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Pleurophyllum speciosum

CAMPBELL ISLAND DAISY is a succulent perennial. Native to New Zealand it has daisy-like, dark purple-centred, white, pink or purple flower heads.

It is also known as Handsome pleurophyllum.

Speciosum is Latin (beautiful, showy, handsome, splendid).

Sir Joseph Dalton Hooker (1817-1911) travelled extensively around Antarctica, Australasia and India. When this celebrated botanist, and author who eventually succeeded his father as the second Director (1865-1885) of Kew Botanic Gardens, set eyes upon Campbell Island daisy, it seems that he recorded in his journal –

... the most extraordinary is the *Pleurophyllum* meadow, a community dominated by the large -leafed herbaceous composite, producing a floral display second to none outside the tropics

The Reserve Bank in New Zealand introduced a new series of notes in 1990 with a theme that portrayed that Country. The back of the \$5 note depicted a Campbell Island graced by the giant Campbell Island daisy.