



Seaside Oxeye

Seaside Oxeye *(Borrichia frutescens)*

Instant ID

- Shrub with daisy-like flowers
- Grows up to four feet tall
- Has small, tough fruit
- Leaves are fleshy and gray-green
- Flowers are yellow and bloom year-round

Native Niches

- Prefers full sun and sandy soils
- Native to the Atlantic and Gulf coasts
- Also grows in Bermuda and Spain



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Plant Particulars

- Helps control dune erosion
- Fills ditches in barrier islands
- Flowers attract butterflies
- Other names include sea-marigold, bushy seaside tansy and beach carnation
- Can tolerate flooding from ocean water

Population Protection

- Avoid trampling sand dune habitat
- Provides habitat for native species and supports the biodiversity of Floridian ecosystems

