

Goodding Verbena, Southwestern Mock Vervain

Glandularia gooddingii

Plant Form: Perennial herb

Water Use: Low

Mature Size: 1-1.5 ft. tall x 2-3 ft. wide

Exposure: Full sun, part sun

Bloom Time: Winter (Feb), Spring (Mar-May), Summer (June)

Native to: California, SW U.S., Mexico

Hardiness: Cold Hardy to 0°F

Goodding Verbena is a sensation with pollinators like butterflies and hummingbirds, and also with human garden admirers. This southwest native is a strong nectar producer which may bloom most of the year if watered. Its profuse, lilac-colored flowers are grouped in dense, rounded clusters at stem tips, with charming effect. The stems and deeply-divided leaves are very hairy, and spread to form a low mat. This is a short-lived perennial, living only 2-4 years, but when happy, it reseeds on bare ground, providing you with more plants for years. Plants look their best with occasional summer water, about every 2-4 weeks, but let the soil dry out between waterings. They may look a little scruffy in the summer heat. The only care they may take is deadheading spent flowers to ensure more flowering throughout the season—but leave some heads to spread seeds for future plants. Wonderful as an accent, small ground cover, along borders and walkways, in rock and wildflower gardens, courtyards and landscape mounds.



May 2025 Plant of the Month



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