



### White Swan Echinacea

*Echinacea purpurea 'White Swan'*

Height: 3 feet

Spread: 24 inches

Sunlight: ☉

Hardiness Zone: 3

Other Names: Purple Coneflower

#### Ornamental Features

White Swan Echinacea has masses of beautiful lightly-scented white daisy flowers with 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 green in color throughout the season. The fruit is not ornamentally significant.

#### Landscape Attributes

White Swan Echinacea 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 plant will require occasional maintenance and upkeep, and is best cleaned up in early spring before it resumes active growth for the season. It is a good choice for attracting 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.

White Swan Echinacea is recommended for the following landscape applications;

- Mass Planting
- Border Edging
- General Garden Use
- Container Planting



*White Swan Echinacea flowers*  
Photo courtesy of NetPS Plant Finder



*White Swan Echinacea in bloom*  
Photo courtesy of NetPS Plant Finder



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### Planting & Growing

White Swan Echinacea will grow to be about 30 inches tall at maturity, with a spread of 24 inches. It grows at a medium rate, and under ideal conditions can be expected to live for approximately 10 years.

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 not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. This is a selection of a native North American species. 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.

White Swan Echinacea is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. With its upright habit of growth, it is best suited for use as a 'thriller' in the 'spiller-thriller-filler' container combination; plant it near the center of the pot, surrounded by smaller plants and those that spill over the edges. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden. Be aware that in our climate, most plants cannot be expected to survive the winter if left in containers outdoors, and this plant is no exception. Contact our store for more information on how to protect it over the winter months.