

Echinacea

Echinacea purpurea · Asteraceae

DIFFICULTY Easy
TYPE Herbaceous perennial, dies back in winter
MATURITY 2nd year for good flowering



SUN
Full sun



WATER
Moderate,
drought tolerant
once established



SOIL PH
6.0–7.0



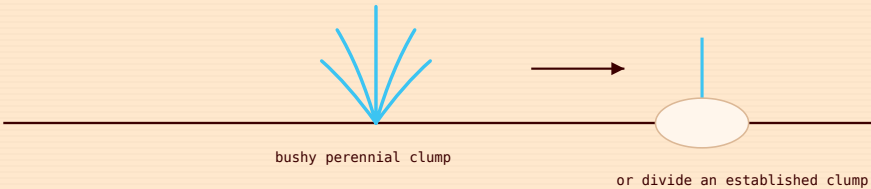
SPACING
30–45cm



DEPTH
as per pot

01 A pollinator magnet

Echinacea's striking purple-pink, daisy-like flowers are excellent for attracting bees and butterflies. The roots and aerial parts have a long history of traditional use, and the plant dies back over winter before returning reliably from the roots each spring.



02 Planting

METHOD	Plant from a nursery pot, or grow from seed (needs a cold period to germinate well).
SOIL	Free-draining, moderately fertile.
TIMING	Plant in spring or autumn.

Planting timing varies significantly by Australian climate zone. Set your zone above (or use the Find My Climate Zone tool) for guidance tailored to your own area.

03 Growing care

- Water moderately while establishing; drought tolerant once settled in.
- Deadhead spent flowers to extend the bloom period.
- Cut back dead growth in late autumn once it dies down.
- Divide congested clumps every 3–4 years to keep them vigorous.

04 Problems

- Root rot** — from poor drainage; ensure it's not sitting wet.
- Powdery mildew** — humid, crowded conditions; space well.
- Very few other pests** — a hardy, easy-going perennial.
- Slow first year** — mostly establishes roots; better flowering follows in year two.

05 Harvest & storage

SIGNS	Flowers ready once petals fully open, usually over summer in the plant's second year onward.
METHOD	Snip whole flower heads; roots are traditionally lifted from well-established, mature plants.
CURING	Air-dry flowers on a tray out of direct sun.
STORAGE	Dried flowers keep for months in an airtight container.
PRESERVING	See Dehydrating for ways to keep a harvest surplus.

06 Companions & rotation

PLANT NEARBY	AVOID NEARBY	ROTATION NOTE
Other pollinator-friendly perennials	Few restrictions	Not applicable — long-lived perennial clump.