

American Beautyberry

Callicarpa Americana



Sun/partial shade

5'-7'X8'

Deciduous

*Small blossoms, magenta berries,
in late summer -fall*

Berries attract migrating birds

Texas Native



Culture: Grow this native plant in sun to partial shade in any well-drained soil. It is drought tolerant once established, however, its leaves may wilt or drop in extreme heat without some shade from the afternoon sun and adequate moisture.

Growth Habit: This shrub has an open branching/somewhat sprawling growth habit, so allow plenty of room. Leaves are a light green color.

Bloom: White spring blossoms are insignificant. Outstanding bright magenta berries cluster along stems in late summer-fall. The berries attract migrating birds.

Notes: This is an informal shrub that should not be sheared. Blooms and berries form on new growth, so branches may be pruned back by 1/3 in late winter or early spring prior to new growth. This practice will keep the plant in bounds and promote bloom/berries.

American Beautyberry can be viewed in the Master Gardener's Demonstration Garden located behind Hood County Annex 1 on 1410 W. Pearl St, Granbury, Texas