

Fireweed

(*Senecio madagascariensis*)

What is Fireweed? Why is it bad?

Fireweed is a pretty yet poisonous yellow flowering weed that is often found in paddocks, pastures, and roadsides. This plant is poisonous to horses, cattle, and other livestock. In Australia, yearly losses of \$2,000,000 is attributed to fireweed.

Originally from Africa, fireweed was first discovered in the early 1980's by Parker Ranch staff on the Big Island. Since then, fireweed has spread quickly and is now found on Maui and Kaua'i. Fireweed is currently common in Pukalani and Kokomo. If you see this plant in the wild, pull it up, or alert the HEAR project.



What should you do if you see this plant?

1. Call the Hawaii Ecosystems At Risk (HEAR) project at 572-4418.
2. Pull out the plant and put in bag (including flowers and seeds) if possible.
3. For more information, call 572-4418, websurf to www.hear.org, or talk to your local cooperative extension agent.



You can help keep Maui no ka oi.
Report all sightings of Fireweed to the HEAR project at 572-4418.