Homestead Gardens Plant Finder

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Butterfly™ Postman Coneflower - New For 2026!

Echinacea 'POST301'



Butterfly Postman Coneflower flowers
Photo courtesy of NetPS Plant Finder

Height: 18 inches

Spread: 24 inches

Sunlight: ○

Hardiness Zone: 4a

Group/Class: Butterfly Series

Description:

A strong yet compact plant, presenting deep scarlet blooms with copper-red center cones; ideal for borders, containers or fresh-cut flower arrangements; attracts beautiful butterflies to the garden; use in naturalized areas

Ornamental Features

Butterfly Postman Coneflower has masses of beautiful lightly-scented scarlet daisy flowers with coppery-bronze eyes at the ends of the stems from early summer to early fall, 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

Butterfly Postman 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 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.

Butterfly Postman Coneflower is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Container Planting

Planting & Growing

Butterfly Postman Coneflower will grow to be about 15 inches tall at maturity, with a spread of 24 inches. Its foliage tends to remain dense right to the ground, not requiring facer plants in front. 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 particular variety is an interspecific hybrid. 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.

Butterfly Postman Coneflower is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. It is often used as a 'filler' in the 'spiller-thriller-filler' container combination, providing a mass of flowers against which the larger thriller plants stand out. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.