



LANTANA SPECIES 'NEW GOLD'

GROUND
COVER

OUTSTANDING FEATURES: Since *Lantana* species 'New Gold' is virtually seedless, it blooms longer and more profusely than 'Gold Mound' or other common mounding lantanas. Its bright gold flowers provide vivid color throughout the warm season. It is also root hardy to at least 10 degrees Fahrenheit.

DESCRIPTION: *Lantana* species 'New Gold' was singled out of a research trial by Texas A & M University several years ago. Through their CEMAP program (Coordinated Educational Marketing Assistance Program), 'New Gold' was marketed throughout the state of Texas as an outstanding new plant introduction. 'New Gold' was selected as superior to the many other cultivars tested because of its seedless nature, long and profuse bloom period, compact growth form, and relative cold-hardiness. (Note: although 'New Gold' seems to be self-sterile, it sometimes produces seed when grown in combination with certain other lantanas.) 'New Gold' has deep green leaves and blooms with bright gold flowers through the warm months. When mature, plants can be 18-24 inches tall by 3 feet wide. Plants tested in El Paso experienced foliage damage at 20 degrees F, but were root hardy to at least 10 degrees F. In very cold areas like Dallas or Albuquerque this 'New Gold' should be considered an annual.

CULTURE/MAINTENANCE: For best results, plant 'New Gold' lantana in full sun and reflected heat locations. It works well on streetscapes even in the hottest climates! If plants are frost-damaged in the winter, cut the plants back in early spring and they should recover quickly. Like other lantanas, 'New Gold' is susceptible to whiteflies, and may require pesticide applications to control infestations. 'New Gold' lantana should require less maintenance than other lantanas, since reseeding is not a problem.

IDENTIFICATION: Unfortunately, Texas A & M did not trademark 'New Gold', so it may be difficult to identify this cultivar. Although growers are not required to tag 'New Gold', we tag each plant for easy identification. Since 'New Gold' is so similar in appearance to 'Gold Mound', we have eliminated 'Gold Mound' from our inventory to avoid any confusion.

LANDSCAPE APPLICATION: 'New Gold' is a great choice for median and streetscape plantings. Since it is such a reliable plant, it is appropriate for many types of commercial projects. 'New Gold' has been used successfully on many golf courses as well. Also, because it provides such long-lived and intense summer color, many landscapers are using it in place of annual color.



PRECAUTIONS:

As with other lantanas, 'New Gold' is susceptible to whitefly damage. Apply pesticides as needed for whitefly control. Foliage will be damaged in the low 20's. Prune back frost-damaged plants in early spring. Rabbits shouldn't bother 'New Gold', as they avoid other lantanas.

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A golf course planting of *Lantana* species 'New Gold' near Phoenix.



Lantana species 'New Gold' planted on a streetscape in Bullhead City, Arizona.



AT A GLANCE SUMMARY

SIZE (HEIGHT x WIDTH)	18-24 inches by 2-3 feet
FLOWER COLOR	Gold
FLOWER SEASON	Spring, summer, early fall
EXPOSURE	Full sun, reflected heat
WATER	Moderate
GROWTH RATE	Fast
HARDINESS	Root hardy to at least 10 ° F USDA 8
PRUNING	Prune off frost-damaged foliage in early spring
HARDY IN THESE CITIES	Phoenix, Tucson, Palm Desert, San Diego, Los Angeles, Las Vegas, Albuquerque, El Paso, San Antonio, Dallas

For more information, call: toll-free (800) 840-8509 or (623) 247-8509
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