

Yellow Coneflower

Echinacea paradoxa



The only species in the genus *Echinacea* to have yellow flowers instead of the usual purple flowers (this being the paradox suggested by the species name). Features large, daisy-like flowers with drooping yellow to orange-yellow petals (ray flowers) and very large, coppery-brown to chocolate-brown central cones. Best flower display is mid-June to mid-July, sometimes with sporadic continued bloom throughout the summer.

Full sun preferred

Dry, clay-loam soil

2-3 ft tall

June - August

✓ Bees, butterflies