

Friends of the Arboretum Native Plant Sale



***Echinacea pallida* – Pale Purple Coneflower**

COMMON NAME: Pale purple coneflower

SCIENTIFIC NAME: *Echinacea pallida* – Greek *Echinacea* means “sea urchin” or “hedgehog” in reference to the sharp, spiny seed heads.

FLOWER COLOR: pale purple to rose

BLOOMING PERIOD: June and July

SIZE: 2-5 feet tall

BEHAVIOR: The stems are erect and sometimes branching with flowers at the ends of each stem. The petals curve downward from a domed disk $\frac{1}{2}$ to $1\frac{1}{4}$ inch wide. There is a strong taproot.

SITE REQUIREMENTS: Full sun or very light shade; dry to moderate moisture; prairies, meadows in sandy, loamy soil. Does best when soil is moderately moist, but well-drained.

SPECIAL FEATURES: Excellent for cut flowers. Long-lived and does not need dividing like its showier cousin (purple coneflower). Flowers attract butterflies; seeds attract birds.

SUGGESTED CARE: Easily grown. If soil does not drain well, work a shovelful of sand into the soil for these plants. Seeds do not germinate reliably, but some will germinate.

NATURAL RANGE: Illinois to Minnesota and Montana, south to Georgia, Louisiana and Texas. In Wisconsin mostly in the southwestern corner of the state. Wildflowers of Wisconsin (Black and Judziewicz, 2009) and the USDA website both list this plant as **threatened** in Wisconsin.

COMPANION PLANTS: Black-eyed Susan, lance leaved coreopsis, butterfly weed, lead plant.