HayDay™ Red Sneezeweed

Helenium autumnale 'HayDay Red'



HayDay Red Sneezeweed flowers
Photo courtesy of NetPS Plant Finder

Height: 16 inches

Spread: 18 inches

Spacing: 14 inches

Sunlight: ○

Hardiness Zone: 5a

Other Names: Helen's Flower, Fall Helenium

Group/Class: HayDay Series

Description:

A stunning summer to fall bloomer that brightens the garden when everything else starts to fade, presenting ruby red flowers with dark brown eyes; adapts to most soils; regular watering needed

Ornamental Features

HayDay Red Sneezeweed has masses of beautiful semi-double ruby-red daisy flowers with dark brown eyes at the ends of the stems from mid summer to mid fall, 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

HayDay Red Sneezeweed 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 plant will require occasional maintenance and upkeep, and should be cut back in late fall in preparation for winter. It is a good choice for attracting bees and butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. Gardeners should be aware of the following characteristic(s) that may warrant special consideration;

- Disease

HayDay Red Sneezeweed is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Container Planting

Planting & Growing

HayDay Red Sneezeweed will grow to be about 16 inches tall at maturity, with a spread of 18 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 14 inches apart. The flower stalks can be weak and so it may require staking in exposed sites or excessively rich soils. It grows at a fast 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 requires an evenly moist well-drained soil for optimal growth. 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 somewhat tolerant of urban pollution. This is a selection of a native North American species. 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.

HayDay Red Sneezeweed is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. It is often used as a 'filler' in the 'spiller-thriller-filler' container combination, providing a mass of flowers against which the larger thriller plants stand out. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.