



4311 Vilas Hope Road  
Cottage Grove, WI 53527



608-222-2269



## Irish Eyes Coneflower - New For 2019!

*Rudbeckia hirta 'Irish Eyes'*

Height: 30 inches

Spread: 24 inches

Spacing: 18 inches

Sunlight:

Hardiness Zone: 4a

Other Names: Gloriosa Daisy, Black Eyed Susan

### Description:

Very unusual flowers for planting close up; large daisy-like flowers in golden yellow surround a light green center; great for the middle border for some sensational late season color; also great for containers

### Ornamental Features

Irish Eyes Coneflower has masses of beautiful yellow daisy flowers with olive green eyes and gold centers at the ends of the stems from late summer to mid fall, which are most effective when planted in groupings. The flowers are excellent for cutting. Its serrated pointy leaves remain green in color throughout the season. The fruit is not ornamentally significant.

### Landscape Attributes

Irish Eyes Coneflower is an herbaceous perennial with an upright spreading habit of growth. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.

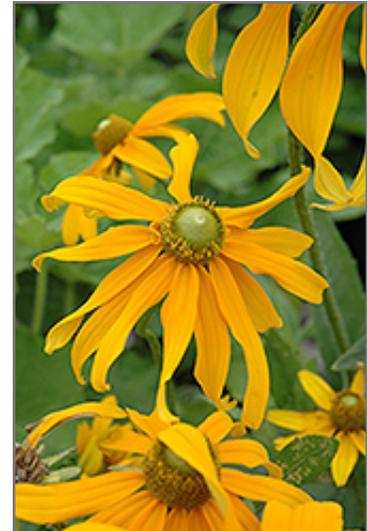
This is a relatively low maintenance plant, and should be cut back in late fall in preparation for winter. It is a good choice for attracting bees and butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

Irish Eyes Coneflower is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Container Planting

### Planting & Growing

Irish Eyes Coneflower will grow to be about 24 inches tall at maturity, with a spread of 24 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 18 inches apart. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 3 years.



*Irish Eyes Coneflower flowers*  
Photo courtesy of NetPS Plant Finder



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This plant does best in full sun to partial shade. It is very adaptable to both dry and moist locations, and should do just fine under typical garden conditions. It is considered to be drought-tolerant, and thus makes an ideal choice for a low-water garden or xeriscape application. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This is a selection of a native North American species. It can be propagated by division; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Irish Eyes Coneflower is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. With its upright habit of growth, it is best suited for use as a 'thriller' in the 'spiller-thriller-filler' container combination; plant it near the center of the pot, surrounded by smaller plants and those that spill over the edges. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden. Be aware that in our climate, most plants cannot be expected to survive the winter if left in containers outdoors, and this plant is no exception. Contact our store for more information on how to protect it over the winter months.