**Gaillardia pulchella ‘Red Plume’ Red Plume Gaillardia, Red Plume Blanket Flower**

Edward F. Gilman and Sydney Park-Brown

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**Introduction**

‘Red Plume’ gaillardia grows 6 to 12 inches tall. Deep red, fluffy flowers emerge in the heat of the summer and stand well above the simple or lobed foliage. These showy flowers are attractive to butterflies and command attention in the landscape.

**General Information**

**Scientific name:** *Gaillardia pulchella* ‘Red Plume’  
**Pronunciation:** gay-LAR-dee-uh pul-KEL-luh  
**Common name(s):** ‘Red Plume’ gaillardia, ‘Red Plume’ blanket flower  
**Family:** Compositae  
**Plant type:** annual; perennial; herbaceous  
**USDA hardiness zones:** 3 through 11 (Fig. 1)  
**Planting month for zone 7:** May; Jun  
**Planting month for zone 8:** Apr; May  
**Planting month for zone 9:** Mar  
**Origin:** not native to North America  
**Uses:** container or above-ground planter; cut flowers; accent; mass planting; ground cover; attracts butterflies; small parking lot islands (< 100 square feet in size); medium-sized parking lot islands (100-200 square feet in size); large parking lot islands (> 200 square feet in size)  
**Availability:** generally available in many areas within its hardiness range

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Leaf type and persistence: semi-evergreen
Leaf blade length: 4 to 8 inches
Leaf color: green
Fall color: not applicable
Fall characteristic: not applicable

Flower
Flower color: red
Flower characteristic: summer flowering; fall flowering

Fruit
Fruit shape: unknown
Fruit length: unknown
Fruit cover: unknown
Fruit color: unknown
Fruit characteristic: inconspicuous and not showy

Trunk and Branches
Trunk/bark/branches: not applicable
Current year stem/twig color: not applicable
Current year stem/twig thickness: not applicable

Culture
Light requirement: plant grows in full sun
Soil tolerances: acidic; alkaline; sand; loam
Drought tolerance: high
Soil salt tolerances: good
Plant spacing: 12 to 18 inches

Other
Roots: not applicable
Winter interest: no special winter interest
Outstanding plant: plant has outstanding ornamental features and could be planted more
Invasive potential: may self-seed each year
Pest resistance: no serious pests are normally seen on the plant

Use and Management
Gaillardia flowers are perfect for the cutting garden, and the plants can be massed in the landscape for a lovely effect. The small size makes it well suited for a ground cover. Gaillardia does well in heat and humidity and is perfectly suited to coastal gardens.

Plant the blanket flowers in full sun on well-drained soils. Shady areas or overly moist soils will cause gaillardia to rot. These plants are both drought and salt tolerant.

Pests and Diseases
Sweet potato whitefly can be a problem.