



Media Release

FOR IMMEDIATE RELEASE

The Niagara community look forward to welcoming thousands of visitors to this year's IPM 2025

IPM 2025 is the first time the Match has returned to Niagara in almost 100 years

NIAGARA REGION, Ontario (March 18, 2025) - The International Plowing Match and Rural Expo (IPM) is coming to the Niagara Region this fall offering a unique opportunity to showcase the community's agricultural diversity and natural beauty.

The annual event is hosted in a different community each year and this year's edition marks the first time in almost 100-years the Niagara communities will play host. The last time an IPM was hosted in Niagara was 1926.

Renate McGillivray is one of the two local co-chairs for the event and she says the community is very excited to be having this once-in-a-lifetime opportunity to invite visitors to their Region.

"We have a lot to offer in this part of the province and we couldn't be happier to be hosting this year's event" says McGillivray.

The IPM was created by the OPA in 1913 to showcase farmers' passion for the soil, agriculture and rural living and today is the largest event of its kind in Canada, attracting tens of thousands of visitors each year.

Plowing—whether by the old-fashioned horse-drawn plows or tractors using both traditional and modern, high-tech plows—remains a key feature of the five-day event, but in its over 100-year history the overall experience has evolved into a massive rural expo where the main goals continue to be agriculture education and an entertaining experience.

From Tuesday, September 16 to Saturday, September 20 the West Niagara Fairground property will transform into the IPM Tented City—featuring daily entertainment, animal exhibits, demonstrations, local

artisans, farm and rural goods and services, a rodeo and of course, the plowing—featuring both tractor and horse-plowing competitions.

Plans are well underway in anticipation of the mid-September event but local organizers say there are still lots of opportunities to get involved whether as a participant, sponsor or volunteer. “This is a once-in-a-generation event for our community and we want to make sure everyone who wants to be involved is,” says McGillivray.

Mark your calendars for Tuesday, September 16 to Saturday, September 20 and plan to attend.

To find out how you can get involved as a volunteer, sponsor or exhibitor be sure to visit the website at www.plowingmatch.org/IPM2025 or follow on Facebook (2025 International Plowing Match & Rural Expo).

–30–

Photos, attached. Cutlines available upon request.

1. *Enviro Farm (2023), Photo credit Milton Young.jpg;*
2. *Horse Plowing (2023), Photo credit Milton Young.jpg*
3. *Tractor Park (2023), Photo credit Milton Young.jpg*
4. *Rodeo, Amanda Marshall.jpg*
5. *Entertainment (2023, Mudmen), Photo credit Milton Young.jpg*
6. *Daryl Hostrawser, Reversible Plowing, Photo credit: Anne Thompson.jpg*

To access the IPM 2025 Media Release archives, visit: <https://www.plowingmatch.org/ipm2025/about-us/media-centre/>.

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; and
- Profits generated by the IPM are donated to groups and organizations within the host communities; and
- The VIP Plowing on Opening Day is always a fan favourite as we watch provincial party leaders try their hand at plowing driving tractors of the appropriate party colour.

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

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 at the West Niagara Fairgrounds and neighbouring farms in Grassie, part of the West Lincoln Township 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/.

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.

Media Contact

Kim Miller
Marketing Director, IPM 2025 Local Committee
Email: marketing@ipm2025.ca
Phone: 289-941-2092

Anne Thompson
Director, Ontario Plowmen's Association
Email: alvistafarms@gmail.com
Phone: 905-703-0744