





Rudbeckia fulgida

Orange Coneflower

Tried and True
Native Plant Selections
for the Mid-Atlantic

Although sometimes called Black-eyed Susan, this variable coneflower species* is distinct from biennial Black-eyed Susan, *Rudbeckia hirta*. Abundant blooms appear mid-summer to fall; each composite flower lasts several weeks, its color “shining brightly” as reflected in its epithet.



Perennial	Flowers en Masse & w/ Bee,** Foliage,** Fruit
Height: 1½–3½ feet	
Spread: 2–2½ feet	
Bloom Color: Yellow-orange	
Characteristics	
Herbaceous perennial forming upright clumps	
Lanceolate basal and lower cauline leaves adaxially scabrous and sparsely dentate with alate , sometimes clasping petioles becoming reduced or sessile as they ascend variably hairy stems ; basal foliage may persist	
Flowers with 10–20 yellow ray florets encircling purple-brown, tubular disk florets bloom July–Oct; cypselae with low-crowned to inconspicuous pappi	
Spreads by stolons whose apices form rosettes	
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 <i>R. hirta</i>	
Winter interest with persistent black fruiting heads	
Can be used as cut or dried flower	
Attracts butterflies, other pollinators, birds; larval host to ~20 lepidopterans incl. Silvery Checkerspot	
Growing and Maintenance Tips	Excellent Replacement for
Soil Requirements : Average, well-drained	<i>Leucanthemum</i> species - Ox-Eye & Shasta Daisies
Light Requirements : Sun, Partial Shade	<i>Tanacetum</i> species - Tansy
Water Requirements : Dry, Moist	<i>Zinnia</i> species - Zinnia (annual)
Blooms best in sun; deadhead for continued bloom	<p>*<i>Rudbeckia fulgida</i> var. <i>fulgida</i> is native in DC; rare/historical in the DE Piedmont; rare in MD; and scattered in southeastern PA. In VA, it is frequent in the Piedmont and infrequent in the mountains and inner Coastal Plain. In NoVA, it is absent in Arlington County.</p> <p>**Leafcutter bee and foliage appear on <i>Rudbeckia fulgida</i> var. <i>sullivantii</i> ‘Goldsturm,’ a prolific, popular cultivar. It is more compact but more susceptible to angular leaf spot, which starts on lower leaves and spreads upward, esp. if air circulation is poor, water sits on the leaves, and dead foliage is not removed in fall.</p>
Prune to ground late winter; divide early spring	
Use massed in border, cutting, or meadow garden	
Hardiness : USDA Zones 3a–9b	

developed by Master Gardeners of Northern Virginia, serving Arlington and Alexandria

Images by Judy Funderburk (top) and Mary Free, [Glencarlyn Library Community Garden](#) and by Elaine Mills (middle left), private garden, Arlington, VA