

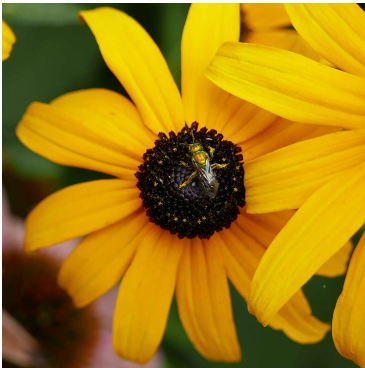
## CONGRATULATIONS!



You have chosen *Echinacea purpurea* (purple coneflower), which is **indigenous primarily to Illinois, Missouri, and Arkansas** where it has experienced substantial decline due to over-harvesting for its medicinal value. The few established populations in Virginia and Pennsylvania appear to be escapes from cultivation. So many beneficial insects (and American goldfinches, pictured left) flock to it though, it is no wonder that many people think of it as a Mid-Atlantic native and make it a “must-have” for their sunny gardens. (See the *Echinacea purpurea* fact sheet and video [here](#).) According to the *Digital Atlas of the Virginia Flora*, the only *Echinacea* native to Virginia, *E. laevigata* (smooth coneflower), is rare in the west central and southwest mountains and south Piedmont.

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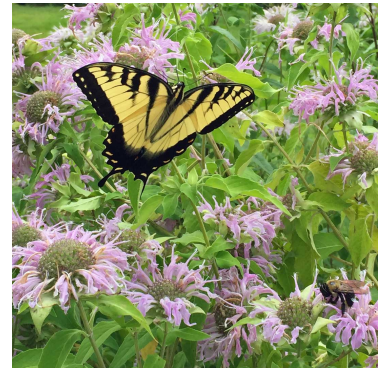
Virginia natives (left to right below): [Rudbeckia fulgida](#) (orange coneflower) with golden green sweat bee, [Asclepias incarnata](#) (swamp milkweed) with male monarch butterfly, and [Monarda fistulosa](#) (wild bergamot) with eastern tiger swallowtail butterfly.



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