



Photo: American Beauties Native Plants

Common Name:
Brown-Eyed Susan,
Three-lobed Rudbeckia

Plant Type: Perennial

Light Requirements:
Full Sun

Height: 3-4 ft

Bloom Time: Summer-
Fall

Hardiness Zones: 4-
10

Rudbeckia triloba

Rudbeckia triloba is an herbaceous perennial in the Aster family (Asteraceae) that is native to North America and most often found on prairies of the eastern and midwestern US. Its botanical name of "triloba" comes from the shape of the green basal leaves which are divided into three parts, or lobes. The plant is very similar to black-eyed Susan (Rudbeckia hirta) but is taller with much smaller (and more abundant) flowers.

Rudbeckia triloba grows well in full-sun and is fairly drought tolerant once established. It flowers in late summer and will persist into fall until a frost. It attracts butterflies and other beneficial insects, and the seed heads can be a food source for birds. Deer tend to leave this plant alone.

This plant tends to be a short-lived perennial, but it can self-seed in the garden, providing many generations of plants. The Rudbeckia triloba growing in our garden is a cultivated variety called "Prairie Glow" (pictured above).

References:

<https://www.missouribotanicalgarden.org/PlantFinder>

<https://plants.ces.ncsu.edu/plants/rudbeckia-triloba/>

<https://hort.extension.wisc.edu/articles/brown-eyed-susan-rudbeckia-triloba>