Rudbeckia fulgida
Orange Coneflower

Although sometimes called Black-eyed Susan, this variable species is distinct from biennial Black-eyed Susan, *Rudbeckia hirta*. Abundant blooms appear mid-summer to fall, each composite flower lasting several weeks. Its native habitat is found in scattered pockets in the Mid-Atlantic Region,* including in Fairfax, Loudoun, and Prince William Counties.

### Perennial

- **Height**: 1½–3½ feet
- **Spread**: 2–2½ feet
- **Bloom Color**: Yellow-orange

### Characteristics

- Herbaceous perennial forming upright clumps
- Ovate, sparsely-haired, sparsely-dentate leaves with alate petioles; leaves become smaller and sessile as they ascend variably hairy stems that appear mid-summer; basal foliage may persist through winter
- Flowers with 10–20 yellow ray florets encircling purple-brown, tubular disk florets bloom July to Oct
- Spreads by rhizome

### Attributes

- Tolerates various soil types (including clay), light shade, drought, heat, humidity, air pollution; no serious pests or diseases; if deer are overpopulated may be more susceptible to damage than *R. hirta*
- Winter interest with persistent black fruiting heads
- Can be used as cut or dried flower
- Attracts butterflies and other pollinators and birds; larval host to Silvery Checkerspot butterfly

### Growing and Maintenance Tips

- **Soil Requirements**: Average, well-drained
- **Light Requirements**: Sun, Partial Shade
- **Water Requirements**: Dry, Moist
- **Blooms best in sun; deadhead for continued bloom**
- **Prune to ground late winter; divide early spring**
- **Use massed in border, cutting or meadow garden**
- **Hardiness**: USDA Zones 3–9

### Excellent Replacement for

- *Leucanthemum* species - Ox-Eye & Shasta Daisies
- *Tanacetum* species - Tansy
- *Zinnia* species - Zinnia (annual)

*It is native in DC; historical in the DE Piedmont; and scattered in southeastern counties of PA. In VA, it is frequent in the Piedmont but infrequent in the mountains and inner Coastal Plain.**

“Honey bee and pearl crescent butterfly on *Rudbeckia fulgida* var. *sullivantii* ‘Goldsturm.’ The pictured leaves and stems also belong to this prolific, extremely popular cultivar, which, perhaps due to its more compact form, sometimes suffers from angular leaf spot that starts on the lower leaves and can spread upward.

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