

ONLA's October 2002
"Plant of the Month"

PURPLE BEAUTYBERRY *Callicarpa japonica*



Small 4-5 foot shrub which features graceful arching branch structure and spectacular clusters and rows of lavender colored beadlike fruits for the fall landscape.

Light lilac colored flowers of summer give way to the fall fruits which contrast with the fading yellow of small lance-like fall foliage. For best contrast plant a purple-fruited type next to the cultivar 'Leucocarpa' with its cream-white berries.

Purple Beautyberry

No major insect or disease problems and adaptable to many soils, though needs good drainage.

Hardy to Ohio, but will exhibit some die back in hard winters in northern Ohio. In such cases, prune back to a few inches above the soil and rejuvenate. Fruit effect lasts longer in protected sites. And that fruit is truly magnificent!

Ohio Nursery and Landscape Association Plant Selection Committee choice in: 1989



Purple Beautyberry



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The Ohio Nursery & Landscape Association
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Photos Courtesy ONLA Plant Selection Committee