

## Purple Coneflower 'Powwow Wild Berry' (*Echinacea purpurea*)

2-3' x 1-1.5', 'Powwow Wild Berry' is an upright compact clump with sturdy stiff extremely-well-branched stems that don't need staking. Shorter and stockier than the species.

2010 All-America Selection Winner.

The species is a Midwest U.S. native, found in rocky open woods, prairies, meadows, dry clearings.

3-4" diameter intense deep rose-purple to almost magenta rays, downward-arching and overlapping, encircling a large orange-copper-brown center cone. The flowers hold their coloration very well. Blooms late spring to summer, about a month, with sporadic bloom thereafter until frost. Because of its many branches, this cultivar is unusually floriferous.

3-6" leathery toothed lance-shaped deep green leaves.

Full sun to part shade.

Dry to moist well-drained soil.

Long-lived, adaptable, tolerant of drought, heat, poor soil.

Low maintenance.

Divide when clumps become crowded (about every 4 years), to produce new plants.

Use as specimen, groups and masses, in borders, mixed beds, meadows, rock gardens, and in open woodland gardens.

Excellent for cutting gardens.

The flowers of *Echinacea* are used to make herbal tea, said to boost the immune system.

Attracts long-tongued bees like honeybees, bumblebees.

Larval host to Silvery Checkerspot Butterfly, and several moths.

Nectar used by many butterflies, including Swallowtails, Fritillaries, Painted Ladies, Monarchs, Sulfurs. The Eastern Goldfinch sometimes eats the seed in summer and fall.

Photo 1: Walters Gardens Inc.  
[waltersgardens.com/variety.php?ID=ECHWB](http://waltersgardens.com/variety.php?ID=ECHWB)

Photos 2, 3, 5: North Creek Nurseries  
[northcreeknurseries.com/plantName/Echinacea-PowWow-Wildberry](http://northcreeknurseries.com/plantName/Echinacea-PowWow-Wildberry)

Photo 4: Proven Winners  
[provenwinners.com/plants/echinacea/powwow-wild-berry-cone-flower-echinacea-purpurea](http://provenwinners.com/plants/echinacea/powwow-wild-berry-cone-flower-echinacea-purpurea)

