



USU Technology Highlight:

POSEY'S GOLD™

*Posey's Gold™ is a cultivar of the well-known species *Heterotheca jonesii* (also known as Jones' false goldenaster).*

DESCRIPTION

Heterotheca jonesii is a flowering plant in the aster family that is typically found in Southern Utah or the southern United States. Posey's Gold™ boasts beautiful solid yellow flowers that begin covering the plant in mid-June. The blossoms last well into September. It has intensely hairy foliage that persists through the summer months until frost.

BENEFITS

Though Posey's Gold™ grows naturally on bare sandy and gravelly substrates, it can live for many years in regular garden soils. It lacks weediness in the landscape, withstands exposure to full-sun, and is quite tolerant to drought. It requires little to no supplemental fertilizer. The long blooming season of Posey's Gold™ allows for simultaneous production of flowers and seed maturation.

APPLICATIONS

Posey's Gold™ is adapted to areas of Utah, Idaho, and Colorado, and performed well in Fresno, California as well, suggesting that it may be adaptable to areas outside its natural range. It is reasonable to infer that it would adapt well to areas east of the Cascades in Washington and Oregon, Arizona, New Mexico, Nevada, and maybe even Wyoming. It even flowered well despite the highly alkaline conditions of Aberdeen, Idaho.

CONTACT

Questions about this technology including licensing availability can be directed to:

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INVENTORS

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DEVELOPMENT STAGE

AVAILABLE FOR LICENSE

LICENSING

Available for License

WEBSITE