New York Ironweed
Vernonia noveboracensis (L.) Michx.

Family: Asteraceae
Habitat: Low woods, ditches, moist meadows
Color: Purple
Height: 2-3 ft
Exposure: Sun
Bloom Dates: Aug-Sept
Soil Moisture: Moist
Soil Quality: Rich
Garden Uses: Rear of sunny fall garden.
Notes: Butterflies love this plant. The purple color is a good contrast for the mostly yellow flowers of late summer, early fall. Pinching them back in early summer will give a bushier plant that is less likely to fall. Good with goldenrods, joe pye weed. Drought tolerant.

USDA Plants Profile: http://plants.usda.gov/java/profile?symbol=VENO