

Pow Wow Wildberry Purple Coneflower



Echinacea purpurea 'Pow wow Wild Berry'

- **Use:** Absolutely unbeatable for flower power! It's not only the most brilliantly colored Echinacea yet, but it's also the best branched, which means more flowers all season. And it's compact, so you can grow it in a container if you like, or squeeze it into that crowded sunny border! The bloom color is fade-proof and absolutely unique. Attracts butterflies to the fresh blooms in summer and birds to the seed-filled cones in autumn and winter. It's simply a magnificent addition to any garden!
- **Exposure/Soil:** Full- part sun. Moist, well-drained soil, but not soggy. Use slow release fertilizer two times a year. Water regularly, when top 3 in. of soil is dry.
- **Growth:** This plant reaches just 20 to 24 inches high when not in bloom, and spreads 12 to 16 inches wide.
- **Hardiness:** Zone 3-9; Perennial Adaptable to just about any climate in the United States and indifferent to extremes of heat, humidity, cold, and even drought, 'PowWow Wild Berry' thrives in any well-drained soil. It will bloom best in full sun and good garden soil that dries out just a bit between waterings, but it can take almost any conditions your garden and Mother Nature throws its way!
- **Foliage:** Long oval leaves. Deciduous.
- **Flower:** It doesn't need to be deadheaded to set new buds, so the flowers just keep coming! (The flowers make terrific everlasting as well as fresh-cut bouquets, by the way!) **The flowers add another 9 to 12 inches to the plant's height, giving you thick, longlasting stems for the vase.** The flowers are SO PROFUSE on these compact little plants, beginning in early summer and then going right into fall until nipped back by frost.

Despite this small size, it bears more blooms than just about any other Echinacea we've ever grown. And you don't have to keep up with pinching off the fading blooms! You will be delighted by how quickly it grows, how beautifully it branches, and how profuse (and early!) it flowers. The color is enchanting, too!

Did you know that we recycle empty pots and trays? Please bring them back! Save the Earth!