



For the joy of gardening!

Estabrook's

SHORT-LIVED RUDBECKIA CARE

LIGHT

Rudbeckia hirta and triloba flower best in full sun, with some light shade tolerated. Their cheerful summer flowers attract pollinators. Check the cultivar label for size, since short bedding selections and tall, branching triloba forms need different amounts of room.

WATER

Water thoroughly after planting, then water during dry periods while roots establish. Established plants tolerate some drought, but flowering is better with reasonable moisture. Let the surface dry slightly between waterings. Avoid constantly wet crowns and prolonged wet foliage.

SOIL & PLANTING

Use average, well-drained garden soil and plant at nursery depth. Space plants for air movement and their mature width. Do not bury the crown under heavy mulch. In containers, use drainage holes and a potting mix that drains freely.

FEEDING

These plants usually need only modest feeding. Add compost to poor soil or use a light application of balanced fertilizer according to its label. Excess nitrogen can encourage weak growth and fewer flowers. Container plants may need more regular feeding than garden plants.

SEASONAL CARE

Deadhead spent flowers for tidiness, but leave some seed heads if natural renewal is desired. Birds also use the seeds. Remove dead stems after seed has dispersed or in spring. Allow suitable seedlings room to grow, thinning crowded patches.

HELPFUL TIPS

Expect a variable life span: hirta may behave as an annual, biennial or short-lived perennial; triloba is commonly biennial or short-lived. Individual plants may not return for many years. Self-sowing can maintain a patch, but named cultivars may not come true from seed. Replace plants when needed rather than assuming every loss indicates poor care.