



Echinacea 'Balsomemy' (SOMBRERO® Lemon Yellow) is a hybrid coneflower cultivar. Although it did not complete the [Mt. Cuba Center 2018–2020 Echinacea Trial](#), its pollinator rank was 54 out of 75. Its low rank may be due in part to its color, as the trial found pollinators mostly preferred coneflowers that were pink and purple, followed by white, red, and orange. **Its pollinator appeal was still 3 to 8 times higher than the lowest ranking coneflowers.**

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