



## Media Release

FOR IMMEDIATE RELEASE

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### IPM 2025 commemorative cookbook now available

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*The cookbook remains a popular souvenir item to commemorate the annual International Plowing Match and Rural Expo coming to Niagara this September*

NIAGARA REGION, Ontario (March 11, 2025) - Community cookbooks have served as a way to bring people together, share cherished family recipes and raise funds for meaningful local causes for generations, and the International Plowing Match & Rural Expo (IPM) 2025 Local Committee is proud to continue this tradition with the release of their new cookbook, "*From our Farm to Your Table*".

The IPM is one of the largest agricultural events of its kind in Canada, drawing thousands of visitors each year to celebrate farming, rural living, and innovation. Hosted in a different community each year the event showcases local agriculture, business and culture. The Match features plowing competitions, vendors, educational exhibits, entertainment, and much more, providing a unique and engaging experience for visitors.

Organizing an event of this scale comes with significant costs, and both local and provincial organizers work hard to raise funds to help offset expenses. Community cookbooks have been a popular part of this effort and IPM 2025 is continuing this time-honoured fundraising tradition.

The newly-published IPM 2025 cookbook is more than just a collection of recipes—it is a celebration of the local community and its rich agricultural roots. The book features a carefully-curated selection of appetizers, salads, main dishes and more contributed by community members, farmers, volunteers, and supporters of IPM 2025. Each recipe proudly lists the contributor's name, allowing readers to connect with familiar names from across the region and discover new family favourites.

"*From our Farm to Your Table*" is designed to be a treasured keepsake—not just for this year's event—but for generations to come. Whether you are looking for a tried-and-true comfort meal or a new and unique dish to impress guests the IPM 2025 cookbook "*From our Farm to Your Table*" offers something for everyone.

## How to Get Your Copy

The cookbook is available for \$20 and can be purchased at several local businesses, including:

- Devries Fruit Farm - 825 Canboro Road, Fenwick;
- Lowden's Feed Supplies - 7269 RR #20, Smithville (cash only); and
- Lincoln Line Orchards - 9764 RR #20, Smithville

All proceeds from the cookbook sales will go directly towards supporting IPM 2025 and its local initiatives, ensuring this large-scale agricultural event remains a memorable and successful experience for all. Pick up your copy today to help support your community, celebrate local traditions and bring home a piece of IPM 2025 history—one recipe at a time.

For more information on IPM 2025 and its fundraising efforts visit: [www.plowingmatch.org/ipm2025](http://www.plowingmatch.org/ipm2025).

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*Attachments: Logo*

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## Quick Facts

- The International Plowing Match and Rural Expo is held in a different Ontario community each year, highlighting the many great things the area has to offer and attracting thousands of visitors from across the province, throughout Canada, the United States and beyond;
- Tourism industry figures put the economic impact of the IPM at about \$25 million annually (not including the long-term benefits this exposure provides to communities) and it spurs tourism in the surrounding area for years to come;
- Profits generated by the IPM are donated to groups and organizations within the host communities.

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## Quick Links

- Visitor Information: <https://www.plowingmatch.org/ipm2025/visitor-info/>
- Volunteer Information: <https://www.plowingmatch.org/ipm2025/get-involved/become-a-volunteer/>

Be sure to follow us on Social Media:

- Facebook: 2025 International Plowing Match & Rural Expo
- Instagram: 2025ipm

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## About

### **The International Plowing Match and Rural Expo (IPM)**

The International Plowing Match and Rural Expo (IPM) 2025 will take place from September 16 to September 20 in Grassie (West Lincoln) in the Regional Municipality of Niagara, Ontario. The IPM is a five-day celebration of agriculture and rural living. There will be plowing competitions, a range of activities for

people of all ages, numerous opportunities to learn about agriculture, daily live entertainment in multiple Match venues, hundreds of vendors and exhibits, a wide variety of food, an RV park and more. For more information: [www.plowingmatch.org/ipm2025/](http://www.plowingmatch.org/ipm2025/).

### **The Ontario Plowmen's Association (OPA)**

The Ontario Plowmen's Association is the parent host of the International Plowing Match. Each year the OPA partners with a community to organize and host the International Plowing Match and Rural Expo. For more information please visit [www.plowingmatch.org](http://www.plowingmatch.org).

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