

Plant Facts

Black-eyed Susan *Rudbeckia hirta*

Other Common Names: Gloriosa Daisy, Brown-eyed Susan



Photo: Beverlylvey, CC BY-NC-SA, DentonCountyMGA

BLACK-EYED SUSAN or BROWN-EYED SUSAN

Rudbeckia hirta

🇺🇸 **Native Annual**

🦋 **Butterflies, Bees, Birds**



Full Sun / Part Shade

Water: Medium, drought tolerant

1-3' Tall x 18 inches or more Wide

Color: Golden yellow, brown cones

Blooms: Summer-early fall

Super Spreader reseeds freely, can be aggressive

Grown by a Denton County Master Gardener

General Information

Easy to grow, long-blooming annual. Flowers in summer through fall. Black-eyed Susans attract butterflies and make excellent cut flowers. Depending on growing conditions, this species may act as an annual, biennial or as a short-lived perennial. Bright-yellow, 2-3 in. wide, daisy-like flowers with dark centers are its claim-to-fame.

Characteristics

Hardiness Zones: 3-7

Heat Tolerance: High

Height Size: 2 feet tall x 2 feet wide

Flowers: Daisy-like, 3-6 inches across

Bloom Time: June to October

Leaves: Coarse green leaves, slightly hairy

Pests and Diseases

Powdery mildew may cause white patches to form on leaves. Although the plant is weakened, it usually survives.

Plant Care

Black-eyed Susans are easy to grow in North Texas and tolerate summer heat and dry conditions. They require full sun to partial afternoon shade with a medium amount of supplemental water after establishment — once or twice a week during the growing season. Removing dead flower heads every two weeks helps prolong the blooming season. Fertilize at planting time and annually with a timed-release product. Cut the dead foliage back to the ground after a hard freeze.

Warning

None

Sources for Additional Information

Lady Bird Johnson Wildflower Center. [Rudbeckia hirta](https://www.wildflowercenter.org/plant-profile/rudbeckia-hirta)
 Missouri Botanical Garden. [Black-eyed Susan](https://www.mobot.org/MOBOT/doc/publications/monographs/Black-eyed%20Susan.pdf)
 Texas SmartScape. [Black-Eyed Susan](https://www.texas-smartscape.org/plant-profile/black-eyed-susan)