

QUICK REFERENCE PLANTING GUIDE

LIGHT/SUN EXPOSURE	Full to part sun.
USDA HARDINESS ZONES	3 to 9.
PLANT TYPE	Perennial.
PLANTING DISTANCE IN-GROUND	At least 12 inches apart.
CONTAINER SIZE	One plant per 12-inch or larger container.
MATURE HEIGHT/SPREAD	16 to 28 inches tall with 10 to 25 inch spread.
BLOOM TIME	Late spring to fall.
TIME TO REACH MATURITY	12 to 24 months.
FACTS OF NOTE	Attracts pollinators and songbirds. Deer and rabbit resistant. Heat and drought tolerant.



Thank you for your order.

Your satisfaction is of primary concern to us. Please use the following resources for questions regarding your order:

- cottagefarmsdirect.com
- help@cottagefarmsdirect.com
- facebook.com/cottagefarmsdirect
- [@cottagefarms](https://twitter.com/cottagefarms)
- pinterest.com/cottagefarms
- [@cottagefarmsdirect](https://instagram.com/cottagefarmsdirect)
- 888-593-3644
- 9960 Padgett Switch Rd.
Irvington, Alabama 36544

Cottage Farms' Guarantee

We aren't happy if you aren't happy. Cottage Farms warrants its perennials for one year and annuals for 90 days from the time of the shipment. If for any reason you are dissatisfied, Cottage Farms will replace your plant with a similar or comparable one at no charge. If your replacement is not available or it is too late in the season to ship, it will ship the following shipping season.

Caution: Do not assume any plant is safe to eat. Only parts of plants expressly grown to be eaten should be considered edible. As with any product that is not food, care should be taken to make sure that small children and pets do not ingest any part of a plant that is not expressly grown to be eaten.

Unless specifically stated, this product is intended for ornamental horticultural use only and is not intended for consumption or ingestion by humans or pets. Most plants are harmless but some contain toxic substances which can cause adverse health effects. Furthermore, some individuals and some animals are sensitive or allergic to certain plants and precautions should be taken to limit or avoid physical contact with particular plants. Some plants have thorns or spines that can be painful if handled.

**In case of ingestion, contact a poison control center immediately.
1-800-222-1222**

© 2023 Cottage Farms - Printed in USA



Echinacea



*Image on cover is representative of the type of plant(s) in this offer and not necessarily indicative of actual size or color for the included variety.

OUT OF THE BOX

ECHINACEA
SKU# M89438

Your plants have been shipped to you in pots or as plugs. Please remove the plants from the packaging right away and plant them as soon as possible following the planting instructions below. If it is not possible to plant them right away, follow these important steps:

1. Roll the plastic down around each plant and place them in a sunny location.
2. Keep the plants well watered.

Note: Some leaves may appear wilted or yellow upon arrival. This is due to the stress of shipping and is nothing to worry about. Water the plant and let it recover in a shady location for a few days, then gently remove any foliage that does not recover to allow for new growth.



SHIPPED IN 3.25-INCH POTS.
PLANT SIZE MAY VARY BASED ON GROWING CONDITIONS.

PLANTING INSTRUCTIONS

Important: Thoroughly hydrate the plant by watering well before planting.

1. Remove and discard the clear plastic bag from around the pot.
2. After watering, remove the pot by holding the plant upside down in one hand and squeezing the sides of the pot with the other.
3. Prepare the root ball for planting by gently disturbing the surface roots with your fingers, fork or gardening tool and pruning any damaged roots. This will encourage the roots to begin growing outward into the new soil.
4. Dig a hole twice as deep and twice as wide as the plant's root ball. Partially backfill the hole with soil and place the plant into the hole. The top of the root ball should be level with the ground surrounding the hole. Refill the hole with soil, firming the soil around the plant with your fingers. Check to be sure the plant is not planted too deeply. If it is, raise the plant carefully and re-firm the soil.
5. Water thoroughly.

SOIL PREPARATION

We recommend having your soil tested periodically by your local County Extension Office (www.nifa.usda.gov/extension or by calling 1-800-333-4636). A soil test can determine if your soil needs any amendments to enhance the growth and performance of your plants.

Ideal garden soil is easy to dig in and drains well while still holding the nutrients and water vital to plant growth. To prepare a bed for in-ground planting, spade or till the soil to a depth of roughly 12-18 inches. Next, spread a 2-4 inch layer of organic matter such as compost, shredded leaves or peat moss over the soil and mix well.

CONTINUING CARE

WATERING Adequate and consistent watering is essential during your plant's first year in the garden. Infrequent, long soakings of water that thoroughly saturate the soil are more effective than frequent, light applications of water.

Due to variable geographical and environmental conditions, a specific watering schedule is difficult to define. However, as a rule of thumb, you should not allow the soil or the original root ball to completely dry out. During the first summer, you may need to water as often as every few days in periods of drought and extreme summer heat. To determine if your plant needs water, dig a few inches into the soil next to the plant. If the soil is dry 2-3 inches below the surface, it is time to water.

Over-watering can be as damaging as under-watering. Be sure that the area surrounding your plant has adequate drainage to move water away from the plant. If you choose to plant in a container, always select one with drainage holes to prevent your plant's roots from sitting in water.

FEEDING Feed your plants once every 2-3 weeks during the growing season with a water-soluble fertilizer such as Cottage Farms' Carefree Bud-N-Flower Booster (SKU #M7582). Discontinue feeding after September 1st so your plants can harden off for winter dormancy. Resume fertilizing when new growth appears in spring.

PRUNING Trim off any dead or damaged growth as needed to maintain an attractive appearance. Coneflowers can be cut back to the ground once they have gone dormant in late fall or before new growth appears in spring.

CONTINUING CARE (Continued)

MULCHING Apply a 2-4 inch layer of shredded bark, compost, leaves, straw or other organic matter around your plants to promote moisture retention, maintain even soil temperatures and discourage weed growth. Replenish the mulch as needed.

WEEDING Keep the area around your plants free of weeds. Weeds compete with surrounding plants for food, water and light. Walk around the garden periodically and pull weeds, including the roots, as soon as you see them.

DIVIDING Dividing perennials encourages them to grow and bloom more vigorously and promotes plant health. Divide coneflowers in early spring or fall by digging up a mature, 3-5 year old clump. Gently pull apart the root structure using your hands or a garden fork, making sure each division has plenty of roots. Plant the divisions back in the garden and water well.

WINTERIZING Watering thoroughly in late fall will greatly enhance your plant's cold tolerance once the ground has frozen.

While coneflowers are very hardy, they will benefit from mulching in cold areas. The time to winterize them is in late fall. When winterizing perennials, keep in mind that the root system is the most vulnerable to cold damage. Mulch heavily by mounding a 6-8 inch layer of shredded bark, compost, leaves, straw or other organic material over the crown of each plant.

In cold areas, containerized plants can be brought into an unheated, protected area such as a garage or cellar before temperatures drop below freezing. Check soil moisture every 2-3 weeks and water as needed during winter.

In spring, remove mulch from in-ground plantings. Containerized plants should be moved back out into the garden sunlight where they will begin to repeat their yearly garden performance.

FREQUENTLY ASKED QUESTIONS

Do I need to deadhead?

Coneflowers can be deadheaded to maintain a tidy look. However, many gardeners choose to leave the spiky seed heads on the plants for architectural interest and as a food source for songbirds.