

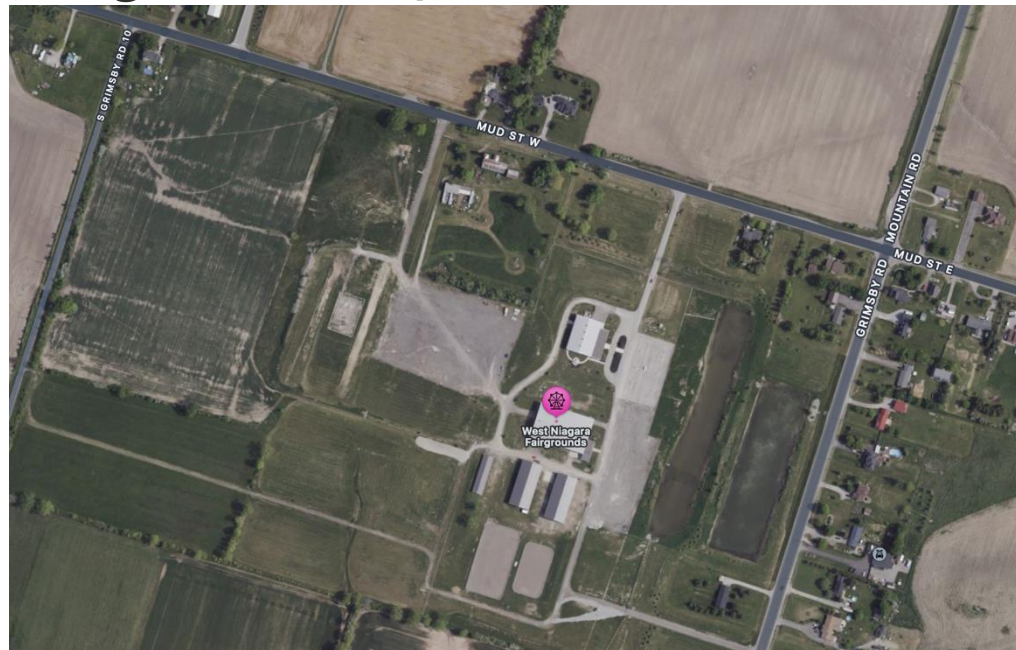
# Ontario Plowmen's Association & The 2025 International Plowing Match and Rural Expo

Welcoming the World  
Supporting our Communities



# The International Plowing Match and Rural Expo

- \* The International Plowing Match and Rural Expo is the largest show of its kind in North America
- \* West Niagara Fairgrounds September 16 – 20, 2025



# International Plowing Match and Rural Expo

- \* First International Plowing Match & Rural Expo (IPM) was held in 1913 at Sunnybrook Farms, Toronto
- \* Travels annually to host communities throughout Ontario
- \* IPM 2025 will be the 106<sup>th</sup> IPM
- \* Last held in Niagara – October 1926



# Plowing Competition



- \* 5 days of plowing competition
- \* Different plowing classes including heavy horses
- \* Participants from Canada, United States & Europe

# Event Highlights

- \* Tented City
  - \* up to 500 vendors and exhibitors
  - \* musical and non-musical entertainment
  - \* rural living displays
  - \* lifestyles exhibits (including quilting demonstrations)
  - \* antique & historical displays
- \* Educational program focusing on agriculture and food
  - \* 6000 students over first 4 days
- \* RV Park
  - \* Up to 400 fully serviced sites adjacent to Tented City

# Ceremony & Tradition

- \* Opening Ceremonies and Tractor Parade
- \* MPP Participation - Premier, Leaders of the Opposition Parties all MPPs can attend Opening Day
- \* Queen of the Furrow



# IPM – Positive Economic Impact

- \* Significant economic activity generated by the event
  - \* Studies show up to \$25 million in positive economic impact by tourists and event operations in the region
  - \* The IPM generates regional tourism – attendance averages 70,000 over the five days
  - \* 72% of participants travel 40+ km to attend



*\* Each year an independent survey is conducted to determine the economic impact of the IPM to the host community. Also, data is calculated using the Government of Ontario's TREIM model*

# Promoting Local Agriculture, Food & Agribusiness

- \* The 2025 IPM in Niagara Region is expected to be of special interest to visitors for agri-tourism because of the grape & wine and tender fruit industries.
- \* Bench winery association
- \* Visitors will also search out on-farm markets --- to experience the diversity of products offered throughout Niagara's green paradise.
- \* Niagara Grape and Wine Festival



# Promoting Regional Tourism

- \* Opportunity to draw new visitors to Niagara
- \* 2023 survey showed that 47% of visitors stayed overnight in the area for two or more nights
- \* Visitors seek out experiences and adventures offered in the host region
  - \* Attractions
  - \* Heritage
  - \* Dining
  - \* Shopping
  - \* Agri-tourism
- \* Significant opportunities to promote Niagara and its 12 area municipalities through tourism partnership initiatives

# IPM and the Host Region

- \* Local municipal partnerships
  - \* West Lincoln
  - \* Lincoln
  - \* Grimsby
- \* Regional Partnership opportunities
  - \* In-kind sponsorship
  - \* Cash sponsorship
  - \* Start-up funding
  - \* Showcase Display



# IPM 2025 Showcasing Niagara

- \* IPM Hosting Partners receive centrally located exhibit space at no charge.
- \* IPM will work with Hosting Partners to “right size” the Showcase and provide consultation based on past IPM showcases.
- \* Niagara Region has much to showcase and will experience a significant return on investment for years to come.
- \* Opportunity for all Niagara municipalities to join together for the Showcase .

# Hosting IPM 2025:

An Opportunity To Showcase Your Community

INTERNATIONAL  
**PLOWING MATCH  
& RURAL EXPO**



**Tuesday, September 16 to  
Saturday, September 20, 2025**

**We look forward to working  
with you in bringing the  
International Plowing Match  
& Rural Expo to the Niagara  
Region!**

[ipm2025@plowingmatch.org](mailto:ipm2025@plowingmatch.org)