

# Yellow Coneflower

## *Rudbeckia fulgida*

This beauty, *Rudbeckia fulgida*, delivers yellow-gold flowers with black, cone-like centers continuously from May to frost in the Panhandle and returns like clockwork each spring to do it all over again! The 1937 selection 'Goldsturm' eighty-five years later is still easily the most popular *Rudbeckia*. Easy to grow, the plant forms a mound of foliage topped with a bright display of flowers perfect for butterfly gardens. Remove faded blossoms to prompt more profuse blooming. Yellow coneflowers make great cut flowers, are good for pollinators and the seed heads provide winter food for seed-eating birds.

**Type:** herbaceous evergreen perennial

**USDA hardiness zones:** 2 through 9

**Uses:** mass planting; border; cut flowers

**Origin:** native to Florida

**Height:** 2 to 3 feet      **Spread:** 2 to 3 feet

**Plant spacing:** 2 to 3 feet

**Light requirement:** full sun to part shade

**Soil tolerances:** slightly acid to slightly alkaline;  
sandy loam

**Drought tolerance:** moderate

**Soil salt tolerances:** high

**Invasive potential:** may self-seed each year

**Pest resistance:** long-term health usually not  
affected by pests

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Photo: UF/ IFAS