



Westringia fruticosa 'WES03' PPAF - An improved coastal rosemary variety selected for one simple reason: it's flowers. In late winter/ early spring, plants will be completely covered with flowers. Good for home gardens and commercial landscapes alike. Westringia are best suited to Mediterranean climates but Blue Gem is showing promise for the South!



Leaf:

- Small, rosemary-like leaves arranged in whorls along the branches
- New growth is typically gray-green to blue-green but matures to a dark emerald green.



Habit:

- 6 ft H x 5 ft W unpruned; upright shrub
- Relatively fast to produce & easily established
- Responds well to pruning!
- Zones 9-11; confidently evergreen in 9b -11



Apps:

- Low Maintenance & Drought Tolerant
- Responds well to pruning
- Waterwise Home Gardens
- Streetscapes & Commercial Landscapes



Bloom:

- A definite sales feature in spring/summer: Masses of VIVID violet flowers, each about the size of a quarter, appear in small clusters along the stems across the entire plant.

Notables:

- LIKES - Full sun; occasional watering & fertilizer
- DISLIKES - Over watering and temps below 18° F

Sales Niche: • Low maintenance flowering shrub, drought tolerant, frost tolerant, salt tolerant



CROP TIME:

1-gal: 6-9 mos. from liners
 2/3-gal: 12+ mos. from liners
 5/7-gal: 18+ months
 *depending on inputs & climate



SALES STRATEGY:

Sell as a drought & salt tolerant shrub with a brilliant flower display in late winter to spring and also in fall. Good for retail!



LANDSCAPE NICHE:

Medium-sized evergreen shrub that is best suited to larger areas. Best for Western landscapes but showing promise for the South!



CONTAINER APP:

While it will probably be "OK" in big pots, there are better Westringia varieties for container applications.



Common Form

Blue Gem

Offered By:



DIG Plant Co.
 843.849.1272
 smccoy@digplantco.com
 www.DIGPlantCo.com

