



Cooperative Extension Service  
Institute of Food and Agricultural Sciences

## *Ipomoea purpurea*<sup>1</sup>

Edward F. Gilman<sup>2</sup>

### Introduction

The Morning Glory is a herbaceous vine that is native to the southeastern United States. This plant, unlike the Beach Morning Glory, can be grown throughout central and south Florida along the coast. It attains a height of 4 to 6 inches as a ground cover but can spread along the ground almost indefinitely. The small, thick, glossy green leaves are cordate in shape and densely cover the slender stems. This plant roots and branches at the nodes and spreads very rapidly. The pinkish to purple, funnel-shaped flowers of the Morning Glory are generally 2 ½ to 3 inches wide. Flowers can also be blue, or occasionally white. They open in the early morning and close before noon each day during the blooming season. In contrast to the other Morning Glories, the flowers are borne in the winter and spring.

### General Information

**Scientific name:** *Ipomoea purpurea*

**Pronunciation:** ipp-oh-MEE-uh pur-PURE-ee-uh

**Common name(s):** Morning-Glory

**Family:** *Convolvulaceae*

**Plant type:** ground cover

**USDA hardiness zones:** 9 through 11 (Fig. 1)

**Planting month for zone 9:** year round

**Planting month for zone 10 and 11:** year round

**Origin:** not native to North America

**Uses:** container or above-ground planter; ground cover; attracts hummingbirds; cascading down a wall; naturalizing

**Availability:** somewhat available, may have to go out of the region to find the plant

### Description

**Height:** depends upon supporting structure

**Spread:** depends upon supporting structure

**Plant habit:** spreading

**Plant density:** open

**Growth rate:** fast

**Texture:** medium

#### Foliage

**Leaf arrangement:** alternate

**Leaf type:** simple

**Leaf margin:** entire

**Leaf shape:** cordate

**Leaf venation:** pinnate

**Leaf type and persistence:** evergreen

**Leaf blade length:** 2 to 4 inches

**Leaf color:** green

**Fall color:** no fall color change

**Fall characteristic:** not showy

#### Flower

**Flower color:** blue; white; purple; pink

**Flower characteristic:** flowers periodically throughout the year

#### Fruit

**Fruit shape:** unknown

**Fruit length:** unknown

**Fruit cover:** unknown

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2. Edward F. Gilman, professor, Environmental Horticulture Department, Cooperative Extension Service, Institute of Food and Agricultural Sciences, University of Florida, Gainesville, 32611.

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Figure 1. Shaded area represents potential planting range.

**Fruit color:** unknown

**Fruit characteristic:** inconspicuous and not showy

#### Trunk and Branches

**Trunk/bark/branches:** not applicable

**Current year stem/twig color:** brown

**Current year stem/twig thickness:** thin

### Culture

**Light requirement:** plant grows in full sun

**Soil tolerances:** acidic; alkaline; sand; loam;

**Drought tolerance:** high

**Soil salt tolerances:** good

**Plant spacing:** 24 to 36 inches

### Other

**Roots:** not applicable

**Winter interest:** plant has winter interest due to unusual form, nice persistent fruits, showy winter trunk, or winter flowers

**Outstanding plant:** not particularly outstanding

**Invasive potential:** not known to be invasive

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

### Use and Management

Morning Glory is well adapted to beaches and coastal dunes. It is most useful as a sandbinder in coastal landscapes. This vine is an excellent coastal ground cover and will also provide a screen or shelter if it is given a support, such as a trellis, to climb upon. Plant on 3-foot-centers to quickly form a ground cover. Its denser growth habit may make it better suited for home and commercial landscapes than the other Morning Glories. However, like other Morning Glories, it tends not to branch, forming long strands with widely spaced leaves and flowers.

This plant will flourish in full sun on well-drained, sandy soils. It is very tolerant of drought and salt air. The Morning

Glory is a rapidly growing plant and requires frequent pruning to keep it in bounds. Use fertilizer sparingly, if at all, to encourage flower production.

**Pests and Diseases**

No pests or diseases are of major concern.