



**August™ Flame Coneflower**  
*Rudbeckia 'VPRU17/ 16'*

Height: 16 inches

Spread: 15 inches

Spacing: 14 inches

Sunlight: ☐

Hardiness Zone: 7a

Other Names: Black Eyed Susan

Group/Class: August&trade; Series

**Description:**

Beautiful vigorous and upright bushy plants produce double and semi-double blooms that deepen in color as they mature; two-toned color adds intrigue and color to beds, borders and containers; a great addition to wildflower gardens

**Ornamental Features**

August Flame Coneflower has masses of beautiful gold daisy flowers with harvest gold overtones and dark brown eyes at the ends of the stems from mid summer to mid fall, which are most effective when planted in groupings. The flowers are excellent for cutting. Its pointy leaves remain dark green in color throughout the season.

**Landscape Attributes**

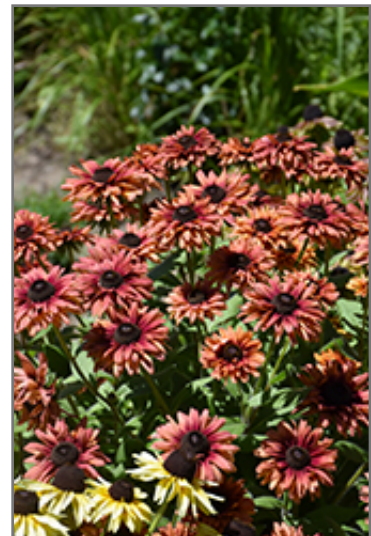
August Flame Coneflower is an herbaceous perennial with an upright spreading habit of growth. Its relatively coarse texture can be used to stand it apart from other garden plants with finer foliage.

This is a relatively low maintenance plant, and should be cut back in late fall in preparation for winter. 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.

August Flame Coneflower is recommended for the following landscape applications;



*August Flame Coneflower flowers*  
 Photo courtesy of NetPS Plant Finder



*August Flame Coneflower flowers*  
 Photo courtesy of NetPS Plant Finder

- Mass Planting
- General Garden Use
- Container Planting

**Planting & Growing**

August Flame Coneflower will grow to be about 14 inches tall at maturity, with a spread of 15 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 14 inches apart. The flower stalks can be weak and so it may require staking in exposed sites or excessively rich soils. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 15 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 prefers to grow in average to moist conditions, and shouldn't be allowed to dry out. This plant does not require much in the way of fertilizing once established. 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.

August Flame 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.