

## 2023 Perennial Plant of the Year

### 'American Gold Rush' Rudbeckia



American Gold Rush is a carefree grower with a compact habit only grows 2 feet tall and can spread twice as wide. Bright yellow, daisy-like flowers have long late season bloom time bridging the summer to fall seasons. This plant was also recognized as an outstanding perennial by the All-America Selections trialing program in 2020.

The foliage is medium green, long and narrow, finely haired leaves form a basal clump of foliage. The leaves have shown good resistance to powdery mildew and leaf spot, which can be a problem for Black-eyed Susans.

This cultivar was first discovered by Illinois-based perennial breeder Brent Horvath in a bed sown with open-pollinated seed. Horvath states it is a hybrid between two, or likely three, Rudbeckia species, including *R. fulgida* var. *deamii*.

Plant 'American Gold Rush' Rudbeckia in full sun or part shade. It grows best in lean to average soil with good drainage. Avoid fertilizing, which can cause lanky growth amid Rudbeckias. Water regularly while the plant is getting established, but thereafter it can tolerate dry periods. Leave seed heads standing for birds in the fall, then cut the plant back in late winter or early spring. This plant may reseed in the garden. USDA Zones 4–9.