

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

Welcoming the World
Supporting our Communities



100th Anniversary

- * 2017 marked the 100th edition of the International Plowing Match and Rural Expo
- * Since 1911 the OPA has developed and supported the network of Local Plowing Associations throughout Ontario – this network has developed 48 local branches



OPA & IPM

- * The Ontario Plowman's Association (OPA) is the hosting organization for the International Plowing Match and Rural Expo (IPM)



The International Plowing Match and Rural Expo

- * The International Plowing Match and Rural Expo is the largest show of its kind in North America



IPM – Positive Economic Impact

- * At the 2017 IPM in Walton and the 2018 IPM in Pain Court the OPA had a third party conduct economic impact studies – OPA conducts economic studies regularly
- * Not only does the IPM thrill visitors, the studies' results clearly demonstrate it has a positive economic impact for the host community



IPM – Economic Impact Study Results

- * Significant economic activity generated
 - * The studies showed approximately \$25 million in positive economic impact by tourists and event operations
- * The IPM generates regional tourism
 - * 49.9% of visitors traveled more than 40 km to the event



IPM – Economic Impact Study Results

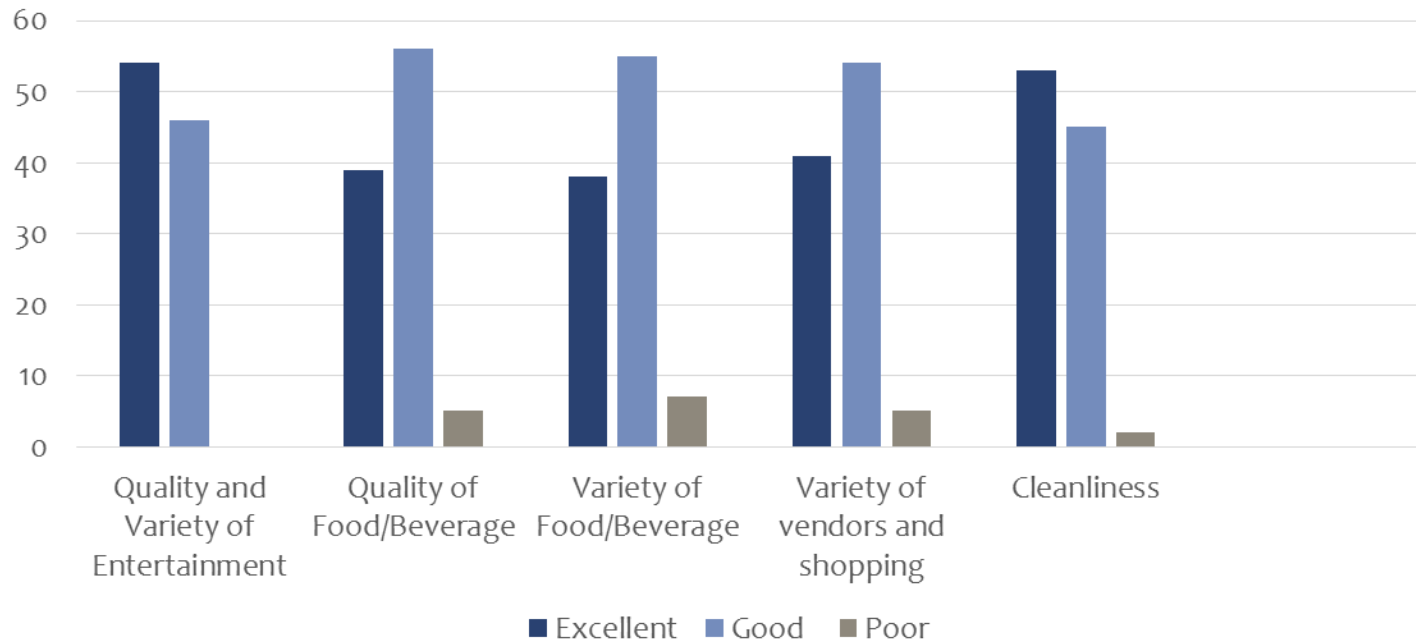
- * IPM enhances quality of life for host community
 - * 84% of local residents agreed the IPM enhanced the quality of life in the region

**"This event enhances the quality of
life for people living in Ontario"**



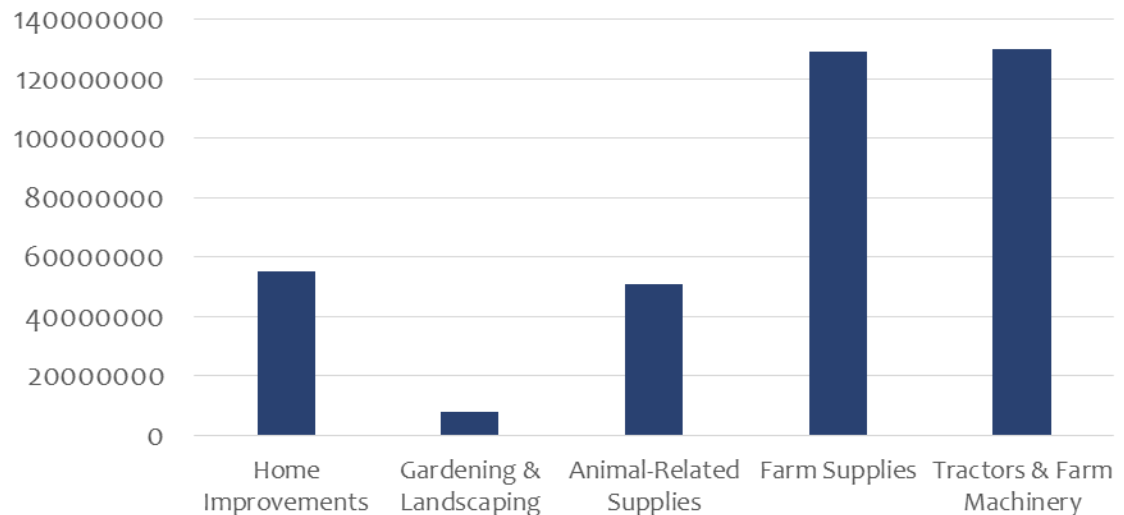
IPM – Economic Impact Study Results

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



IPM – Economic Impact Study Results

- * The buying power of IPM 2018 visitors is significant
 - * For farm supplies, alone, visitors report annual expenditures of \$204 M
 - * The total annual buying power of 2018 IPM visitors exceeds \$415 million dollars



IPM - Partners in Success

- * It is the OPA partners that help ensure the success of the events.
- * Every year the OPA works with many local, regional, provincial and national companies to present an outstanding event.



IPM - Partners in Success

We are very pleased to introduce our Presenting sponsors:



IPM's Tented city

- * The tented city full of thrilled visitors



Volunteers – the Life of the IPM

- * Volunteers are the key to the success of each IPM
 - * The local IPM Executive develops a group of committees that work closely with OPA
 - * Each year the work of 800 - 1,000 volunteers make the Match a success
 - * Some will volunteer on site for a day or two



Volunteers – the Life of the IPM



Pain Court's 2018 International Plowing Match and Rural Expo

2018 IPM – Highlights

- *Approximately 5,840 students
- *77,807 total attendance over 4 days
- *Guinness World Record attempts
- *Canadian Cowgirls precision drill team
- *Focus on Youth Displays and Demonstrations
- *Farming for the Future Displays and “Tail Gate Talks” Seminars
- *Auctioneer’s Challenge
- *Visiting Dignitaries
 - *Premier Doug Ford and other Party Leaders
 - *Federal Minister of Agriculture Lawrence MacAulay



Sights and Sounds of the IPM

- * The tented city features about 500 vendors and exhibitors.
- * From agriculture equipment to food vendors and from the Quilting competition display to antiques – there is something for everyone



Sights and Sounds of the IPM



Sights and Sounds of the IPM



Entertainment at the IPM

- * Daily entertainment at the IPM is abundant and varied
 - * Bands and entertainers are featured in numerous entertainment tents throughout the IPM
 - * Exciting competitions such as the Ram Rodeo and Dancing Tractors thrill spectators



Entertainment at the IPM



Rural Living

- * 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



Rural Living



Lifestyle

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



Lifestyle



Education

- * The IPM has a strong educational focus
 - * There are activities and special educational tents for all ages – starting in the Little Sprouts tent for our little visitors 0-5 years old
 - * Student programming is a focus that draws 100s of school groups each year
 - * This year's expanded Education area included the Ag-Mazing Food Farm which featured animals, commodity displays and activities for all ages



Education



Plowing Competitions

- * A main feature of the IPM is the plowing competitions
- * Plowmen from across Canada, throughout the United States and Europe gather at the IPM to showcase their plowing skills and to vie for prizes



Plowing Competitions

- * The Plowing Competitions requires the use of up to 300 acres of land
 - * In order to be eligible to compete at the IPM, plowmen compete at local/branch matches and earn the required points
 - * There are junior and senior divisions, as well as the Queen of the Furrow plowing competition



Ceremony & Tradition

- * The IPM is built on tradition
- * The Parade and Opening Ceremonies are a yearly must see for many visitors

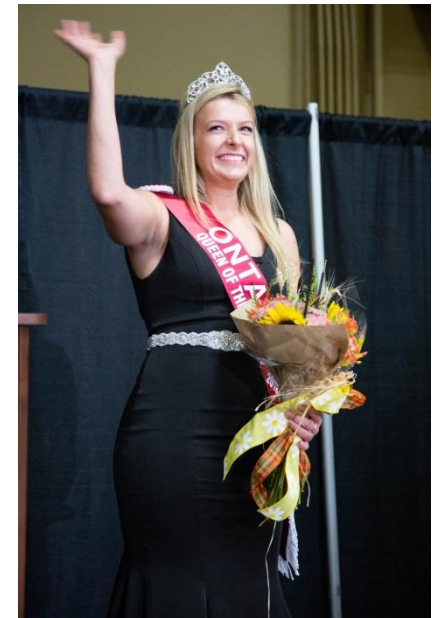


Ceremony & Tradition



Ceremony & Tradition

- * The Queen of the furrow program has been a cornerstone of the IPM since 1960
- * Congratulations to the 2019-2020 Queen of the Furrow – Derika Nauta of Oxford County



Ceremony & Tradition

- * The final tradition is the passing of the IPM Flag from the current to the next hosting community; in 2018 soil from the host landowners' garden was also presented



What we're asking

- * Possible access into fields --- culverts
- * Disposal of extra garbage and recycling
- * Disposal of extra grey water and black water
- * Extra water costs



What we're asking

- * Waive building permit fees
- * Assistance with snow fence
- * Fire, Paramedics, Police
- * Inspections --- Fire, Building, Health
- * Signage
- * Financial Contribution would be greatly appreciated



Hosting The IPM: An Opportunity To Showcase Your Community

