

# Purple groundsel

*Senecio elegans*

## Family

Asteraceae (daisy)

## Also known as

Wild cineraria

## Where is it originally from?

South Africa

## What does it look like?

Erect annual herb (10-60cm tall) that starts as a rosette and develops soft, lobed, oval leaves that decrease in size up the stem. Clusters of pink or purple flowers (Aug-May) are followed by downy, parachute-like seeds.

## Are there any similar species?

Pink ragwort (*Senecio glastifolius*) is perennial rather than annual, and has no petioles (leaf stems)

## Why is it weedy?

Spreads and grows rapidly.

## How does it spread?

Produces large amounts of wind-spread seed.

## What damage does it do?

Can outcompete native vegetation on sand dunes.

## Which habitats is it likely to invade?

Sand dunes

## What can I do to get rid of it?

Pull out plants before flowering, making sure to remove the root crown.

## What can I do to stop it coming back?

Regular follow up is required, ensuring plants are removed before flowering.



[www.weedbusters.org.nz](http://www.weedbusters.org.nz)



Photo: Carolyn Lewis

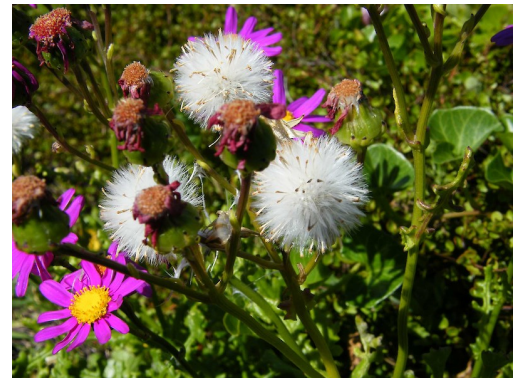


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