Sabellico Greenhouses & Florist
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Rustic Colors Coneflower

Rudbeckia hirta 'Rustic Colors'



Rustic Colors Coneflower flowers
Photo courtesy of NetPS Plant Finder

Plant Height: 18 inches

Flower Height: 24 inches

Spread: 18 inches

Spacing: 14 inches

Sunlight: ○

Hardiness Zone: (annual)

Other Names: Gloriosa Daisy, Black Eyed Susan



Rustic Colors Coneflower flowers
Photo courtesy of NetPS Plant Finder

Ornamental Features

Rustic Colors Coneflower has masses of beautiful gold daisy flowers with antique red overtones, dark red eyes and brick red centers at the ends of the stems from mid summer to late fall, which are most effective when planted in groupings. The flowers are excellent for cutting. Its serrated pointy leaves remain green in color throughout the season.

Landscape Attributes

Rustic Colors Coneflower is an herbaceous annual with an upright spreading habit of growth. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.

This is a relatively low maintenance plant, and may require the occasional pruning to look its best. It is a good choice for attracting butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

Rustic Colors Coneflower is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Container Planting

Planting & Growing

Rustic Colors Coneflower will grow to be about 18 inches tall at maturity extending to 24 inches tall with the flowers, with a spread of 18 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 14 inches apart. This fast-growing annual will normally live for one full growing season, needing replacement the following year.

This plant should only be grown in full sunlight. It is very adaptable to both dry and moist locations, and should do just fine under typical garden conditions. It is considered to be drought-tolerant, and thus makes an ideal choice for a low-water garden or xeriscape application. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This is a selection of a native North American species. It can be propagated by division; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Rustic Colors Coneflower is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. With its upright habit of growth, it is best suited for use as a 'thriller' in the 'spiller-thriller-filler' container combination; plant it near the center of the pot, surrounded by smaller plants and those that spill over the edges. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.