

CHICAGOLAND GROWS[®], INC.

Plant Introduction Program - Plant Release Bulletin #15



Orange Meadowbrite[™] Coneflower

Echinacea 'Art's Pride' P.P.A.F., P.B.R.A.F.

Orange Meadowbrite[™] is the first orange coneflower ever in cultivation. This plant is truly novel with its brightly colored, deep orange ray florets, dark maroon cone and intensely sweet fragrance.

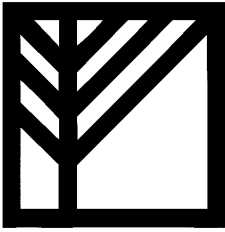


PHOTOS BY LINDA OYAMA BRYAN



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Botanical Name

Echinacea 'Art's Pride' P.P.A.F., P.B.R.A.F.

Common Name

Orange Meadowbrite™ Coneflower

Family

Asteraceae

Origin

A selection from controlled crosses made by Dr. Jim Ault of the Chicago Botanic Garden.

Hardiness

U.S.D.A. Zones 4-9

Bloom Season

This selection starts blooming in northern Illinois (USDA Zone 5a) in mid-June with a heavy flush in early to mid-July, then a continuation of at least a few flower heads well into September.

General Description and Habit

Orange Meadowbrite is the first orange coneflower ever in cultivation. This plant is truly novel with its brightly colored, deep orange ray florets, dark maroon cone and intensely sweet fragrance. It is a vigorous plant with lance shaped, semi-glossy, deep green foliage, reaching a height of 2½ to 3'.

Size

2½ to 3' high x 2½ to 3' wide in 2 years

Growth Rate

Medium

Ornamental Characteristics

A breakthrough in ornamental plant breeding! Vibrant, perfectly formed tangerine-orange blooms float above deep grass-green foliage. A sweet orange-spiced tea fragrance surrounds each plant. This is a vigorous, free-blooming cultivar with incredible drought tolerance. A welcome addition to any garden.

Culture

Prefers well drained, but moist soils and full sun.

Pest and Disease Problems

None known

Landscape Value

Mixed borders, perennial borders and foundation plantings for home gardens as well as commercial landscape use.

Propagation

Division, vegetative and root cuttings, tissue culture

Chicagoland Grows® is a nonprofit corporation of the Chicago Botanic Garden, The Morton Arboretum and the Ornamental Growers Association of Northern Illinois (OGA).

The Chicagoland Grows® Plant Introduction Program is dedicated to the evaluation, selection, production and marketing of recommended and new plant cultivars. Plants selected for the program have proven to be adaptable to the Midwest and are made available to the commercial and retail landscape industry through an international network of growers and propagators.

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For more information about Chicagoland Grows®, contact:
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