Longfellow's Greenhouses

Double Scoop™ Strawberry Deluxe Coneflower
- New For 2026!

Echinacea 'Balscawbux'



Double Scoop Strawberry Deluxe Coneflower flowers
Photo courtesy of NetPS Plant Finder

Height: 24 inches

Spread: 20 inches

Spacing: 18 inches

Sunlight:

Hardiness Zone: 4

Group/Class: Double Scoop Series

Description:

Large, fully double blooms of strawberry red, on strong stemmed, well branched plants with improved flower count; more reliable first year flowering; attracts pollinators and feeds the birds in winter; use in naturalized areas with other native plants

Ornamental Features

Double Scoop Strawberry Deluxe Coneflower has masses of beautiful lightly-scented double crimson daisy flowers with brown eyes at the ends of the stems from late spring to late summer, which are most effective when planted in groupings. The flowers are excellent for cutting. Its pointy leaves remain green in color throughout the season.

Landscape Attributes

Double Scoop Strawberry Deluxe Coneflower is an herbaceous perennial with an upright spreading habit of growth. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.

This is a relatively low maintenance plant, and is best cleaned up in early spring before it resumes active growth for the season. It is a good choice for attracting butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

Double Scoop Strawberry Deluxe Coneflower is recommended for the following landscape applications;

- Mass Planting
- Rock/Alpine Gardens
- Border Edging
- General Garden Use

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Manchester, ME 04351
(207) 622-5965

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Planting & Growing

Double Scoop Strawberry Deluxe Coneflower will grow to be about 20 inches tall at maturity, with a spread of 20 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 18 inches apart. Its foliage tends to remain dense right to the ground, not requiring facer plants in front. It grows at a medium rate, and under ideal conditions can be expected to live for approximately 10 years. As an herbaceous perennial, this plant will usually die back to the crown each winter, and will regrow from the base each spring. Be careful not to disturb the crown in late winter when it may not be readily seen!

This plant should only be grown in full sunlight. It is very adaptable to both dry and moist locations, and should do just fine under typical garden conditions. It is considered to be drought-tolerant, and thus makes an ideal choice for a low-water garden or xeriscape application. This plant should not require much in the way of fertilizing once established, although it may appreciate a shot of general-purpose fertilizer from time to time early in the growing season. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. This particular variety is an interspecific hybrid. It can be propagated by division; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

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