

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

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Booth #311, January 21-22, 2026, Alerus Center, Grand Forks, ND
<https://northharvestbean.org/international-sugarbeet-and-dry-bean-expo/>

Managing Herbicide-Resistant Weeds: How LASCO's Lightning Weeder Supports Sugar Beet and Bean Growers at the ISDB Expo

See a proven, field-tested electric weed-control system designed to help sugar beet growers manage herbicide-resistant weeds in action.

Grand Forks, ND (January 2026) - Sugar beet and bean growers are facing increasing pressure from herbicide-resistant weeds that threaten yields, soil health, and long-term field productivity. While chemical-based herbicides have long been central to weed control programs, chemical resistance has reduced their effectiveness in many beet-growing regions—prompting growers to seek additional tools that strengthen integrated weed management strategies.

As spring approaches, many sugar beet and bean producers are placing greater emphasis on soil vitality and sustainable practices that work with the land rather than against it. Managing resistant weeds without further stressing soil biology has become a priority, particularly in crops that demand precision and careful field management.

To address this challenge, LASCO will present its Lightning Weeder, a proven, field-tested electric weed-control system, at the ISDB Expo in Grand Forks - offering sugar beet and bean growers a practical, non-chemical approach to managing herbicide-resistant weeds as they prepare for the spring season.

Rather than relying solely on chemical applications that can contribute to herbicide resistance and disrupt soil ecosystems, LASCO's Lightning Weeder uses a patented Electric Discharge System (EDS) to control weeds electrically, thereby providing sugar beet and bean growers with a practical, non-chemical tool for managing resistant weed populations. This approach delivers effective control while preserving soil structure, protecting beneficial organisms, and supporting long-term field productivity.

"This technology doesn't adversely affect the soil," said LASCO's Kevin Olson, discussing the Lightning Weeder's field performance. "We've tested extensively and have not found negative impacts on crops, operators, or soil conditions."

At its core, the Lightning Weeder applies electrical current directly through the weed plant. When contact is made, moisture within the plant rapidly evaporates, stopping growth. Because the current travels through the plant itself, the soil remains undisturbed leaving no chemical residue and maintaining microbial activity. This

precision makes the system particularly relevant in sugar beet and bean production, where weed pressure, resistance management, and soil health are closely linked.

LASCO has engineered the Lightning Weeder with a comprehensive safety framework suited for field operations. An integrated interlock system automatically disables electrical output when operating conditions are not met, while shielded components reduce the risk of accidental contact—supporting safe, responsible use in commercial beet fields.

Available through authorized dealers and direct order at www.lightningweeder.com, the Lightning Weeder offers sugar beet growers access to precise, non-chemical weed control ahead of spring planting.

LASCO invites sugar beet and bean growers, agronomists, researchers, and equipment dealers attending the **ISDB Expo in Grand Forks** to visit **Booth #311** for demonstrations, technical discussions, and insights from recent field seasons. Kevin Olson will be available for interviews and technical conversations on herbicide resistance, electrical weed control, and integrated weed management in sugar beet and bean production.

For more information ahead of the show, visit www.lightningweeder.com.

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About LASCO:

LASCO develops a chemical-free weed control system that gives farmers reliable tools to reduce complexity, restore soil vitality, and diminish chemical dependence. The LASCO Lightning Weeder uses an electric discharge system (EDS) to facilitate weed control while also ensuring zero damage to crops.

For more information about LASCO Lightning Weeder, visit: www.lightningweeder.com. To schedule an interview, contact Peter Berk at peter@christieand.co, (805-969-3744).