



2025 Native Perennial of the Year



Asclepias incarnata Swamp milkweed

This stunning host plant of the monarch butterfly attracts a multitude of pollinators with showy clusters of deep-pink flowers from July to August. Narrow, lance-shaped leaves line erect stems. Elongated seed pods persist into winter.

Hardiness: Zones 3–6

Light: Sun to part shade

Soil: Average to wet soil

Size: 3–4' tall

Foliage: Narrow, lance-shaped leaves

Flowers: Clusters of deep pink flowers

Fruit: Erect brown seed pods

Bloom Time: July to August

Wildlife Value: Larval host for the monarch butterfly. Flowers attract many pollinators.

Deer resistant.



Photo (top): R.W. Smith, Lady Bird Johnson Wildflower Center