

Beautyberry (*Callicarpa Americana*)



Native Range: From the eastern portions of central Texas (Kendall County) throughout the southeastern USA.

Sun/Shade: Part shade best

Flowers: Makes attractive tightly packed clusters of small round purple fruits in late summer through fall. Very showy.

Landscape Use: Grows naturally as a cascading understory shrub and so is useful for the same purpose in a residential landscape. It can also make a nice individual specimen and will tend to be fuller and put on more berries with more sun but prefers some afternoon shade. The berries in late summer and fall are beautiful. Looks good trimmed into a multi-trunked low canopied tree-form. Is one of the East Texas plants that still does very well here.

Container Use: Can do well in a large pot.

Size: 5' to 8' feet tall and as wide.

Type: A deciduous shrub that does not die all the way to the ground but only

loses its leaves like a tree and returns from last years stem growth.

Deer Resistance: Not enough information.

Birds: Birds love the berries so they might not stay on the bush as long as you would like.

Drought Tolerance: Very drought tolerant but looks best with regular watering. Will drop leaves if allowed to dry out too much.

Soil: Not particular about soil as long as it drains well and does not remain constantly wet. Does well in rocky soil or even better with soil enhancement.

Water: Smart Watering Principle=Water well when first planted then allow to dry slightly, without wilting, then water deeply again, etc. Easy Watering Principle= Water every day the first week; every second day the second week; every third day the third week; every fourth day the fourth week; every fifth day the fifth week. A soaking rainfall should last for about two weeks worth of watering. Do not keep constantly wet.

Fertilizer: Looks even better with regular fertilization.

Maintenance Tips: Even if you neglected watering early in a dry summer, this shrub can quickly put on new leaves with some water and still produce its fall fruit. Can occasionally cut back, even to the ground if it becomes too large.

Rating: Rates high as a landscape plant.