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
**Ipomoea purpurea -- Morning-Glory**

**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

**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

**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-feet-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.