowers. Brown-eyed Susan has smaller flowers with fewer rays than black-eyed Susan (*Rudbeckia hirta*). Notice also the three-lobed leaves. The flowers attract a variety of bees, flies, and butterflies. The flowers can also be used make a golden yellow dye.

SUGGESTED CARE: Water well to establish and then it needs little care. Leave the seed heads for birds and reseeding and be sure to leave non-blooming seedlings for next year's blooms.

COMPANION PLANTS: Indian grass, wild bergamot, big bluestem, pale purple coneflower, prairie sage, arrow-leaved aster, tall bellflower, elm-leaved goldenrod, yarrow, common milkweed and wild strawberry