



San Diego Master Gardener Class of 2023



Very Important Plant Report

Pride of Madeira

(*Echium* candicans*)**

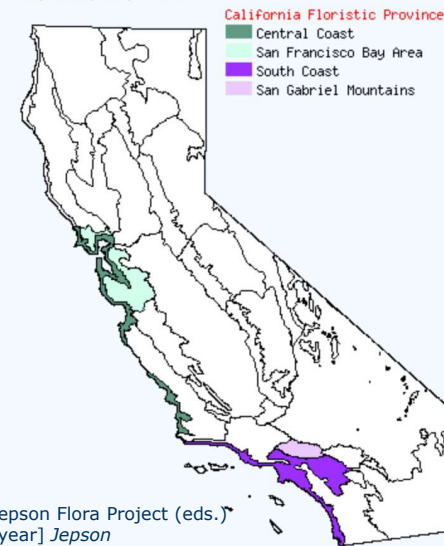
- Shrub (perennial) found along the central + south CA coast + San Francisco Bay region
- Native to Madeira (PT) + Canary Islands (ES)
- Inhabits open CA coastal bluffs + hillsides
- Common landscape ornamental requiring a summer source of moisture in inland areas

**Echium* is a genus of approximately 70 species + several subspecies of flowering plant in the borage family (Boraginaceae) which is large + diverse. Members most frequently occur in tropical + subtropical climates; herbaceous species are concentrated in the Mediterranean region.

**Pronunciation: *Echium* (EK-ee-um)
candicans (KAN-dee-kans)



Geographic subdivisions for *Echium candicans*:
CCo, SnFrB, SCo, s SnGb



Jepson Flora Project (eds.)
[year] Jepson
eF.berkeley.edu/eflora/



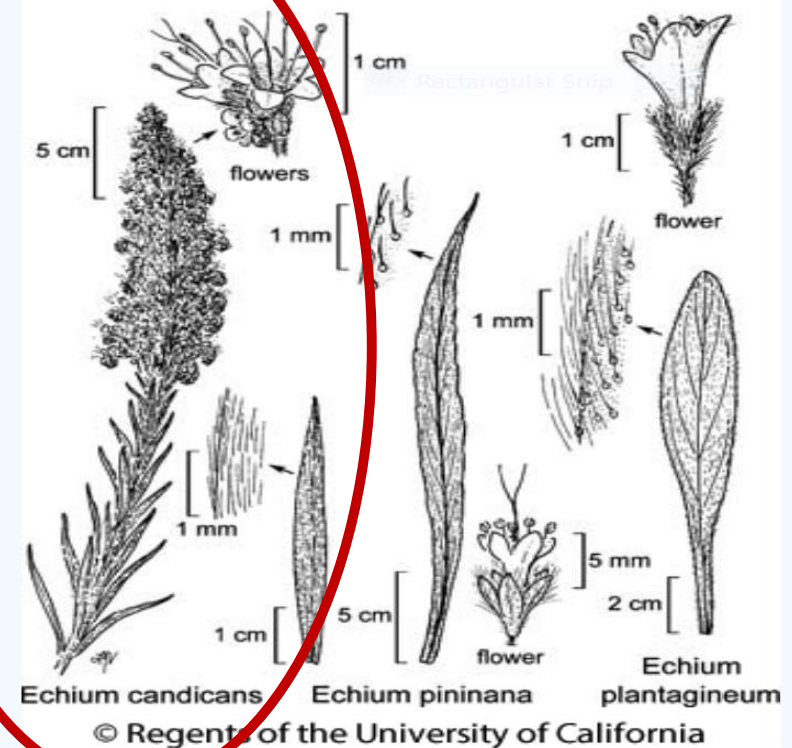
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- evergreen shrub that grows to 6' tall and 10' wide, with many coarse branches
- dicot with flowers produced along a coiled stalk; its fruit splits into four one-seeded nutlets
- begins as a rosette of leaves; as it matures it adds stiff ascending branches, each ending with a rounded rosette
- lower stems are woody and leafless, with light gray bark, a cinnamon brown pith, and conspicuous leaf scars
- gray-green leaves are long and narrow and tapered to the tip, with smooth margins.
- young leaves are covered with soft white hairs which become stiff as the leaf ages



Botanical illustration including *Echium candicans*





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Positives

- Aesthetics/
- Drought + Deer Tolerant
- Evergreen Fast growing/robust
- Prunes easily for fresh shoots
- Mainly pest free

Negatives

- Toxic*
- Invasive**

*Categorized as “major” (4 out of 1 rating) by CA Poison Control Systems

(<https://calpoison.org/topics/plant#toxic-common>)

**Easily escapes cultivation in coastal regions; observed to have spread slowly into established native plant communities. Cal-IPC (Invasive Plant Council) rating is “limited”.

