

The International Plowing Match and Rural Expo



Welcoming the World
Supporting our Communities

IPM 2023 is coming to Dufferin County— September 19 to 23, 2023



IPM 2023 is coming to the “Headwaters of the Grand”



Highlights of the IPM

- Tented city features hundreds of vendors and exhibitors
- From agriculture equipment to food vendors and from the Quilting competition display to antiques – there is something for everyone



Will be on nearby
farmers' fields



Sights and Sounds of the IPM



Entertainment at the IPM



- * Daily entertainment at the IPM is abundant and varied
- * Bands and performers are featured in numerous entertainment areas throughout the IPM
- * Exciting competitions such as the Ram Rodeo and Canadian Cowgirls precision

Plowing Competition



A main feature of the IPM is the plowing competitions. Plowmen come from across Canada and even the United States & Europe to showcase their plowing skills and vie for prizes in a number of different classes

Rural Living

- All you need is at the IPM, the hobby farmer will find everything from gators to sheds
- While those looking to update their landscaping will also find everything they need and all sorts of new, innovative design ideas



Education Centre by Hydro One

- IPM has a strong educational focus with activities and special education tents for all ages
- Student programming is a focus that draws 100s of school groups each year



Lifestyle

- Complimenting the farm focused exhibits are lifestyle activities from quilting demonstrations, exhibits, and artisans providing endless creative talent to view and buy.
- Lectures cover a wide variety of interesting topics such as fashion, style, wellness and health.



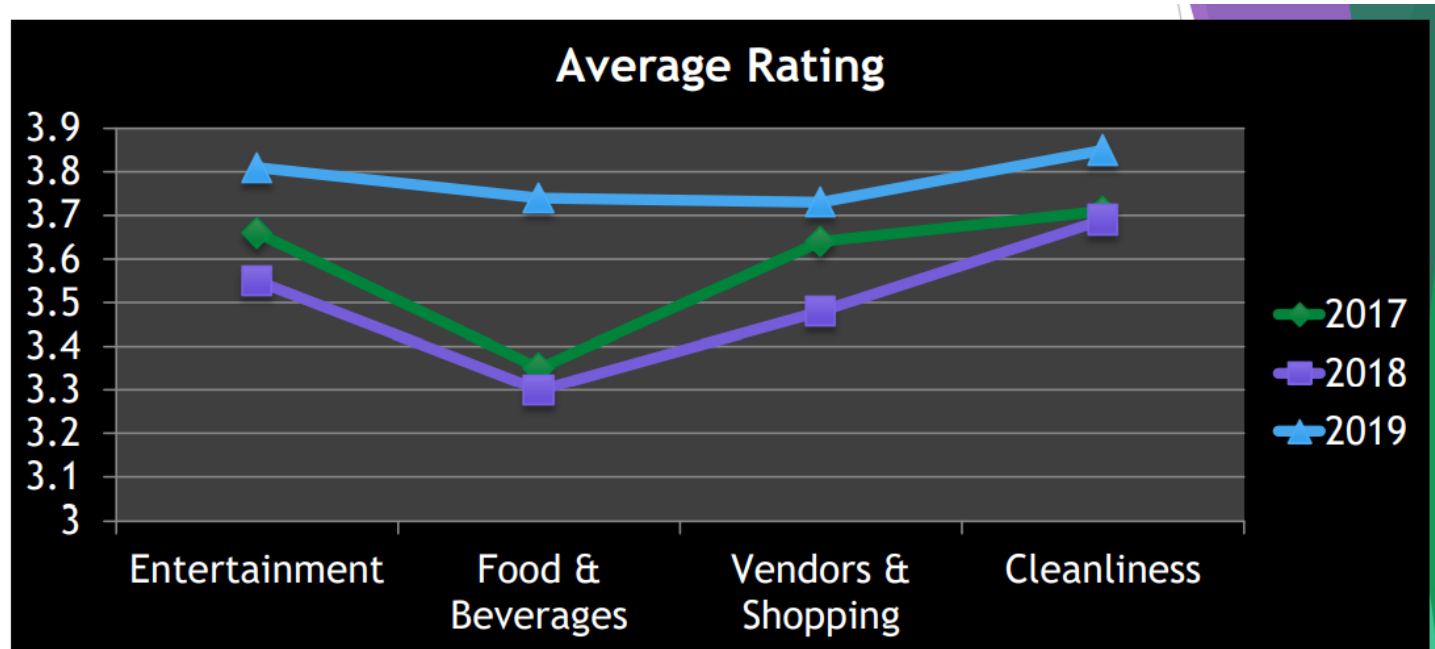
IPM – Positive Economic Impact

OPA conducts economic studies regularly, the studies' results clearly demonstrate it has a positive economic impact on the community. In 2018 and 2019:

- The studies showed approximately \$25 million in positive economic impact by tourists and event operations
- The IPM generates regional tourism: 71.4% (2019) and 49.9% (2018) of visitors traveled more than 40 km to the event
- IPM enhances quality of life for host community: 84% of local residents agreed the IPM enhanced the quality of life in the region

IPM – Economic Impact Study Results

International Plowing Match and Rural Expo is highly rated by attendees - vast majority of attendees gave the IPM positive ratings



Visitors were asked to RATE the overall quality on a scale from 1-4, with 1 being poor and 4 being excellent

Community Benefit

In addition to the economic impact of bringing over 75,000 visitors to region, a portion of profits from the IPM will be donated to local causes.



A diagram illustrating the recipients of community benefit donations. It features five dark blue shapes: a circle on the left, a rounded rectangle above the center, a rectangle above the right, a rounded rectangle on the far right, and an oval at the bottom center. Each shape contains white text representing a different type of local cause.

Charities

Food Banks

Shelters

Local
Programs

Hospital

Volunteers – the Life of the IPM

Volunteers are the key to the success of each IPM

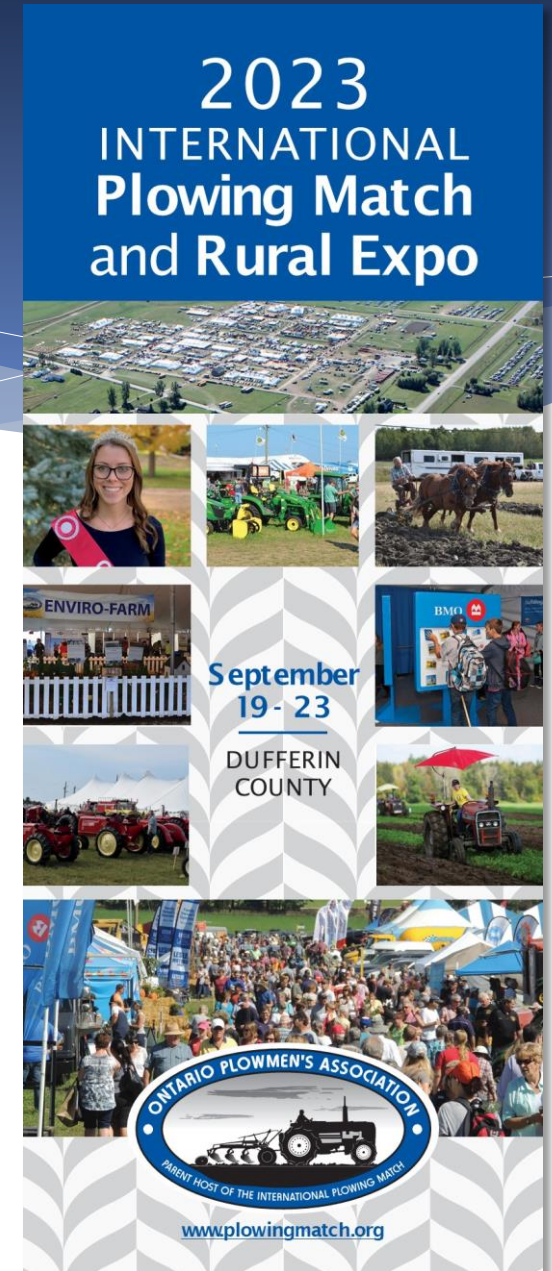
- Each year local and provincial volunteers come together to make the Match a success
- Some will volunteer on site for a day or two, others for the entire event. Some will pitch in leading up to the IPM, while others help pack things away for the following year.
- Volunteers receive free admission to the IPM based on time worked



With an event this size,
there are many ways for
you to get involved
– big and small



This will be the first time the IPM is
being held in Dufferin County... in
Bowling Green, between Grand Valley
and Laurel.



Thank – You for your Time!

