Stauffers OF KISSEL HILL HOME & GARDEN

Virgin Coneflower - New For 2026!

Echinacea purpurea 'Virgin'



Virgin Coneflower flowers
Photo courtesy of NetPS Plant Finder

Plant Height: 18 inches

Flower Height: 24 inches

Spread: 18 inches

Sunlight:

Hardiness Zone: 3

Description:

This elegant echinacea produces pure white flowers with coppery centers; a perfect choice for planting in groups, along border edges, or in containers; great for flower arrangements, attracts pollinators

Ornamental Features

Virgin Coneflower has masses of beautiful lightly-scented white daisy flowers with coppery-bronze eyes at the ends of the stems from early to late summer, which are most effective when planted in groupings. The flowers are excellent for cutting. Its pointy leaves remain green in color throughout the season.

Landscape Attributes

Virgin Coneflower is an herbaceous perennial with an upright spreading habit of growth. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.

This is a relatively low maintenance plant, and is best cleaned up in early spring before it resumes active growth for the season. It is a good choice for attracting birds and butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

Virgin Coneflower is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Container Planting

Planting & Growing

Virgin Coneflower will grow to be about 18 inches tall at maturity extending to 24 inches tall with the flowers, with a spread of 18 inches. It grows at a medium rate, and under ideal conditions can be expected to live for approximately 10 years. As an herbaceous perennial, this plant will usually die back to the crown each winter, and will regrow from the base each spring. Be careful not to disturb the crown in late winter when it may not be readily seen!

This plant should only be grown in full sunlight. It is very adaptable to both dry and moist locations, and should do just fine under typical garden conditions. It is considered to be drought-tolerant, and thus makes an ideal choice for a low-water garden or xeriscape application. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. This is a selection of a native North American species. It can be propagated by division; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Virgin Coneflower is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. With its upright habit of growth, it is best suited for use as a 'thriller' in the 'spiller-thriller-filler' container combination; plant it near the center of the pot, surrounded by smaller plants and those that spill over the edges. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.