Purple groundsel

Senecio elegans

www.weedbusters.org.nz

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?
1. Physical removal (all year round) - Hand pull seedlings or dig out entire plant. Leave on site to rot down.
2. Foliar spray - Apply Clopyralid herbicide (300g/l active ingredient) at 12.5ml/L. Clopyralid is a herbicide for selective control on plants in the daisy family and some broadleaf weeds.
CAUTION: When using any herbicide or pesticide, PLEASE READ THE LABEL THOROUGHLY to ensure that all instructions and directions for the purchase, use and storage of the product, are followed and adhered to.

What can I do to stop it coming back?
Regular follow up is required, ensuring plants are removed before flowering.

Photo: Trevor James

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Photo: Carolyn Lewis