



ORANGE CONEFLOWER

Rudbeckia fulgida

Also known as Perennial Black-eyed Susan, this native attracts butterflies, native bees and other beneficial insects, hummingbirds, and songbirds and to your garden. Orange coneflowers are rhizomatous and form very large clumps. They grow well in full sun to part shade in just about any soils except those that are boggy or too dry. Typically not invasive, the clumps will spread into dense colonies in rich loose soil. Deadhead to prolong bloom and divide clumps when they become too dense or to share with others!



About the Name: Carl Linnaeus, the Swedish taxonomist, was a student of Olof Rudbeck, at Uppsala University. Olof Rudbeck's father, a famous scientist of the same name, had also had been a professor there. To honor the two professors, Linnaeus named the genus *Rudbeckia* after them. Rudbeckias were introduced to gardeners in 1760. "Fulgida" means brilliant, glittering or shining in Latin. (More about the name Black-eyed Susans on the reverse).

Planting: Plant seeds outside in late fall or store, cold stratify and plant in the spring. To stratify, mix seeds with damp sand, vermiculite, or other sterile media (moist-but not so wet that water will squeeze out of a handful). Place mixture in a labeled, sealed plastic bag and store in refrigerator (33-38 F) 4 weeks or more.

Nashville Demonstration Organic Garden at Howard County Farmers' Market

"Black-Eyed Susans"

The common name "Black-Eyed Susan" may refer to a number of different flowering plants of the genus *Rudbeckia*. Rudbeckias are commonly called coneflowers and black-eyed susans, and the genus formerly included plants such as *Echinacea purpurea* (purple coneflower). *Rudbeckia fulgida* is a perennial, while *Rudbeckia hirta* is a biennial or short-lived perennial.

While the "black-eyed" undoubtedly refers to the flower's dark brown disk, surrounded by bright yellow rays, it is possible that this common name came from a popular song written in England in 1720 about a woman called "Black-eyed Susan" who was searching for her sweet William among a ship's crew:

*All in the downs, the fleet was moored,
Banners waving in the wind.
When Black-Eyed Susan came aboard,
and eyed the burly men.
"Tell me ye sailors, tell me true
Does my Sweet William sail with you?" . . .*

Although Black-Eyed Susan is a North American native, the plant was growing in Maryland during the colonial period when English colonists arrived, possibly giving the plant its name when they arrived in the New World.

Source: <http://www.americanmeadows.com/about-black-eyed-susans>