



# 2010 Promising Plant

## *Echinacea purpurea*

### Mac 'N Cheese'®

#### Promising Qualities

- ◆ Large flower heads
- ◆ Heat resistant
- ◆ Bold Color
- ◆ Vigorous grower
- ◆ Fade resistant

#### FAMILY

Asteraceae

#### GENUS

*Echinacea*

#### SPECIFIC EPITHET

*purpurea*

#### CULTIVAR

'Mac N' Cheese'®

#### COMMON NAME

coneflower

#### FLOWER COLOR

yellow

#### BLOOM TIME

summer

#### PLANT TYPE

perennial

#### USE

landscape

#### HEIGHT/WIDTH

24"-36"/24"

#### LIGHT

full sun

#### SOIL

well-drained, garden loam

#### WATER

average

#### ZONE

6-8

#### HABIT

upright, clumping

*Echinacea purpurea* 'Mac N' Cheese'® was introduced by Terra Nova Nurseries, Inc. in 2009. This herb boasts bright yellow flowers with a yellow tipped cone in the center. The blooms also keep their vibrant color throughout the season instead of fading. The plant is smaller in height than other *Echinacea* varieties but it has the advantage of being less inclined to flop over. If you start with a smaller plant, Terra Nova advises not letting 'Mac N' Cheese'® bloom the first year and to give it plenty of winter protection. Plant in a well-drained soil and allow the soil to dry out between waterings, keeping in mind that coneflowers are not drought tolerant. *E. purpurea* can be kept in containers but be sure to fertilize it lightly for the best results. The bright yellow flowers are sure to attract butterflies, hummingbirds and gold finches. Pair 'Mac N' Cheese'® with *E. hybrida* 'Tomato Soup'® for a spectacular display of color in the garden.

#### Where can I find this plant?

- ◆ Wayside Gardens
- ◆ Terra Nova Nurseries, Inc.  
[www.terravanurseries.com](http://www.terravanurseries.com)

The Herb Society of America  
9019 Kirtland Chardon Road  
Kirtland, OH 44094  
440.256.0514  
[www.herbsociety.org](http://www.herbsociety.org)



Photos: (top left)-Photo found at Acorn Farms, <http://acornfarms.com/>  
(bottom right) Photo found at Paghat's garden, <http://www.paghat.com>