

Echinacea purpurea 'Virgin' Virgin Purple Coneflower

Echinacea purpurea 'Virgin' (Virgin Purple Coneflower) is a compact, white-petaled cultivar of the native purple coneflower. Its stunning flower rises 1.5-2' on top of erect, sturdy stalks. The plant is 1-1.5' wide and grows in an upright clump. During an extended flowering period from July through September, the attractive bloom features two layers of pure white petals that surround a green cone center with hundreds of nectar producing florets. It is not a surprise that Virgin attracts a wide variety of long- and short-tongued pollinators including bees and butterflies. The flower is sweetly aromatic, and is especially floriferous in full sun, often sporadically blooming until the first frost. This reliable coneflower is tolerant of deer, droughts, and dry, clay, and shallow-rocky soil. Leaves are narrow with irregular serrated margins, with coarse hairs and a dark green color. Echinacea purpurea 'Virgin' will freely seed if not deadheaded, however, the seed heads provide architectural beauty in winter and food for birds, especially finches.

Botanical Name: Echinacea purpurea 'Virgin'

Common Name: Virgin Purple Coneflower

Family: Asteraceae

Nativity: Great Lakes Native

USDA Zone: 3 to 8

Light Type: Full Sun to Part Shade

Soil Type: Clay, Loam, Sand

Soil Preferences: Well-drained

Soil Moisture: Dry to Moist

Typical height (ft): 1.5-2'

Typical width (ft): 1-1.5'

Foliage: Dark green

Bloom Time: July, August September

Bloom: White with green center cone

Ecological features: Provides pollen and nectar for long- and short-tongued bees, butterflies, and other pollinators; finches and other songbirds eat the seed in fall and winter

Tolerance of: Drought, Deer Resistant

Additional notes: Slightly sweet scent; reseeds lightly; excellent winter interest

Companion plants: Butterfly Weed (Asclepis tuberosa), Blue Fortune Giant Hyssop (Agastache 'Blue Fortune'), Little Spire Russian Sage (Perovaskia atriplicifolia 'Little Spire'), Blanket flower (Gaillardia puchella), Black eyed Susan (Rudbeckia), Beard Tongue (Penstemon), Prairie Dropseed (Sporobolus heterolepis)

For more information see:

<https://www.americanmeadows.com/echinacea-virgin>

<https://www.midwestgroundcovers.com/plant/Echinacea-Virgin>

<http://www.missouribotanicalgarden.org/PlantFinder/PlantFinderDetails.aspx?taxonid=272062>

Images of Echinacea purpurea 'Virgin':



Echinacea_purpurea_Virgin_kz1.jpg

White flower with robust green central cone in August at the New York Botanical Garden



Echinacea purpurea 'Virgin'1.jpg
Combination of purple coneflower varieties



Echinacea purpurea 'Virgin'3.jpg
Plant form



Echinacea purpurea 'Virgin'4.jpg
Echinacea 'Virgin' cone

Image choices for narrative:

Choice 1:

Echinacea_purpurea_Virgin_kz1.jpg

White flower with robust green central cone in August at the New York Botanical Garden

Choice 2:

Echinacea purpurea 'Virgin'3.jpg

Plant form