






VERBENA GOODINGII

Goodding's Verbena


 Low to moderate water

 Full sun to part shade

 Attracts butterflies

 Rabbit resistant

 Deer resistant

 Native to Southwestern U.S.

Why we love it...

Goodding's verbena is an Arizona native that butterflies go absolutely bonkers over. Its fragrant, lilac-purple flowers begin opening in clusters just above the fuzzy grey-green foliage in spring, and will continue to bloom through fall if given supplemental water through the heat of the summer. Specimens grown without extra irrigation will bloom heaviest in spring and fall, taking a break and going dormant through the summer and winter.

Though the life span of this perennial is shorter than we'd prefer, individuals will re-seed during 3 or so years of prolific flowering, leaving plenty of fast-growing replacements that will bloom in their first year. Goodding's verbena loves heat, sleeps through cold, and does great in planters or the ground as long as it has adequate drainage.



This shrub is part of our American Beauties Native Plants® collection. Purchasing American Beauties Native Plants® helps to support the National Wildlife Federation® and their mission to protect wildlife!



Lydia says: Rabbits are known to nibble on freshly planted Goodding's verbena, but they tend to leave it alone once it is established in the landscape.

Perennial groundcover:
Verbena gooddingii

Size (H x W): 6-12 inches x 1-3 feet

Blooms: Lilac purple from spring through fall

Exposure: Full sun to part shade

Hardiness Zone: 0° F, USDA Zone 6

Water: Low to moderate

Pruning: Winter to early spring

Growth Rate: Moderate to fast



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