



Echinacea purpurea 'PowWow Wild Berry'
AAS Flower Award Winner

This purple coneflower differs from all others for flower color, branching and plant size. Gardeners will love the deep rose-purple 3 to 4 inch flowers that retain color on the plant longer. Plants were tested across the United States and Canada. This first year flowering perennial (hardy to USDA Hardiness Zone 3) has superior performance including a basal branching habit, resulting in more flowers per plant. Reaching a height of 20 to 24 inches in the full sun garden, this AAS Winner blooms continually without deadheading. 'PowWow Wild Berry' is an intermediate day-length flowering variety with most rapid and uniform flowering at 14 hours, flowering approximately 20 weeks after sowing. Therefore, seed should be sown before the end of January for the most prolific and uniform flowering in the first year. U.S. Utility Patent Applied For. Bred by PanAmerican Seed Co.

AAS® Winner Data

Genus species: *Echinacea purpurea*

Common Name: Purple Coneflower

Unique qualities: Flower color, branching and plant size

Flower size: 3 to 4 inches

Flower form: Single daisy

Plant height: 20 to 24 inches

Garden spacing: 16 to 18 inches

Length of time from sowing seed to flower: 20 weeks for June flowering

Closest comparisons on market: 'Primadonna Deep Rose,' 'Prairie Splendor' and 'Magnus'

Flower color: Deep rose-purple

Plant width: 12 to 16 inches

Garden location: Full sun

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SELECTIONS**

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