Mooodz® Imagination Coneflower

Echinacea 'Hilmooimag'



Mooodz Imagination Coneflower flowers
Photo courtesy of NetPS Plant Finder

Plant Height: 10 inches

Flower Height: 16 inches

Spread: 16 inches

Sunlight: ○

Hardiness Zone: 4

Group/Class: Mooodz Series

Description:

Large, electric pink flowers, with coppery-red center cones; an upright grower that is long blooming; great for flower arrangements, attracts pollinators and feeds the birds in winter; use in naturalized areas

Ornamental Features

Mooodz Imagination Coneflower has masses of beautiful lightly-scented hot pink daisy flowers with coppery-bronze eyes at the ends of the stems from early summer to early fall, which are most effective when planted in groupings. The flowers are excellent for cutting. Its pointy leaves remain green in color throughout the season.

Landscape Attributes

Mooodz Imagination Coneflower is an herbaceous perennial with an upright spreading habit of growth. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.

This is a relatively low maintenance plant, and is best cleaned up in early spring before it resumes active growth for the season. It is a good choice for attracting bees and butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

Mooodz Imagination Coneflower is recommended for the following landscape applications;

- Mass Planting
- Rock/Alpine Gardens
- Border Edging
- General Garden Use
- Naturalizing And Woodland Gardens
- Container Planting

Planting & Growing

Mooodz Imagination Coneflower will grow to be about 10 inches tall at maturity extending to 16 inches tall with the flowers, with a spread of 16 inches. Its foliage tends to remain low and dense right to the ground. It grows at a medium rate, and under ideal conditions can be expected to live for approximately 10 years. As an herbaceous perennial, this plant will usually die back to the crown each winter, and will regrow from the base each spring. Be careful not to disturb the crown in late winter when it may not be readily seen!

This plant should only be grown in full sunlight. It is very adaptable to both dry and moist locations, and should do just fine under typical garden conditions. It is considered to be drought-tolerant, and thus makes an ideal choice for a low-water garden or xeriscape application. This plant should not require much in the way of fertilizing once established, although it may appreciate a shot of general-purpose fertilizer from time to time early in the growing season. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. This particular variety is an interspecific hybrid. It can be propagated by division; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Mooodz Imagination Coneflower is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. It is often used as a 'filler' in the 'spiller-thriller-filler' container combination, providing a mass of flowers against which the larger thriller plants stand out. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.