



For the joy of gardening!

Estabrook's

PERENNIAL RUDBECKIA CARE

LIGHT

Perennial Rudbeckia, or black-eyed Susan, generally flowers best in full sun. Some types tolerate light shade. Check the cultivar label: compact border selections and tall cutleaf or sweet coneflowers differ greatly in height and spread. Give taller forms room and an open, sunny position.

WATER

Water deeply after planting and during establishment. Established plants often tolerate dry spells, but moisture needs vary by species. Tall cutleaf types appreciate consistent moisture. During extended drought, water at soil level rather than repeatedly wetting leaves.

SOIL & PLANTING

Plant at nursery depth in well-drained garden soil. Most adapt to average soils, but avoid persistently soggy crowns. Space for mature width and good air circulation. Tall or spreading selections may need more room than compact clumping cultivars.

FEEDING

Compost or a modest spring feeding is usually enough in poor soil. Avoid excessive fertilizer, especially nitrogen, which can encourage tall, floppy growth. Follow the label and assess plant performance before feeding again.

SEASONAL CARE

Remove faded flowers to extend a tidy display, or retain some seed heads for birds and winter interest. Leave healthy foliage until it declines. Divide crowded clumps in spring or fall as needed. Tall selections may benefit from early support before stems lean.

HELPFUL TIPS

Monitor spreading rhizomes and seedlings where space is limited. Remove badly spotted leaves and improve air circulation; avoid overhead watering when practical. This guide covers perennial *fulgida*, *laciniata*, *subtomentosa* and suitable perennial hybrids. *Hirta* and *triloba* types have a separate guide because their life span is often shorter.