



DYK: When the [Florida Federation of Garden Clubs](#) (FFGC) conceptualized the State Wildflower license plate to support their dream that Florida's native wildflowers would be valued not only for their ecological importance but also celebrated as part of Florida's cultural heritage, the first step was selecting a native state wildflower! They chose the genus *Coreopsis*, of which Florida has 12 native species. Commonly referred to as Tickseeds, they bloom vibrantly across our landscapes in spring through fall.



In 1991, FFGC successfully lobbied the state Legislature to make *Coreopsis* the official state wildflower, paving the way for the plates to become a reality. After another 9 years of dedication and hard work **the first plate hit the road in June 2000 and this year we celebrate 25 years of native wildflower outreach and conservation!**

[Learn how incredible leadership and partnerships drove this conservation initiative to success.](#)

Pictured above (left to right): Lanceleaf tickseed (*Coreopsis lanceolata*), Fringeleaf tickseed (*Coreopsis integrifolia*), Leavenworth's tickseed (*Coreopsis leavenworthii*), Coastalplain tickseed (*Coreopsis gladiata*)

Celebrating the night shift!

July 19-27 is [National Moth Week](#) (NMW), shining a light on the often overlooked other half of the insect order Lepidoptera. Moths are an incredibly diverse group — Florida has over 2,500 species — that play important roles in our ecosystems and agriculture.

[Learn more here.](#)

Here are some great ways to get involved:

- [Observe and share](#) moths in your area to contribute to community science.
- Attend a [Moth Week](#) event near you.
- Share the love of moths on social media. You can find great content from us, [NWM](#) and [Xerces Society](#).

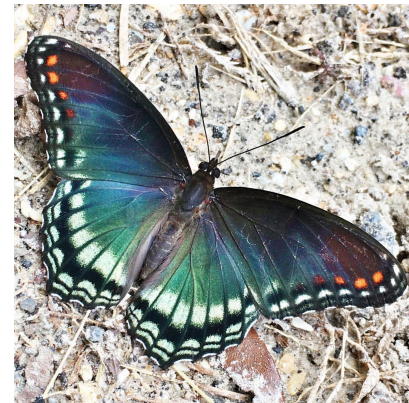


Pictured here: Luna moth (*Actias luna*)

Pollinator profile: Red-spotted purple

Contrary to its name, the Red-spotted purple (*Limenitis arthemis astyanax*) is neither red nor purple, but a vibrant shade of blue. These beauties employ expert-level defense strategies both as a caterpillar and an adult. In the larval stage, they construct resting places out of their own frass, which is unappealing to predators. As adults, they mimic the poisonous Pipevine swallowtail (*Battus philenor*).

[Get to know them here!](#)



Bloom report: Summer wildflowers — strange, surprising and just plain cool!

Florida's wildflowers don't always follow the rules. Some pretend to be something else, others bloom without obvious flowers, and a few are just sucking the life out of their neighbors — literally!

Here are some fun, weird and wonderful facts about Florida's quirkiest summer bloomers.

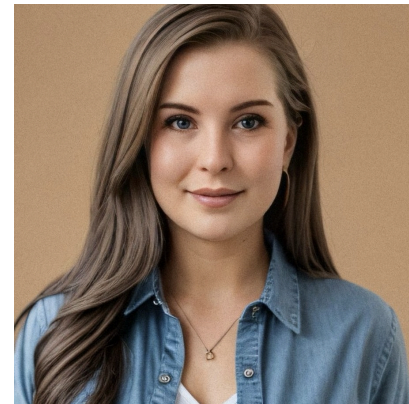
Pictured here: Scarlet hibiscus (*Hibiscus coccineus*)



Introducing our first South Florida Outreach Coordinator!

We are thrilled to introduce Kati DeSutter, our first South Florida Outreach Coordinator! She brings a background in small business, having worked with start-ups to guide them through the rapid growth stage before stepping back in search of a more balanced path. Now, she is focused on expanding the Foundation's presence in South Florida and connecting communities with the region's rich native plant diversity.

Keep up with South Florida happenings and share your wildflower adventures in our [South Florida Wildflowers Facebook Group](#).



Registration open for SEEK Environmental Conference

The Florida Wildflower Foundation is a proud sponsor of this wonderful educational opportunity for high school students offered by the Florida Federation of Garden Clubs. This year's program will explore the power of water and its ability to transform the environment.

When: August 6-8

For: Students entering grades 9-12

Location: Withlacoochee Forestry Training Center, Brooksville

[Full details and registration](#)



2023-24 Annual Report now available!

Explore the highlights of our 2023-24 fiscal year in native plant education, planting and research.

From every plant in the ground to each story shared and every mile of protected roadside, these efforts bring us closer to a future where Florida's landscapes are rich with native wildflowers — and the wildlife and people who depend on them.

Stacey Matrazzo, Executive Director

Pictured here: Monarch butterfly (*Danaus plexippus*) on Hairy Chaffhead (*Carphephorus paniculatus*)



UPCOMING EVENTS

No field trip in August, but we are cooking up some awesome opportunities for the fall that are guaranteed to fill up fast — including visiting The Nature Conservancy's private Rock Hill Preserve in Washington County on Saturday, September 27 and a field botany excursion at St. George Island State Park in Franklin County with Dr. Jim Folsom on Saturday, October 25.

Want to get access to early registration and free field trips!? [Become a member today](#) to unlock these benefits.



Remaining 2025 webinar schedule:

AUGUST WEBINAR



Wednesday, August 20, 2-3pm

Bring on the Butterflies

Presented by Emily Bell, FWF Communications Coordinator

In this webinar, you'll learn how your gardening practices can bring on and support a wide diversity of butterflies.

SEPTEMBER WEBINAR



Wednesday, September 17, 2-3pm

Meadow-making on a Small Scale

Presented by Troy Springer, Owner, Springer Environmental Services

Troy will share insights and lessons from real-world examples of wildflower gardens and meadows he has built, offering valuable tips for your own projects.

OCTOBER WEBINAR



Wednesday, October 15, 2-3pm

The Flora of the SE US project: Flora apps and tools for better botany.

Presented by Scott Ward, Research Botanist, North Carolina Botanical Garden

NOVEMBER WEBINAR



Wednesday, November 19, 2-3pm

FWF's Seeds of Knowledge Grant

Presented by Marina Mertz, FWF Roadsides and North Florida Programs Coordinator

Joins us to learn about innovative tools for plant identification!

In this webinar, you'll learn about our newest grant program, including an overview of the application process and an opportunity to ask questions. *Registration coming soon.*

Check out [our calendar](#) for a full listing of upcoming events across the state!

Members make a difference!



Thank you to all the members who joined or renewed in June. Your support helps create habitat in schools and urban areas, spread wildflowers on roadsides, and educate people of all ages about the importance of native plants and the pollinators that depend on them.

New Members

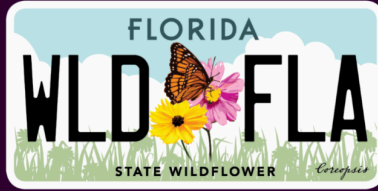
Alessandea Santos, Anne Comes, Gary Harness, Jessica Hays, Jill Campion, Judy Kovacs, Karen Meyer, Katherine Landis, Ken Donaldson, Kristin Rubin, Lois Ballard, Lourdes Rodriguez, Loye Barnard, Maxwell Morgan, Peg Carlisle, Sara Janet Martin, Sarah Nowman, Sharbel Riveron, Sharol Powell, Suzanne Taylor, Taneeka Barfield, Tiffany Allgaier, Yazmin Delacruz

Renewing Members

Albert Gomez, Cindy Trezona, Diana Guidry, Gail and Kenneth Gauthier, Kourtney Figueroa, Kristina Moreno Lacalle, Krystal Bullers, Linda Martin, Mary McAllister, Sharon Smith, Stephen Wener, Florida Native Plant Society, PawPaw Chapter

For as little as \$15, you can help protect Florida's native wildflowers and the pollinators that rely on them. As a member, you'll enjoy free or discounted field trips, educational brochures and wildflower seed packets (upon request), and early access to event registrations. Your support fuels real change — protecting wildflowers, pollinators and the ecosystems they call home. [Join Team Wildflower today!](#)

**25
YEARS**



driving wildflower conservation forward!

***Get the plate
that supports
wildflowers
and preserves
natural Florida!***

Florida Wildflower Foundation |
[Website](#)



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