

## PRESS RELEASE

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### Cutting Costs, Cutting Weeds:

### **LASCO's Lightning Weeder™ Takes Center Stage at the Nebraska Ag Expo**

*A farmer-inspired, science-driven, chemical-free solution for today's rising costs and resistant weeds*

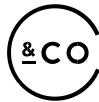
**LINCOLN, NE (December 2025) [BOOTH# 3133]** – With American families facing high food prices and farmers carrying the weight of rising operating costs, weed pressure has become an even more costly threat to U.S. food production. Resistant weeds continue to spread, increasing spray complexity and forcing many farms to spend significantly more on herbicides than they did even a decade ago. As these challenges ripple through the entire food system, farmers are looking for tools that help stabilize costs, protect yields, and reduce dependence on chemicals. In response to this urgent need, **LASCO** is bringing its [Lightning Weeder™](#), a proven electric weed-control system, to this year's [Nebraska Ag Expo](#), offering farmers a practical and sustainable option for managing the toughest weed outbreaks.

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. Using LASCO's Electric Discharge System (EDS), the Lightning Weeder 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. Across the industry, electrical weed control is gaining momentum as farmers look for tools that deliver results when chemistry alone is no longer enough.

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 simplicity in mind, answering farmers who have long called for reliable, non-chemical weed control solutions.

"Farmers need solutions that deliver when resistant weeds threaten both yield and input costs, and the Lightning Weeder was built for that reality," said Kevin Olson, Head of LASCO. "Nebraska Ag Expo brings together the innovators and decision-makers shaping the future of American agriculture, and it is the ideal setting to show how electrical weed control can strengthen productivity and support more sustainable operations."

Farmers across multiple regions report that when late-season weeds appear after the final spray, the Lightning Weeder is the tool that prevents them from taking over. This collective feedback underscores a clear industry shift: electrical weed control is no longer viewed as novelty but as a practical, scalable solution for modern agriculture.



Available now through authorized dealers and direct order on LASCO's website ([www.lightningweeder.com](http://www.lightningweeder.com)), 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.

LASCO invites farmers, agronomists, equipment dealers, and ag media attending this year's Nebraska Ag Expo to visit **BOOTH # 3133** for demonstrations, technical discussions, and performance updates from the latest field seasons. Mr. Olson will also be available for interviews and provide expert commentary on herbicide resistance, electrical weed control, and the future of integrated weed management.

For more information ahead of the show, visit [www.lightningweeder.com](http://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](http://www.lightningweeder.com). To schedule an interview, contact Margaret Marchuk at [margaret@christieand.co](mailto:margaret@christieand.co), (805-969-3744).