Orange Meadowbrite™ Coneflower

Echinacea 'Art's Pride' PP22347, PBR2173

Orange Meadowbrite™ is the first orange coneflower ever in cultivation. This plant is truly novel with its brightly colored, deep orange ray florets, dark maroon cone and intensely sweet fragrance.
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<table>
<thead>
<tr>
<th>Botanical Name</th>
<th>Echinacea 'Art’s Pride' P.P.A.F., P.B.R.A.F.</th>
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</thead>
<tbody>
<tr>
<td>Common Name</td>
<td>Orange Meadowbrite™ Coneflower</td>
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<tr>
<td>Family</td>
<td>Asteraceae</td>
</tr>
<tr>
<td>Origin</td>
<td>A selection from controlled crosses made by Dr. Jim Ault of the Chicago Botanic Garden.</td>
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<td>Hardiness</td>
<td>U.S.D.A. Zones 4-9</td>
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<td>Bloom Season</td>
<td>This selection starts blooming in northern Illinois (USDA Zone 5a) in mid-June with a heavy flush in early to mid-July, then a continuation of at least a few flower heads well into September.</td>
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<td>General Description and Habit</td>
<td>Orange Meadowbrite is the first orange coneflower ever in cultivation. This plant is truly novel with its brightly colored, deep orange ray florets, dark maroon cone and intensely sweet fragrance. It is a vigorous plant with lance-shaped, semi-glossy, deep green foliage, reaching a height of 2'/ to 3'.</td>
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**Size**
2'/ to 3' high x 2'/ to 3' wide in two years

**Growth Rate**
Medium

**Ornamental Characteristics**
A breakthrough in ornamental plant breeding! Vibrant, perfectly formed tangerine-orange blooms float above deep grass-green foliage. A sweet orange-spiced tea fragrance surrounds each plant. This is a vigorous, free-blooming cultivar with incredible drought tolerance. A welcome addition to any garden.

**Culture**
Prefers well-drained but moist soils and full sun.

**Pest and Disease Problems**
None known

**Landscape Value**
Mixed borders, perennial borders and foundation plantings for home gardens as well as commercial landscape use.

**Propagation**
Division, vegetative and root cuttings, tissue culture

Chicagoland Grows® is a nonprofit corporation of the Chicago Botanic Garden, The Morton Arboretum and the Ornamental Growers Association of Northern Illinois (OGA).

The Chicagoland Grows® Plant Introduction Program is dedicated to the evaluation, selection, production and marketing of recommended and new plant cultivars. Plants selected for the program have proven to be adaptable to the Midwest and are made available to the commercial and retail landscape industry through an international network of growers and propagators.

For more information about Chicagoland Grows®, contact:
Plant Introduction Department, Chicago Botanic Garden, 1000 Lake Cook Road, Glencoe, IL 60022  (847) 835-8301.

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