Rudbeckia is one of those groups of plants that really can make a statement in the home garden and landscape. A favorite flower with almost every Southern gardener, it is known by several common names: black-eyed Susan, brown-eyed Susan, and Gloriosa. These plants produce an abundance of bright yellow and orange flowers, each with a dark, button-shaped cone in the center.

There are several Rudbeckia species and selections for gardeners to choose from. *Rudbeckia hirta* is a Mississippi native wildflower and is a staple plant in naturalized areas and meadows. Rudbeckia are also reliable garden and landscape performers for pollinator and butterfly gardens.

Some varieties are true annuals, others are true perennials, and the rest are somewhere in between. It really doesn’t matter which selections you choose because all of these will put on a summer show in the Mississippi garden and landscape.

### Cultural Information

All Rudbeckia should be planted in full sun for ideal flowering and color development. These plants will grow best in compost-amended, well-drained soils, but they are tolerant of poor, clay soils. Growing them in large containers is an excellent way to improve drainage. Be sure to use commercial potting media when growing in containers.

While Rudbeckia are known and grown for their tolerance of droughty conditions, for best landscape performance, provide consistent soil moisture. Rudbeckia are considered lower maintenance plants, but deadheading fading flowers will keep the plants blooming all summer long.

Here are some recommended Rudbeckia selections for Mississippi gardens and landscapes:

**Goldsturm**

* (Rudbeckia fulgida var sullivantii ‘Goldsturm’)

- Perennial Plant of the Year, 1999
- Foliage color: green
- Growth habit: upright
- Plant size: up to 36 inches tall, 24 inches wide
- Bloom period: summer
- Flower color: bright yellow
- Flower size: 2½ inches
Cappuccino (Rudbeckia hirta ‘Cappuccino’)
Foliage color: green  
Growth habit: upright  
Plant size: 18 inches tall, 12 inches wide  
Bloom period: summer, fall  
Flower color: orange-red  
Flower size: up to 4 inches

Denver Daisy (Rudbeckia hirta ‘Denver Daisy’)
Foliage color: green  
Growth habit: upright  
Plant size: up to 24 inches tall, 18 inches wide  
Bloom period: summer  
Flower color: golden yellow and mahogany red eye  
Flower size: up to 6 inches

Cherokee Sunset (Rudbeckia hirta ‘Cherokee Sunset’)
All-America Selections, 2002  
Foliage color: green  
Growth habit: upright  
Plant size: up to 2 feet tall, 18 inches wide  
Bloom period: summer, fall  
Flower color: variable yellow, gold, orange, brown  
Flower size: up to 4 inches

Early Bird Gold (Rudbeckia fulgida ‘Early Bird Gold’)
Foliage color: green  
Growth habit: upright  
Plant size: up to 24 inches tall, 24 inches wide  
Bloom period: summer, fall  
Flower color: golden yellow  
Flower size: 2½ inches
Cherry Brandy (Rudbeckia hirta ‘Cherry Brandy’)
Foliage color: green
Growth habit: upright
Plant size: up to 2 feet tall, 2 feet wide
Bloom period: summer
Flower color: cherry-red and crimson
Flower size: 3 inches

Goldilocks (Rudbeckia hirta ‘Goldilocks’)
Foliage color: deep green
Growth habit: upright
Plant size: up to 24 inches tall, 18 inches wide
Bloom period: summer, fall
Flower color: golden yellow
Flower size: 6 inches; semi-double, double

Tiger Eye (Rudbeckia hirta ‘Tiger Eye’)
Foliage color: green
Growth habit: upright
Plant size: up to 24 inches tall, 18 inches wide
Bloom period: summer, fall
Flower color: orange-gold
Flower size: 4 inches; semi-double

Indian Summer (Rudbeckia hirta ‘Indian Summer’)
All-America Selections, 1995
Mississippi Medallion, 1999
Flower color: green
Growth habit: upright
Plant size: up to 3½ feet tall, 2 feet wide
Bloom period: summer
Flower color: golden yellow
Flower size: up to 9 inches
Irish Eyes (Rudbeckia hirta ‘Irish Eyes’)
Foliage color: deep green
Growth habit: upright
Plant size: up to 30 inches tall, 18 inches wide
Bloom period: summer, fall
Flower color: yellow-gold, green center cone
Flower size: 5 inches

Prairie Sun (Rudbeckia hirta ‘Prairie Sun’)
All-America Selections, 2003
Foliage color: green
Growth habit: upright
Plant size: up to 36 inches tall, 18 inches wide
Bloom period: summer
Flower color: bright yellow with primrose center, green center cone
Flower size: up to 5 inches