

# CHRISTIE & CO

FROM DREAM TO MAINSTREAM

## PRESS RELEASE

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### **World Ag Expo 2026:**

## **Turn Up the Voltage on Spring Weed Control**

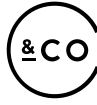
*LASCO's Lightning Weeder helps farmers respond with precision electrical weed control*

**TULARE, CA (January 2025) [WORLD AG EXPO BUILDING C BOOTH# 3005]** – As Spring planting approaches, farmers across the U.S. are facing one of the most consequential periods of the growing season under mounting pressure. Warmer spring soil temperatures, compressed planting windows, and increasingly unpredictable weather patterns are driving early-season weed emergence, forcing farmers to act quickly or risk yield loss before crops can fully develop. At the same time, rising input costs and the declining reliability of herbicide programs are reshaping weed management decisions at the field level. When early weed pressure erodes crop performance and drives up production costs, the impact does not stop at the farm gate, contributing to higher food prices for American consumers already navigating persistent inflation.<sup>1</sup>

At this year's [World Ag Expo®](#), **LASCO** is addressing these Spring farming realities with its [Lightning Weeder™](#), a proven electrical weed control system designed to give farmers a dependable, non-chemical option when early-season weed pressure threatens productivity. As Spring fieldwork ramps up, Lightning Weeder provides farmers with a practical way to control aggressive weeds without adding chemical inputs, disrupting soil structure, or damaging crops, helping stabilize production costs while protecting yield potential when timing matters most.

Weeds compete aggressively with young crops for moisture, nutrients, and sunlight during the earliest growth stages, when crop potential is most vulnerable. Missed timing in Spring weed control can translate into irreversible losses later in the season, even when follow-up treatments are applied. As herbicide-resistant weeds continue to spread across major row-crop regions, many farmers are being pushed toward more complex and costly chemical programs or additional passes across the field. The result is higher fuel use, increased labor demands, and rising per-acre costs at a time when margins remain tight and operational efficiency is critical.

Innovation at LASCO begins in the field, working alongside farmers who know their land, their timing, and the economic consequences of weed escapes. Lightning Weeder is more than a machine. It is a tool built on farmer insight and agronomic expertise to support both the science of crop growth and the realities of modern farming. Using LASCO's Electric Discharge System, the Lightning Weeder delivers precise electrical pulses directly to weeds, disrupting plant tissue from root to shoot while leaving surrounding crops and soil structure intact. This targeted approach reduces waste, minimizes chemical exposure risks, and preserves the living soil biology that



underpins long-term productivity and resilience. Its high-performance design is especially effective in row crops and diverse farming systems where herbicides are steadily losing their edge.

“The Spring season sets the trajectory for the entire year, and farmers don’t have the luxury of waiting when weeds get ahead,” said Kevin Olson, Head of LASCO. “When early weed pressure goes unmanaged, it drives up costs, erodes yield potential, and ultimately affects the price and availability of food. Lightning Weeder was built to give farmers control at the moment it matters most, with a tool that works alongside existing practices and reduces dependence on chemistry that is becoming less effective and more expensive.”

Across farming regions, electrical weed control is gaining momentum as farmers search for tools that deliver consistent results under real-world field conditions. What was once viewed as experimental is now being recognized as a practical complement to integrated weed management programs, particularly as herbicide resistance expands and regulatory scrutiny around chemical use increases. Farmers are increasingly prioritizing solutions that protect crop performance, support soil health, and fit within tight Spring operating windows without adding unnecessary complexity or cost.

Driven by its brand promise, *“Inspired by farmers. Grounded in performance.”*, LASCO developed the Lightning Weeder and its full product line with durability, longevity, and operational simplicity in mind. Designed to withstand demanding Spring conditions, the system delivers repeatable performance when early weed pressure can determine the success of the entire growing season.

LASCO invites farmers, agronomists, equipment dealers, and agricultural media attending the 2026 World Ag Expo to visit Booth #3005 in Building C to see the Lightning Weeder in action, engage in technical discussions, and learn how electrical weed control can support more productive, efficient, and economically resilient Spring farming systems. With planting season fast approaching and weed pressure already emerging across many regions, the time to act is now.

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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](http://www.lightningweeder.com). To schedule an interview, contact Peter Berk at [peter@christieand.co](mailto:peter@christieand.co), (805-969-3744).

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<sup>1</sup> U.S. Bureau of Labor Statistics (2025), Consumer Price Index, “Food at Home and Food Away From Home.” <https://www.bls.gov/cpi/>