PRESS RELEASE

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The Electric Revolution Is Reaching the Farm

Why More Growers Are Turning to Electric Weed Control Before Investing in Another Herbicide Program

MEDFORD, MN (August 2026) — The electric revolution is no longer limited to passenger vehicles and transportation. It is beginning to transform agriculture as well. The Lightning Weeder®, developed by LASCO, uses electricity instead of herbicides to destroy weeds from the inside out, giving growers another option to combat herbicide-resistant weeds, improve harvest efficiency, and evaluate the technology firsthand through on-farm demonstrations and rental programs.

Every growing season, farmers face the same question: *What will work better next year?* For decades, the answer has often been another herbicide application or a different chemistry. Yet resistant weeds continue to increase production costs, complicate harvest, reduce yields, and challenge long-term weed management across North America. According to the International Herbicide-Resistant Weed Database, maintained by the Weed Science Society of America, scientists have documented 548 unique cases of herbicide-resistant weeds involving 275 weed species across 76 countries**,** with resistance reported to 168 different herbicides.[1] As resistance continues to spread, weed scientists increasingly recommend integrating multiple weed management practices rather than relying on herbicides alone.[2]

That shift is fueling renewed interest in electric weed control—not as a replacement for every practice, but as another tool within an integrated weed management strategy. The Lightning Weeder® directs high-voltage electrical energy through targeted weeds, generating heat that converts moisture into steam and destroys plant tissue throughout the stem and root system. Rather than burning the surface, the process disrupts the plant from the inside out, often producing visible results within minutes.

Originally developed in the early 1980s for sugar beet production, the technology is attracting renewed attention from conventional row crop, specialty crop, and organic growers looking for additional ways to improve weed control and harvest efficiency.

"The best example is to put somebody in a tractor and make a few rounds," said Kevin Olson, President of LASCO. *"When we turn around at the end of the field, the weeds we've treated are already dying. It's basically*

instant gratification." Olson says today's challenges closely resemble those that inspired the technology more than four decades ago.

"We're back in sugar beets again," he said. *"We have chemical-resistant weeds, harvest challenges, and many of the same issues that started this technology in the first place."* Timing remains critical. *"The younger the plant, the better,"* Olson explained. *"The weeds need to extend above the crop canopy so you're targeting the weeds—not the crop."* Beyond controlling weeds, reducing late-season escapes can improve harvest efficiency, protect crop quality, and limit future weed pressure by reducing seed production.

Rather than asking growers to rely only on demonstrations, LASCO offers an on-farm rental program that allows producers to mount the Lightning Weeder® on their own tractor and evaluate its performance under real operating conditions before making a purchasing decision. *"I've had growers tell me they saw a three- to five-ton yield difference after using the Lightning Weeder,* "Olson said. *"The return on investment can be very, very quick. We bring the machine out, set it up on their tractor, and let them run their own acres."*

As harvest approaches, many growers begin evaluating what worked, what didn't, and what changes should be made for next season. Increasingly, that evaluation includes electric weed control. Before making the next weed management investment, growers can experience the Lightning Weeder® where it matters most—their own fields. Through LASCO Manufacturing's demonstration and rental program, producers can evaluate the machine on their own crops and against their own weed pressure before deciding whether it's the right fit for their operation.

To learn more about the Lightning Weeder®**,** visit **www.lightningweeder.com** or contact Kevin Olson at lasco@arvig.org. To schedule an interview, contact Peter Berg at peter@chriestieand.co.

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[1] Heap, I. *The International Herbicide-Resistant Weed Database.* Weed Science Society of America. Available at: https://www.weedscience.org

[2] Weed Science Society of America. *Herbicide Resistance and Integrated Weed Management.* Available at: https://wssa.net/projects/herbicide-resistance/

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@chriestieand.co