

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

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Why Harvest Is the Best Time to Plan Next Year's Weed Management Strategy

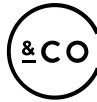
As growers evaluate this season's performance, early equipment planning can help improve weed control, reduce input costs, and strengthen profitability for the next crop year.

MEDFORD, MN (July 2026)— As growers monitor crops through the heart of the growing season, now is the time to begin evaluating this year's weed pressure and planning for next year's weed management strategy. By identifying challenges while weeds are still visible in the field, growers can make more informed equipment decisions, schedule field demonstrations, and prepare capital investments ahead of the fall purchasing season.

Across the United States and around the world, herbicide-resistant weeds continue to increase production costs, complicate spray programs, and threaten crop yields. According to the International Herbicide-Resistant Weed Database, there are more than 540 confirmed cases of herbicide-resistant weeds worldwide involving 273 weed species and resistance to 168 herbicides. As resistance spreads, more growers are expanding their weed management strategies beyond herbicides alone.¹

"The months leading up to harvest give growers a valuable opportunity to evaluate this year's weed pressure and begin planning for next season," said Kevin Olson, Founder and CEO of LASCO Manufacturing. "By taking the time to assess what worked and where improvements can be made, producers can make more informed equipment decisions, budget ahead, and be ready when spring fieldwork begins."

University extension specialists recommend scouting fields before and during harvest to identify weed escapes, evaluate herbicide performance, and develop next season's weed management plan. Reviewing weed pressure while it is still visible allows growers to make more informed equipment investments, establish realistic budgets before year-end, and ensure new technology is ready for spring planting. Planning ahead also provides additional time to schedule field demonstrations, compare



available solutions, and determine how new equipment can best complement existing weed management programs.²

Driven by its brand promise, "Inspired by Farmers. Grounded in Performance," LASCO developed the Lightning Weeder™ to provide growers with a practical, durable, and chemical-free weed management solution designed to complement existing farming practices.

The LASCO Lightning Weeder utilizes the company's patented Electric Discharge System (EDS) to deliver electrical energy directly into unwanted weeds. The process rapidly heats moisture within the plant, damaging plant tissue from root to shoot while helping growers reduce reliance on repeated herbicide applications. The technology has become an increasingly valuable tool for producers managing herbicide-resistant weeds, late-season escapes, and rising input costs.

The U.S. Department of Agriculture also encourages Integrated Pest Management (IPM) strategies that combine multiple approaches to improve long-term profitability while reducing both economic and environmental risks associated with pest management.³ LASCO believes electric weed control is an important addition to these integrated systems, helping growers diversify their weed management programs while reducing dependence on herbicides alone. Growers interested in learning more about the Lightning Weeder can schedule demonstrations through authorized LASCO distributors or contact the company directly to discuss equipment sizing, compatibility, and implementation before the next growing season.

For more information, visit www.lightningweeder.com.

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About LASCO:

LASCO develops chemical-free weed control technology that helps farmers reduce weed management complexity, support soil health, and reduce dependence on chemical inputs. The LASCO Lightning Weeder utilizes a patented Electric Discharge System (EDS) to deliver effective weed control while protecting crops and supporting long-term agricultural sustainability. For more information about LASCO Lightning Weeder, visit www.lightningweeder.com. To schedule an interview, contact Peter Berg at peter@christieand.co

¹ International Herbicide-Resistant Weed Database, Weed Science Society of America. *International Survey of Herbicide Resistant Weeds*. <https://www.weedscience.org/Home.aspx>

² Kansas State University Research and Extension. *Weed Management Practices: Fall Scouting and Equipment Cleaning*. <https://eupdate.agronomy.ksu.edu/article/weed-management-practices-fall-scouting-and-equipment-cleaning-609-5>

³ U.S. Department of Agriculture – National Institute of Food and Agriculture (USDA-NIFA). *Integrated Pest Management Program*. <https://www.nifa.usda.gov/grants/programs/integrated-pest-management-program-ipm>