

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

The information herein is for educational purposes only. Reference to commercial products or trade names is made with the understanding that no discrimination is intended and no endorsement by Texas AgriLife Extension is implied. Extension programs serve people of all ages regardless of socioeconomic level, race, color, sex, religion, disability, or national origin. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.