

What's that bloomin' thing?

Lee Somerville



PRIDE OF MADEIRA

Echium candicans (syn: *Echium fastuosum*)

- **Family:** Boraginaceae
(includes borage, comfrey, forget-me-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!

