**Purple Coneflower ‘Ruby Star’**  
*(Echinacea purpurea)*

2-3’ x 2-3’ upright compact clump with sturdy stems.

The species is a Midwest U.S. native, found in rocky open woods, prairies, meadows, dry clearings.

Daisy-like 3-4” diameter flowers, with intensely deep-colored carmine-purplish-red overlapping petals that stretch out horizontally from a large orange-copper-brown pin-cushion-like center cone. Petals are a little shorter than the species, and the cone is wider. Blooms June to August for about a month, with sporadic bloom until frost. Flowers hold their color very well.

4-6” long leathery toothed lance-shaped deep green leaves.

Full sun to part shade.  
Dry to moist very well-drained soil.  
Long-lived, adaptable, tolerant of drought once established), heat, poor soil.  
Easy to grow. Low maintenance.  
Divide when clumps become crowded (about every 4 years), to produce new plants.

Use as specimen, in groups and masses, in borders, mixed beds, meadows, rock gardens, and in open woodland gardens.  
Excellent for cutting gardens, providing great long lasting flowers.  
The flowers of Echinacea are used to make herbal tea, said to boost the immune system.  
Excellent garden companions with Coneflowers include Coreopsis, early Goldenrods, Liatris, Summer Phlox. Bee Balm, Joe Pye Weed, Black-eyed Susan, Butterfly Weed, and Little Bluestem.

Attracts long-tongued bees like honeybees, bumblebees.  
Larval host to Silvery Checkerspot Butterfly, and several moths.  
Nectar used by many butterflies, including Swallowtails, Fritillaries, Painted Ladies, Monarchs, Sulfurs. The Eastern Goldfinch sometimes eats the seed in summer and fall.

Photos 1, 2: North Creek Nurseries  
northcreeknurseries.com/plantName/Echinacea-purpurea-Ruby-Star  
Photoz 3-7: Missouri Botanical Garden  
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