**Vitex rotundifolia**  
BEACH VITEX  
Verbenaceae

Common Synonyms: none

**FLEPPC Category:** -  
**FDACS Listed Noxious Weed:** No  
**IFAS Assessment**  
North -  
Central -  
South -  
**USDA Hardiness Zone:** 7-10  
**Growth Habit:** Shrub  
**Origin:** Japan, eastern Asia, Southeast Asia, India, Pacific islands.

**Description:** Woody, deciduous shrub growing 30 to 60 cm tall, procumbent stems sprawling to 5 m or more, rooting at nodes, forming dense mats with age. Leaves suborbicular, opposite, 2 to 7 cm long, blue-green above and light greenish-white below, pubescent, with spicy aroma when crushed. Flowers blue-purple, to 2 cm long, in short terminal panicles to 8 cm long. Fruits green, turning blue-black at maturity, to 6 mm in diameter.

**Habitat:** Beach dune

**Comments:** Can colonize beach foredunes, established in North and South Carolina.

**Florida Introduction Date:** 1980s in North Carolina

**Control Methods:**
Mechanical/Chemical: removal using a machete, shears, or a pruning saw to slice stems diagonally, close to the ground and with the cut surface facing up, and then applying an herbicide to the exposed cuts. Thick stands of small seedlings or re-sprouts can be treated with a roller dipped in herbicide. Sparse seedling populations can be pulled out manually.

Note: Clippings should be placed in plastic trash bags and sent to a landfill. They should not be used for mulch, as seeds and broken shoots left behind will wash to new beaches during storms and take root.

**Useful Resources:**

*This report generated by the Florida Natural Areas Inventory - www.fnai.org - February 2017*