Pyrethrum daisies are also known as painted daises. These flowers are commonly cultivated for their production of pyrethrins, which is a natural insecticide. Painted daisies are native to southeast Asia. They are commonly grown in California or in other U.S. areas between the hardiness zones of 3 and 9.

These perennials often bloom in colors of yellow, pink, violet and white with yellow center. These flowers typically have larger blooms. They can reach 3 feet tall and the blooms they produce can be between 2 and 3 inches wide. These plants will attract bees and butterflies to the garden.

To plant:
Begin seeds indoors four to six weeks before the last frost date in your area. For those sowing the seeds directly outdoors, plant them in a sunny area after all chance of frost and when the soil is at least 50 degrees.

When planting indoors, begin the seeds in a seed-raising tray. Sterilize the tray first, and then fill it 3/4 of the way with potting mix. Plant the seeds 1/4 inch deep and cover them with the soil. Then, moisten the soil and cover the tray with plastic wrap. Place the tray in a warm area in your house. Seeds should sprout within 14 days. Once they germinate, remove the plastic and move the tray to a sunny window. It’s time to transplant the seedlings when the last frost date has passed.

To grow:
Avoid overhead watering when watering the plant, as this can help prevent disease. Soak the soil thoroughly when you water your painted daisies. When the plants have reached 8 inches tall, pinch off the leaves that are developing at the tips of the stems because this encourages bushier growth and shorter plants. Once the plants bloom the first time, you should then prune them to half their size to stimulate more growth. These plants can withstand dry conditions but too much heat may make them look ragged. When planting, allow room for these plants to spread, such as up to 18 or 24 inches between plants.

To harvest:
Painted daisies, like normal daisies, make great additions to a bouquet due to their long stems and full, long-lasting blooms.
What Pyrethrum craves:
Fertilizer can help your painted daisies thrive. Fertilize the plants early in the spring with a 5-10-5 fertilizer. Make sure you apply the fertilizer as the package directions imply.

Where to buy Pyrethrum seeds:
Urban Farmer sells Pyrethrum seeds that bloom crimson red flowers on our website at ufseeds.com!