

# CHRISTIE & CO

FROM DREAM TO MAINSTREAM

## PRESS RELEASE

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Margaret Marchuk  
(805) 969-3744  
margaret@christieand.co



### **LASCO Lightning Weeder: Precision Engineering Meets Sustainable Weed Control**

*Empowering farmers with a durable, chemical-free solution that protects soil health and boosts farm productivity*

**OTTERTAIL, MN (November 2025)**—As rising food prices strain American households, farmers face growing challenges keeping crops healthy. Herbicide-resistant weeds are spreading rapidly, with 539 confirmed resistance cases worldwide across 273 species and 168 herbicides.<sup>1</sup> This undermines many traditional chemical controls and raises concerns about soil health and food safety. With fewer effective tools and rising costs, farmers need proven, sustainable solutions built for real-world farming. **LASCO Lightning Weeder™**, answers this call as a farmer-inspired, science-driven, chemical-free Electric Discharge System (EDS) that delivers powerful, precise weed control without compromising soil health or crop safety, protecting the environment and ensuring sustainable farming for generations to come.

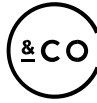
Innovation at LASCO begins in the field alongside farmers who know their land best. Lightning Weeder is more than a machine; it's a tool built on insight and expertise to honor both the science of growth and the people who make it possible—our heroes, the farmers. The system delivers precise electrical pulses directly to weeds, disabling them from root to shoot while leaving soil and crops untouched. This targeted approach reduces waste, eliminates chemical exposure risks, and preserves the living biology vital to healthy, productive soil. Its high-performance design is especially effective in row crops and diverse farming systems where herbicides are losing their edge.

Lightning Weeder is no experimental gadget. It's a robust, field-tested solution crafted to meet the demanding realities of modern agriculture. Rather than relying on sprays or mechanical tilling, this innovative EDS technology uses controlled electrical energy to provide powerful, chemical-free weed control that supports long-term soil health and farm profitability.

"Lightning Weeder puts control back in the hands of farmers," says Kevin Olson, Head of LASCO. "It's a powerful, precision tool that delivers consistent weed control without relying on chemicals, protects soil and crops, and helps secure a sustainable future for farming."

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<sup>1</sup> International Herbicide-Resistant Weed Database (2025): <https://www.weedscience.org/Home.aspx>



With herbicide resistance spreading and regulatory and consumer concerns about chemical use rising, relying solely on chemicals for weed control is no longer sustainable. Repeated chemical applications increase costs for farmers, strain the land, and raise concerns about residues that affect food safety for American consumers. Lightning Weeder offers a trusted, science-driven alternative that aligns with sustainable farming principles and helps safeguard the planet. Its soil-safe design and proven performance give growers confidence to manage weeds effectively while protecting crops, soil, and the health of the communities they feed.

Farmers adopting the Lightning Weeder report consistent, dependable results even in fields where traditional chemicals fall short. By protecting soil biology and crop roots, the system supports sustainable growth, reduces repeated chemical applications, and stabilizes input costs—benefits that ultimately reach American consumers grappling with rising grocery bills.

Available now through authorized dealers and direct order on LASCO's website, Lightning Weeder puts powerful, precision, and sustainable weed control within reach before the next planting season. As herbicide resistance rises, chemical scrutiny intensifies, and input costs climb, adopting effective, chemical-free weed management is more urgent than ever.

As agriculture moves toward a future defined by sustainability and resilience, LASCO's Lightning Weeder stands out as a science-driven, farmer-inspired solution that honors both the land and the people who care for it. Combining precision engineering with powerful, chemical-free technology, it protects crops, nurtures soil health, and supports the growth of future generations. For growers seeking a proven tool that delivers results and lasts, Lightning Weeder offers a meaningful strike against weeds, uncertainty, and rising costs.

#### **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 Margaret Marchuk at [margaret@christieand.co](mailto:margaret@christieand.co), (805-969-3744).