

# *RUDBECKIA FULGIDA* AITON *VAR. SULLIVANTII* "GOLDSTURM"



Fam. Asteraceae

## DESCRIPTION

IT is a perennial, coarse plant which produces showy daisy-like flower heads on top of erect stems.

## HABITAT

Native to America, more specifically, North America.

## DISTRIBUTION

Ornamental plants found in Italy and Europe; the few Italian spontaneous species are considered to be naturalised exotic.

## FLOWERS

Daisy-like flowers with yellow petals and a dark-brown central disc. The flowers can grow up to 5 cm in diameter and bloom on top of erect stems; their considerable size favours pollination by insects. They bloom continuously from July to late October.

## ROOTS

Rhizomatous root system.

## LEAVES

Lanceolate, rough, light-green leaves which grow up to 15 cm long.

## STEM

Thin, densely-branched stem covered with leaves.

## INTERESTING FACTS

Commonly known as "Brown-Eyed Susan" and "Orange Coneflower". In the language of flowers, *Rudbeckia* stands as the symbol of old age due to its longevity. It attracts pollinating insects that are beneficial for gardens as well as birds in winter that eat its seeds. The petals are edible and they add a colourful and refreshing touch to salads.

