



For Immediate Release

Lambton County Selected to Host the 2027 International Plowing Match and Rural Expo

LAMBTON COUNTY, ON – April 15, 2025 – The Lambton County Plowmen's Association is proud to announce that it has been selected to host the International Plowing Match and Rural Expo (IPM) in Lambton County in 2027. This historic event will bring together plowing enthusiasts, farmers, and visitors from across the globe to celebrate agricultural excellence and community spirit.

The IPM is a prestigious annual event that showcases the latest in agricultural practices and equipment, traditional plowing competitions, and local food, crafts, and entertainment. With a rich agricultural heritage, Lambton County is the perfect backdrop for this international gathering.

Dennis Bryson, from the Lambton Plowmen's Association, expressed his excitement: "We are thrilled to host the 2027 International Plowing Match and Rural Expo in Lambton County. This event not only highlights our community's dedication to agriculture but also unites the diverse talents and traditions of plowing from around the world. We look forward to welcoming visitors and showcasing what makes Lambton County truly special," he said.

The Ontario Plowmen's Association (OPA) also shared their enthusiasm about the announcement. "We are excited to partner with the Lambton Plowmen's Association for the 2027 IPM," said Melvin Switzer, OPA. "Lambton County has a rich farming narrative, and we believe this event will shine a spotlight on the innovative and sustainable practices that shape our agricultural community."

Tourism Sarnia Lambton is equally enthusiastic about the announcement. "Hosting the International Plowing Match and Rural Expo in 2027 will provide a significant boost to our local tourism and economy," said Mark Perrin, Executive Director of Tourism Sarnia Lambton. "Visitors will have the opportunity to experience our beautiful landscapes, dynamic culture, and warm hospitality. We can't wait for what promises to be an unforgettable event."

The Lambton Plowmen's Association is already in the planning stages, collaborating with local businesses, farmers, and community organizations to ensure a successful and inclusive event. Further details, including dates and venue information, will be announced in the coming months.

About the Organization: The Lambton County Plowmen's Association is a non-profit organization that has hosted the county's plowing matches since 1920. The match allows them to showcase Lambton County as it rotates through the various townships. They have hosted the International Plowing Match and Rural Expo three times in our history, in 1923, 1973, and 1991.