What's that bloomin' thing?

Lee Somerville



PRIDE OF MADEIRA Echium candicans (syn: Echium fastuosum)

- **Family:** Boraginaceae (includes borage, comfrey, forgetme-not)
- Dicot shrub
- Native to the islands of Madeira
- Zone 9-10
- Grows to 6 feet



Popular landscape shrub

- Dramatic grey-green foliage (leaves can be irritating to skin)
- 20 inch candle-shaped purple flowers in late spring
- Low maintenance and water needs
- Attractive to bees, birds and butterflies
- Short-lived (4-6 years) but reseeds easily
- Needs some pruning to stay attractive



Kate Sessions encouraged planting in coastal areas of San Diego

"....along the park areas at Ocean Beach at Sunset Cliffs, plant with Rhus integrifolia (our own native lemonade berry) to make a fine showing that needs little care...."

California Garden, January 1932, Volume 23 #7

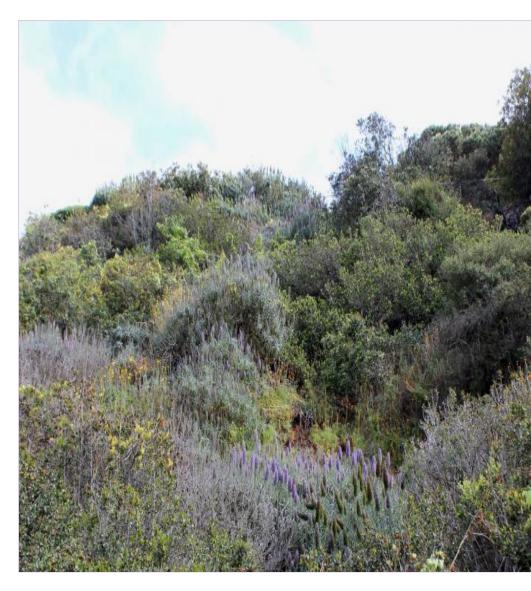
BUT



Invasive in Southern California!

California Invasive Plant Council

- Has escaped cultivation and becomes invasive in coastal regions, especially in Southern California (San Elijo Lagoon Conservancy.)
- Little is known about the biology or invasiveness of Pride of Madeira, but it appears to spread slowly into established native plant communities.



Plant with caution! Pride of Madeira will take over your garden!

