

North Carolina Agricultural Research Service  
North Carolina State University  
Raleigh, North Carolina

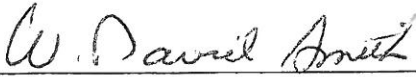
Notice of Release of 'Miss Ruby' *Buddleja* (Butterfly Bush)

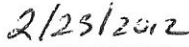
*Buddleja* NC2003-22, named 'Miss Ruby', was derived from a 2002 cross between *Buddleja* 'White Ball' and 'Attraction'. 'Miss Ruby' was selected for its semi-compact growth habit, silver-grey foliage, and unique bright pink flower color, previously not reported in *Buddleja*. 'Miss Ruby' was tested in field trials at the Sandhills research Station at Jackson Springs, NC.

The flower color of 'Miss Ruby' is a true pink with little to no purple contamination (Royal Horticulture Society color chart rating = 71C (red-purple group)). The standard pink cultivar in the trade, 'Pink Delight', has distinct purple contamination in the flower (color rating = 75B (purple group)). Typically, commercially available *Buddleja* cultivars are very vigorous, with growth of 5-6 feet in one year not unusual. In field trials conducted at the Sandhills Research Station, 'Miss Ruby' attained a height and spread of about 106 cm and 117 cm, respectively, a reduction of about 35% compared to standard cultivars. The inflorescences are very dense. Flowers of 'Miss Ruby' are very fragrant, typical of *Buddleja davidii*. Foliage of 'Miss Ruby' is an attractive silver-grey. The semi-compact growth habit, silver grey foliage, and bright pink flower color of 'Miss Ruby' are highly desirable traits that will allow this selection to be used in a wide range of landscape situations. 'Miss Ruby' can be easily propagated from stem cuttings derived from actively growing stock plants.

'Miss Ruby' cultural requirements include well-drained soil, full sun, and moderate moisture. No serious pest or disease problems have been observed except an occasional spider mite infestation during periods of hot, dry weather. Based on cold-hardiness observations down to minus 8 degrees Centigrade, the anticipated adaptation is USDA hardiness zones 5 to 9.

'Miss Ruby' is exclusively licensed to Spring Meadow Nursery, Grand Haven, MI, and is protected under U.S. Plant Patent 19,950. 'Miss Ruby' was initially approved for release and made available in commerce in May, 2006.

  
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Associate Dean and Director,  
North Carolina Agricultural Research Service

  
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Date