

QUICK REFERENCE PLANTING GUIDE

LIGHT/SUN EXPOSURE	Full to part sun.
USDA HARDINESS ZONES	4 to 10.
PLANT TYPE	Perennial.
PLANTING DISTANCE IN-GROUND	At least 24 inches apart.
CONTAINER SIZE	One plant per 12-inch or larger container.
MATURE HEIGHT / SPREAD	30 inches tall with a 24 inch spread.
BLOOM TIME	Spring to summer.
TIME TO REACH MATURITY	12 to 24 months.
FACTS OF NOTE	Attracts butterflies. Great for cut flowers. Drought tolerant once established.

SOIL PREPARATION

We recommend having your soil tested periodically by your local County Extension Office (www.nifa.usda.gov/extension or by calling 1-800-333-4636). A soil test can determine if your soil needs any amendments to enhance the growth and performance of your plants.

Ideal garden soil is easy to dig in and drains well while still holding the nutrients and water vital to plant growth. To prepare a bed for in-ground planting, spade or till the soil to a depth of roughly 12-18 inches. Next, spread a 2-4 inch layer of organic matter such as compost, shredded leaves or peat moss over the soil and mix well.

Thank you for your order!

Charming shades of vibrant pink, red, orange, yellow and purple decorate the landscape as these hardy perennials bloom from spring to fall. Echinacea is tough and reliable, tolerating heat and drought, and thriving in poor soil. Whether planted in beds, borders, or containers, these bright blossoms will add a pop of color to any landscape!

Caution: Do not assume any plant is safe to eat. Only parts of plants expressly grown to be eaten should be considered edible. As with any product that is not food, care should be taken to make sure that small children and pets do not ingest any part of the plant that is not expressly grown to be eaten.

Unless specifically stated, this product is intended for ornamental horticultural use only and is not intended for consumption or ingestion by humans or pets. Most plants are harmless, but some contain toxic substances which can cause adverse health effects. Furthermore, some individuals and some animals are sensitive or allergic to certain plants and precautions should be taken to limit or avoid physical contact with particular plants. Some plants have thorns or spines that can be painful if handled.

**In case of ingestion contact a poison control center immediately.
1-800-222-1222**

ECHINACEA



*Image on cover is representative of the type of plant(s) in this offer and not necessarily indicative of actual size or color for the included variety.

OUT OF THE BOX

ECHINACEA

Your plants have been shipped to you in pots. We urge you to remove them from the shipping box and plant them as soon as possible. Should planting be delayed due to weather or other unforeseen circumstances, roll the plastic bag down around each plant and place them near a bright window or other sunny location. Keep them well-watered in their pots until permanently planted. Once planted, they begin setting roots and, as the weather warms, begin showing new growth. Please plant as soon as possible, provide reasonable care and be patient.

The foliage on potted plants may appear slightly wilted or yellow upon arrival. This is due to the stress of shipping and is usually nothing to worry about. Water the plant thoroughly, place it in a shady location and remove any foliage that does not recover.



SHIPPED AS SHOWN

PLANTING INSTRUCTIONS

Important: Thoroughly hydrate the plant by submersing the root zone in a container of water for 10 minutes while you prepare for planting.

1. Remove and discard the clear plastic bag from around the pot.
2. After watering, remove the pot by holding the plant upside down in one hand and squeezing the sides of the pot with the other.
3. Prepare the root ball for planting by gently disturbing the surface roots with your fingers, fork, or gardening tool and pruning any damaged roots. This will encourage the roots to begin growing outward into the new soil.

PLANTING INSTRUCTIONS (Continued)

4. Dig a hole twice as deep and twice as wide as the plant's root ball. Partially backfill the hole with soil and place the plant into the hole. The top of the root ball should be level with the ground surrounding the hole. Refill the hole with soil, firming the soil around the plant with your fingers. Check to be sure the plant is not planted too deeply. If it is, raise the plant carefully and re-firm the soil.

5. Water thoroughly.

CONTINUING CARE

WATERING Adequate and consistent watering is essential during your plant's first year in the garden. Infrequent, long soakings of water that thoroughly saturate the soil are more effective than frequent, light applications of water.

Due to variable geographical and environmental conditions, a specific watering schedule is difficult to define. However, as a rule of thumb, you should not allow the soil or the original root ball to completely dry out. During the first summer, you may need to water as often as every few days in periods of drought and extreme summer heat. To determine if your plant needs water, dig a few inches into the soil next to the plant. If the soil is dry 2-3 inches below the surface, it is time to water.

Overwatering can be as damaging as under watering. Be sure that the area surrounding your plant has adequate drainage to move water away from the plant. If you choose to plant in a container, always select one with drainage holes to prevent your plant's roots from sitting in water.

MULCHING Apply a 2-4 inch layer of shredded bark, compost, leaves, straw or other organic matter around your plants to promote moisture retention, maintain even soil temperatures and discourage weed growth. Replenish the mulch as needed.

WEEDING Keep the area around your plants free of weeds. Weeds compete with surrounding plants for food, water and light. Walk around the garden periodically and pull weeds, including the roots, as soon as you see them.

CONTINUING CARE (Continued)

FEEDING Feed your plants once every 2-3 weeks during the growing season with a water-soluble fertilizer. Discontinue feeding after September 1st so your plants can harden off for winter dormancy. Resume fertilizing when new growth appears in spring.

PRUNING Remove spent flowers as blooms fade to encourage continuous flowering. Trim any dead, damaged or unsightly growth as needed to maintain an attractive appearance. Remaining foliage and dry seed heads may be cut back to the ground after the plants have gone dormant in late fall, or left in the garden for winter interest and as a food source for birds. Cut the plants back in early spring to allow new growth to emerge.

DIVIDING Dividing perennials encourages them to grow more vigorously and promotes plant health. Divide these plants in early spring by digging up a mature, 3-5 year old clump. Cut the plant with a shovel or other sharp tool, making sure each division has plenty of roots. Plant the divisions back in the garden and water well.

Watering thoroughly in late fall will greatly enhance your plant's cold tolerance once the ground has frozen.

WINTERIZING Echinacea is very hardy, but will benefit from mulching in cold areas. The time to winterize your plants is in late fall. When winterizing perennials, keep in mind that the root system is the most vulnerable to cold damage. Mulch heavily by mounding a 6-8 inch layer of shredded bark, compost, leaves, straw or other organic material over the crown of each plant.

In very cold areas, containerized plants can be brought into an unheated, protected area such as a garage or cellar before temperatures drop below freezing. Check soil moisture every 2-3 weeks and water as needed during winter.

In spring, remove mulch from in-ground plantings. Containerized plants should be moved back out into the garden sunlight where they will begin to repeat their yearly garden performance.