



Cooperative Extension Service  
Institute of Food and Agricultural Sciences

## Gaillardia pulchella 'Red Plume'<sup>1</sup>

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### Introduction

'Red Plume' Gaillardia grows 6 to 12 inches tall (Fig. 1). Deep red, fluffy flowers emerge in the heat of the summer and stand well above the simple or lobed foliage. These showy flowers are attractive to butterflies and command attention in the landscape.

### General Information

**Scientific name:** *Gaillardia pulchella* 'Red Plume'

**Pronunciation:** gay-LAR-dee-uh pul-KEL-luh

**Common name(s):** 'Red Plume' Gaillardia, 'Red Plume' Blanket-Flower

**Family:** *Compositae*

**Plant type:** annual; perennial; herbaceous

**USDA hardiness zones:** 3 through 11 (Fig. 2)

**Planting month for zone 7:** May; Jun

**Planting month for zone 8:** Apr; May

**Planting month for zone 9:** Mar

**Planting month for zone 10 and 11:** Mar

**Origin:** not native to North America

**Uses:** container or above-ground planter; cut flowers; accent; mass planting; ground cover; attracts butterflies; small parking lot islands (< 100 square feet in size); medium-sized parking lot islands (100-200 square feet in size); large parking lot islands (> 200 square feet in size)

**Availability:** generally available in many areas within its hardiness range

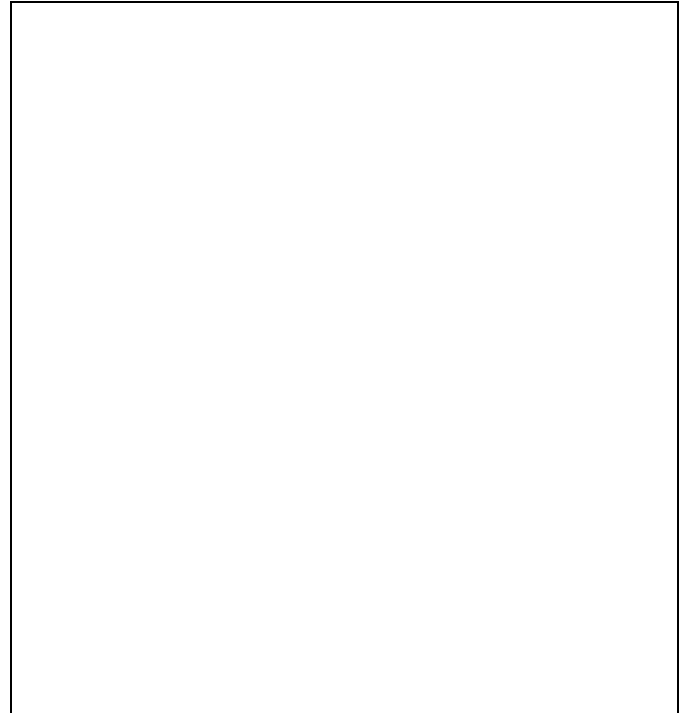


Figure 1. 'Red Plume' Gaillardia.

### Description

**Height:** 1 to 2 feet

**Spread:** 2 to 3 feet

**Plant habit:** spreading

**Plant density:** open

**Growth rate:** moderate

**Texture:** medium

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Figure 2. Shaded area represents potential planting range.

**Foliage**

- Leaf arrangement:** basal rosette
- Leaf type:** simple
- Leaf margin:** lobed; serrate
- Leaf shape:** oblanceolate; spatulate
- Leaf venation:** pinnate
- Leaf type and persistence:** semi-evergreen
- Leaf blade length:** 4 to 8 inches
- Leaf color:** green
- Fall color:** not applicable
- Fall characteristic:** not applicable

**Flower**

- Flower color:** red
- Flower characteristic:** summer flowering; fall flowering

**Fruit**

- Fruit shape:** unknown
- Fruit length:** unknown
- Fruit cover:** unknown
- Fruit color:** unknown
- Fruit characteristic:** inconspicuous and not showy

**Trunk and Branches**

- Trunk/bark/branches:** not applicable
- Current year stem/twig color:** not applicable
- Current year stem/twig thickness:** not applicable

**Culture**

- Light requirement:** plant grows in full sun
- Soil tolerances:** acidic; alkaline; sand; loam;
- Drought tolerance:** high
- Soil salt tolerances:** good
- Plant spacing:** 12 to 18 inches

**Other**

- Roots:** not applicable
- Winter interest:** no special winter interest
- Outstanding plant:** plant has outstanding ornamental features and could be planted more
- Invasive potential:** may self-seed each year

**Pest resistance:** no serious pests are normally seen on the plant

## Use and Management

Gaillardia flowers are perfect for the cutting garden, and the plants can be massed in the landscape for a lovely effect. The small size makes it well suited for a ground cover. Gaillardia does well in heat and humidity and is perfectly suited to coastal gardens.

Plant the Blanket Flowers in full sun on well-drained soils. Shady areas or overly moist soils will cause Gaillardia to rot. These plants are both drought and salt tolerant.

## Pests and Diseases

Sweet potato whitefly can be a problem.