The Challenge

- Create healthier ecosystems by changing the way:
  - Gardeners
  - Landscapers
  - Plant Breeders
  - Nurseries
- View and value landscape plants

Think Beyond Ornamental

- Landscape plants are more than ornaments!
- Living organisms - Part of the local ecosystem
- Should support other species
- Should not require excessive resources

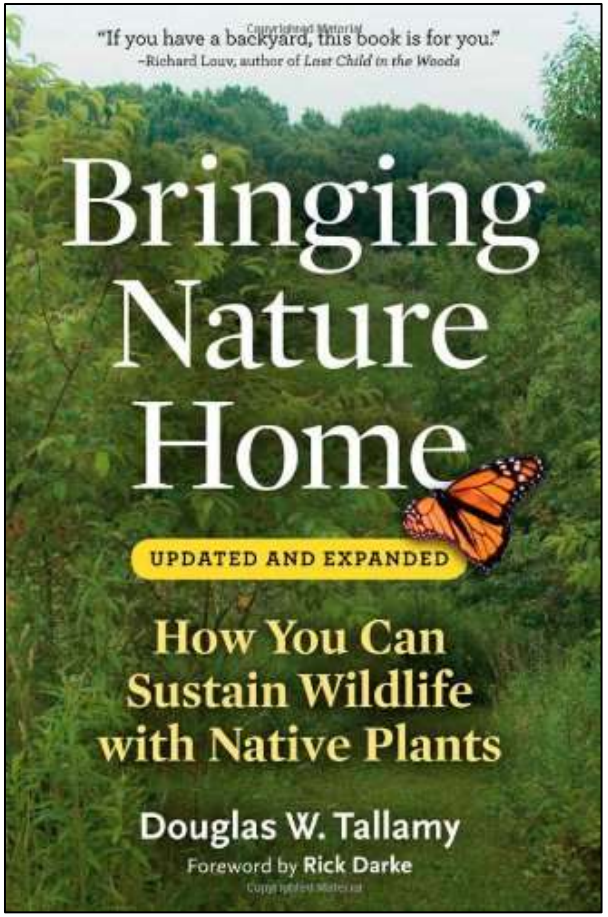
Hydrangea: Pretty but flowers are sterile, not drought tolerant

A New Paradigm

- Select landscape plants based upon traditional factors:
  - Appearance
  - Performance
  - Adaptation to site conditions
- **PLUS** ability to support native species
  - Sustain ecosystem services

“A plant that has fed nothing has not done its job”

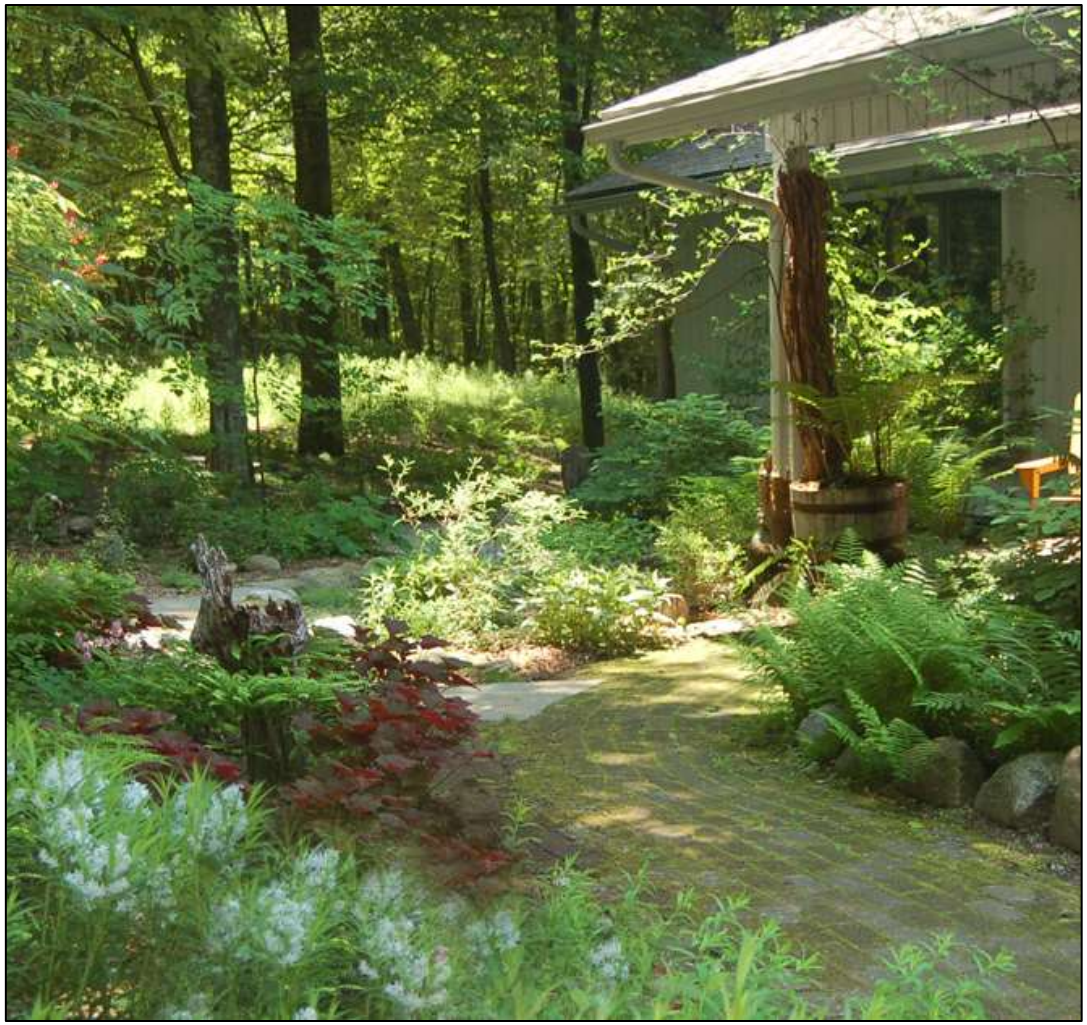
–D. Tallamy, *Bringing Nature Home*



New Paradigm:

Living Landscapes and Neighborhoods

- **Not dominated by lawn/turf**
- Home to many different plant species, **majority native to local region**
- Replicate natural communities - **have layers**



American Beautyberry

Callicarpa americana

- Native throughout NC
- Tough deciduous shrub
- Sun to part shade
- Moist or dry soil
- Magenta berries late summer
- 4’-5’ tall and wide
- Cut back to 1’-2’ in early spring

Sweat Bee

Rustic Sphinx Moth

plants.ces.ncsu.edu

Find a Plant

Cultural Conditions
- Light
- Soil Texture
- Soil pH
- Soil Drainage
- Available Space To Plant
- NC Region
- USDA Plant Hardiness Zone

Landscape
- Landscape Location
- Landscape Theme
- Attracts
- Resistance To Challenges
- Problems to exclude

Whole Plant Traits
- Plant Type
- Leaf Characteristics
- Habit/Form
- Growth Rate
- Maintenance
- Texture

Flowers
- Flower Color
- Flower Value To Gardener
- Flower Bloom Time

Leaves
- Leaf Color
- Leaf Feel
- Leaf Value To Gardener
- Deciduous Leaf Fall Color

? Glossary

Search | Search

Carolina Extension Gardener Plant Toolbox contains detailed descriptions and
hs of 3,231 plants that grow in and around North Carolina.

ome tips to get you started

tific or common name:

Search

ant to select the perfect plant for a specific location.

a Plant to determine the name of a plant based on leaf and
istics.

or help?

he ? Help page to get tips on using the Plant Toolbox, and be sure to check the ? Glossary for plant identification

The NC State Extension Gardener Plant Toolbox is based on evaluation of plant databases around the world, surveys of Extension agents, Extension Master Gardener volunteers (EMGVs) and plant database users, and focus groups. Based on themes gathered from this data we have created an innovative tool for gardeners, EMGVs, extension staff, landscape professionals, university staff, and students. The primary goal of the plant database is to help consumers select plants that will bring them joy, provide a valuable function in their landscape, and thrive where planted. Users are encouraged to consider year-round functionality and potential disease and insect problems as part of their selection process.

Our Partners

NC State Partners
- Forestry & Environmental Resources
- Herbarium
- Horticultural Science
- JC Raulston Arboretum
- Master Gardener Volunteers
- The Natural Learning Initiative
- NC State Extension
- Plant Disease and Insect Clinic

Additional Partners
- NC's Champion Big Tree Database
- NC Forest Service
- Southern Region IPM Center

NC State Extension Gardener Sites
- Portal
- Handbook
- Online Classes

Callicarpa americana

Common Name(s): American Beautyberry; Beautyberry

Phonetic Spelling
kal-ih-KAR-pah a-mer-ih-KAY-nah

Description
American Beautyberry or French Mulberry

This drought-tolerant native deciduous shrub in the Lamiaceae family may reach heights of 8 feet but typically grows to 4 feet. It grows best in full sun but will tolerate some shade, though there will be a reduction in flower and fruit production. It tolerates wet planting sites but prefers well-drained soil.

The real beauty of this plant is the unusual ¼ inch purple fruit that surrounds the stem in the fall. The fruit ripens for an extended period of time so as the birds eat some of the fruit there is still more ripening to keep the color. Cut back severely in late fall to produce the most berries next year. Flowers and berries appear on new shoots.

Cultivars:

- C. americana var. lactea
- C. americana var. lectea

Tags:

#deciduous #birds #wildlife plant #showy #salt tolerant #low maintenance #winter interest #fall interest #clay soil #berries #playground #coastal #showy fruits #wet sites #low flammability #white berries #children's garden #fire resistant #purple berries

flowers
Forest & Kim Starr
CC BY 2.0

branch with berries
Forest and Kim Starr
CC BY 2.0

entire plant
Forest & Kim Starr
CC BY 2.0

Callicarpa americana 'Alba' - berries comparison
Jim Lawrence
CC BY-NC-ND 4.0

Attributes:

Genus:
Callicarpa

Species:
americana

Family:

Cultural Conditions:

Light:
Full sun (6 or more hours of direct sunlight a day)

Partial Shade (Direct sunlight only part of the day, 2-6 hours)

Leaves:

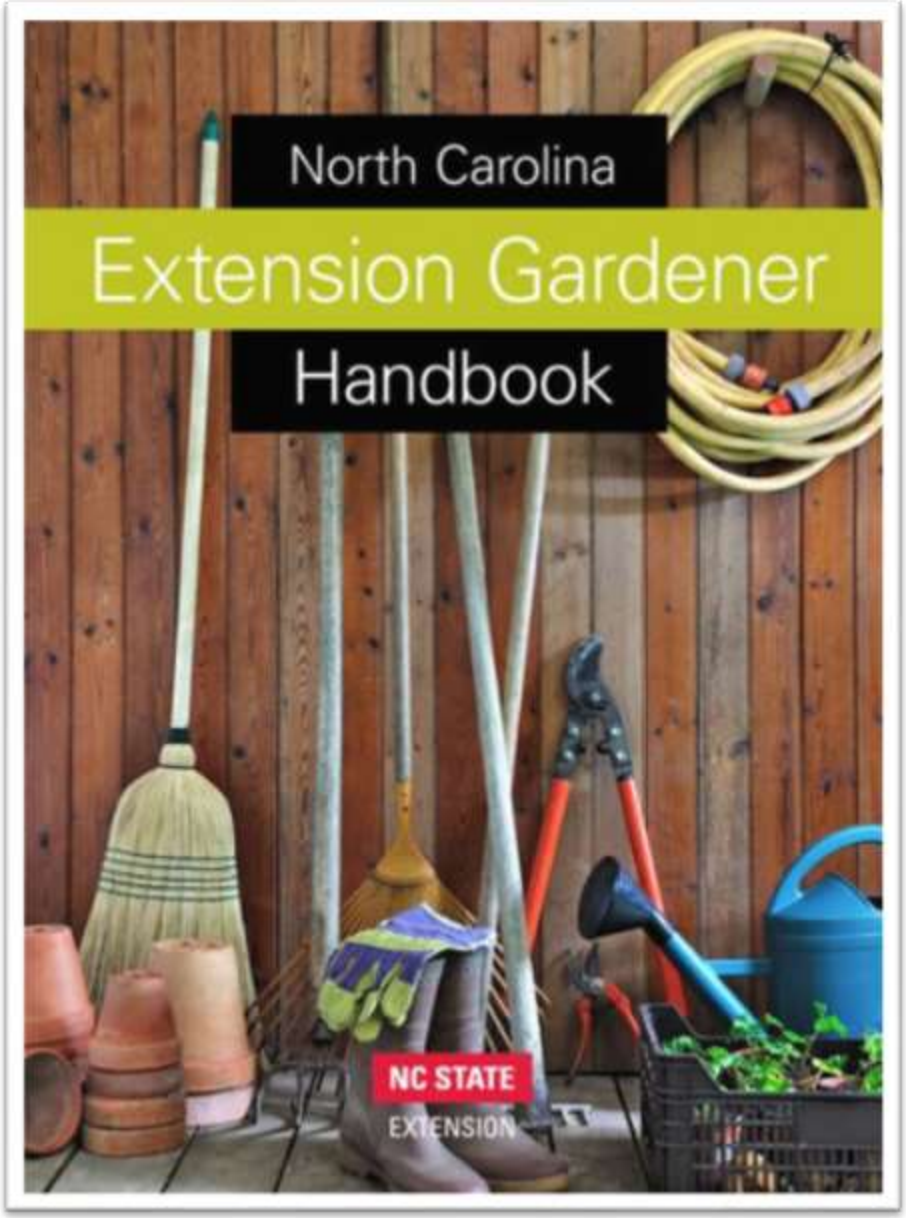
Leaf Characteristics:
Deciduous

Leaf Color:
Green

Deciduous Leaf Fall Color:

Extension Gardener Handbook

- Order online: go.ncsu.edu/gardener-handbook
- Or call 800-848-6224
- $60, hard cover
- Beautifully formatted with many useful tables and full-color images
- Content is available free online: go.ncsu.edu/eg-handbook



Learn more:

Extension Gardener Handbook
go.ncsu.edu/gardener-handbook

Plant Toolbox
plants.ces.ncsu.edu

Additional links and plant recommendations:

go.ncsu.edu/natives