



## EREMOPHILA MACULATA VALENTINE™

**OUTSTANDING FEATURES:** Make points with your valentine by planting a few of these Australian beauties! This durable, evergreen shrub starts blooming in January, reaching its peak of color just in time for Valentine's Day. In a long, cool spring blooming can continue on through April. The abundance of showy red flowers during the winter months has made this new shrub extremely popular.

**DESCRIPTION:** *Eremophila maculata Valentine™* is a symmetrical evergreen shrub, with small rounded green leaves. When plants are watered regularly, the foliage is lush and green. Several established shrubs in a research plot which received only one irrigation last year had much smaller leaves with a gray-green cast. In the winter, this shrub blooms on fresh young stems, which results in masses of tubular red flowers along the tips of the branches. Also, the foliage is tinged with a reddish color in the winter months. The foliage and growth habit are reminiscent of some *Cotoneaster* species.

**CULTURE/MAINTENANCE:** *Eremophila maculata Valentine™* should be planted in full sun. It is extremely drought tolerant, but will respond to regular irrigation. Because flowering occurs on young terminal wood, this plant should be sheared in the spring to encourage bushiness and more terminal branches. March is probably the ideal month to prune. Later shearing may expose the shrub to sunburn. Plants that are grown without annual shearing have long, angular branches similar to those of *Leucophyllum laevigatum*. This plant does not seem to be choosy about soil type, although it prefers good drainage. In heavier soils, avoid root rot by allowing the soil to dry out between irrigations. Plants have tolerated lows of 15° F without any damage to flower buds or foliage.

**LANDSCAPE APPLICATION:** As a showy winter bloomer, *Valentine™* can fill a big void in resort landscapes, winter residences, and any other locations where winter color is a priority. It is unusual to find drought-tolerant plants with bright red blossoms, and this new shrub will provide a stunning contrast to other desert-adapted plants. Try planting it with *Leucophyllum* species, *Muhlenbergia* species, and *Ruellia* species. It has performed well in full sun exposures, and seems to be tolerant of reflected heat. It is a good choice for streetscapes, golf course, or other commercial applications.



SHRUB

EREMOPHILA MACULATA  
VALENTINE™



SHRUB



Valentine™ growing with *Ambrosia deltoidea* (Triangleleaf bursage) at the Anthem New River golf course (left).



Close-up of a branch tip, covered with showy tubular red flowers (right).



Valentine™ in a test garden at Scott Miller Design Group in Scottsdale.

AT A GLANCE SUMMARY

SIZE (HEIGHT x WIDTH)	4 feet x 4-5 feet
FLOWER COLOR	Red
FLOWER SEASON	Winter to early spring
EXPOSURE	Full sun, reflected sun
WATER	Low to moderate
GROWTH RATE	Moderate to fast
HARDINESS	15° F USDA 8
PRUNING	Shear plants in March after blooming
HARDY IN THESE CITIES	Phoenix, Tucson, Palm Desert, San Diego, Los Angeles, South Texas, Houston, El Paso

For more information, call: toll-free (800) 840-8509 or (623) 247-8509  
Mountain States Wholesale Nursery, PO Box 2500, Litchfield Park, AZ 85340-2500