

*Chorizanthe
douglasii*
Benth.



Chorizanthe douglasii Benth.

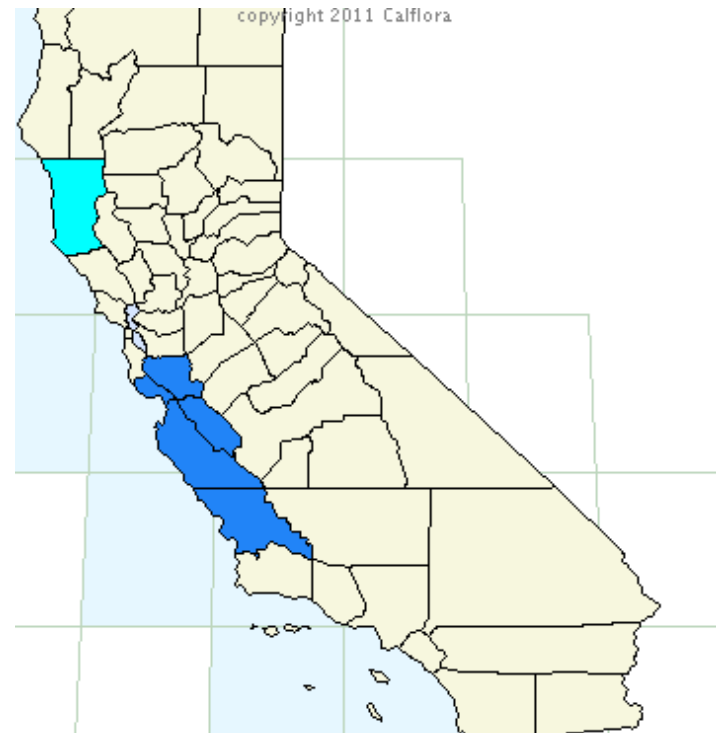
- Early 1800's Douglas' Spineflower
 - After Scottish collector for the Royal Horticultural Society
- 1913 Jepson classification: *Chorizanthe nortonii*
- 1934 Goodman classification: *Chorizanthe douglasii*
- 1989 Reveal revised the classification

Geographic Distribution

- South America
- 40 Species in North America
- 33 are in California
- Some of those species are disappearing
 - *C. pungens* var. *pungens*
 - *C. valida*
 - *C. parryi* var. *fernandina* is extinct

Coastal California

- Monterey
- San Benito
- San Luis Obispo
- Mediterranean climate



Native Habitat

- Located at sea level, 55-1600 meters
- Sandy or gravelly
- Chaparral
- Woodland
- Coastal scrub
- Coniferous forest



Taxonomic Description

- Height: 10-50 cm tall
- Leaves: Basal, entire, 5-40 cm long,
- Mid stem, whorl of leaves
- Involucre, 3-5 cm, hairy
- Membrane: purple margin,
- Hooked bracts
- Flower: Perianthe, 3.5 to 4.5 mm long, toothed lobes, white to rose





Seed Dispersal

Seeds disperse in the involucre

May be aerial or animal



Production Schedule



Production Schedule

Week 10					Week 17
Germinate Seed					Earth Day April 22

[Redacted]



Commercial Opportunities

- Colorful landscape plant
 - Planted in masses
 - Planted in containers
- New product line appealing to sustainability movement
 - Promote natives
 - Save the species

Up Close or at a Distance



Threats to Natives

- Development
 - Environmentalists vs. Developers
- “Weeds”
 - Competition from non native plants
- Insects
 - Impact plant productivity

New Market Niche Sustainability

- New Product Lines Using Native and/or Endangered Species
- “Save Me” ...the species
 - Appeal to native plant enthusiasts
- “Save Water” ...
 - Appeal to environmentalists



EARTH DAY Plant a Native

...before it's too late

Chorizanthe douglasii
Douglas Spineflower



References

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