

Special new coneflower

Purple coneflower is one of the finest prairie flowers for home landscapes. Its purple petals are lovely and its bristly cones attract butterflies, hummingbirds, and songbirds to the garden.

‘PowWow Wild Berry’ is a new variety and a recipient of the prestigious All-America Selections Award. It’s favored for the deep rose color of its petals—and this rich color doesn’t fade like that of other coneflowers. Its basal branching habit leads to more flowers per plant—a pow-wow of dancing flowers!


Seed should be sown in January to guarantee blooming the first year. After that, this super hardy (Zone 3) perennial will give you many years of color. The 24-inch-tall plants are shorter than most coneflowers and can easily fit into any perennial garden. 

Photo courtesy of All-America Selections.



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