

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

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LASCO Brings Field-Proven Electric Weed Control to Big Iron

As herbicide-resistant waterhemp and other difficult weeds challenge North Dakota and Red River Valley growers, LASCO brings an additional weed-management option to Big Iron.

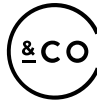
OTTERTAIL, MN (September 2026) — As herbicide-resistant weeds continue to spread across North Dakota, growers are looking beyond conventional programs for additional ways to control weeds that survive treatment.¹ This September, [LASCO Manufacturing](#) is bringing that conversation directly to the Red River Valley with the Lightning Weeder™ **at Booth #593** during the 2026 Big Iron Farm & Construction Show, September 15–17 in West Fargo, North Dakota.

The timing is significant for the region. North Dakota State University's 2026 Weed Control Guide reports that waterhemp is becoming increasingly difficult to control and has now been confirmed in 36 of North Dakota's 53 counties.² NDSU's 2026 Sugarbeet Production Guide goes a step further, recommending electrical weed control for waterhemp that extends above the sugar beet canopy to help prevent the development of viable weed seed.³



For growers facing late-season escapes, the challenge is straightforward: weeds that survive conventional programs can remain in the field, produce seed and contribute to future weed pressure. The LASCO Lightning Weeder offers a non-chemical approach to targeting those escapes. Its patented Electric Discharge System (EDS) makes direct contact with weeds and sends electrical energy through the plant, rapidly heating cellular fluids and damaging plant tissue.

"Farmers coming to Big Iron are looking for equipment that can solve real problems on their farms," said Kevin Olson, Founder and CEO of LASCO Manufacturing.



“When weeds survive the herbicide program, growers need another option. Electric weed control gives them an additional tool that can work alongside the weed-management practices they already use.”

The Lightning Weeder is already being used across the area. The technology has been deployed on multiple farms in edible bean and sugar beet fields, targeting waterhemp and several other herbicide-resistant weeds under commercial growing conditions.

For growers interested in adding electric weed control without immediately purchasing equipment, LASCO also offers a rental program, and custom applicators are available. These options give farmers an opportunity to put the technology to work under their own field conditions and determine how it can fit into their existing weed-management programs.

Big Iron provides a natural setting for that conversation. Held annually at the Red River Valley Fairgrounds, the show is the largest farm show in the Upper Midwest and features more than 900 exhibit booths, training sessions and demonstrations focused on agricultural equipment, technology and services.⁴ LASCO invites farmers, agronomists, equipment dealers and agricultural media attending the show to visit Booth #593 to learn about the Lightning Weeder, discuss field applications and equipment compatibility, and explore rental and custom application options available to growers.

The 2026 Big Iron Farm & Construction Show will take place September 15–17 at the Red River Valley Fairgrounds, 1805 Main Avenue West, West Fargo, North Dakota. For more information about LASCO Lightning Weeder, visit www.lightningweeder.com. To schedule an interview, contact Peter Berk at peter@christieand.co

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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. Inspired by Farmers. Grounded in Performance.

¹ North Dakota State University — Glufosinate (Liberty) Management Strategies <https://www.ndsu.edu/agriculture/ag-hub/impact-stories/glufosinate-liberty-management-strategies>

² North Dakota State University — 2026 North Dakota Weed Control Guide, Waterhemp — Weed of the Year <https://www.ndsu.edu/agriculture/extension/publications/north-dakota-weed-control-guide>

³ North Dakota State University — 2026 Sugarbeet Production Guide <https://www.ndsu.edu/agriculture/sites/default/files/2026-01/a1698-26.pdf>

⁴ Big Iron Farm & Construction Show — Official Event Website <https://bigironfarmshow.com/>