

# 2016 International Plowing Match & Rural Expo

The poster features a background image of a rural landscape with green fields, trees, and a small farm with a red barn and silo in the distance. A black tractor with a green plow is shown in the center, plowing a green field. The tractor is enclosed within a blue arch. The year '2016' is written in large blue numbers to the left of the tractor. Below the tractor, the text 'WELLINGTON COUNTY International Plowing Match & Rural Expo' is written in blue. To the right of the tractor, the dates 'SEPTEMBER 20-24' are written in large blue numbers, followed by 'HARRISTON, TOWN OF MINTO' in smaller blue text. A large green banner with the text 'SAVE THE DATE' in white is positioned below the tractor. Below this banner, a blue banner with the text 'JOIN US FOR "A FRESH TASTE OF FARMING"' is displayed. At the bottom left, there are three social media icons: Instagram, Twitter, and Facebook. To the right of these icons, the website address 'WWW.PLOWINGMATCH.ORG' is written in large blue letters.

2016

WELLINGTON COUNTY  
International Plowing Match & Rural Expo

SEPTEMBER  
20-24  
HARRISTON,  
TOWN OF MINTO

**SAVE THE DATE**

JOIN US FOR "A FRESH TASTE OF FARMING"

   [WWW.PLOWINGMATCH.ORG](http://WWW.PLOWINGMATCH.ORG)

## Local Host



Wellington Plowmen's Association Bid

IPM 2016 the Non-Profit Organization set up to run this years match only

Wellington County key support and seed money to IPM 2016 through funding agreement

Town of Minto is host municipality (many staff and Council volunteer on all levels)

## Parent Host



Ontario Plowmen's Association own the event

Board of Directors and staff members

Support a new volunteer Committee every year!

# History of the IPM

The First match was held in 1913 at Sunnybrook Farm, which is now Sunnybrook Hospital, in Toronto

The First match outside of Toronto was at University of Guelph in 1915

The match has been held every year since, across Ontario, with the exceptions of 1918, and 1942-1945 due to the war

the 2013 match in Perth County marked the centennial of the IPM

The First Wellington County Match was held in 1937 at Beatty Bros. Farm located in Fergus

The Second was at Jack M. Gilchrist Farm in 1968 located in Guelph

In 1984 J.D. Ross & Neighbouring Farms hosted in Teviotdale

Lewis & Mae Day & Morris Day, Erwin G. Musselman and Neighbouring Farms hosted in 2000 in Elora

# Background on the IPM

Since its inception, the match has attracted millions of competitors, exhibitors, and visitors from across Canada, the United States, and even Europe

It is the largest show of its kind in North America

Each Match is organized by a local Board of Directors, numerous committees, and supported by well over 1000 volunteers

Every match generates a Legacy fund to benefit the host County

# What Happens at the IPM?

## Plowing

Several types:

Modern Tractors

Vintage Tractors

Horse Drawn





# What Happens at the IPM?

## Queen of the Furrow

Contestants graded on agricultural knowledge and skill, plowing skill and ambassadorial skills

### 2015 - 2016 Ontario Queen of the Furrow

#### Kathryn Chant, of Grenville County

Before a packed crowd on Thursday, September 24, 2015, Kathryn Chant representing Grenville County, was crowned the 2015 - 2016 Ontario Queen of the Furrow. Kathryn faced competition from 23 other candidates from across Ontario.

Kathryn will spend the coming year travelling across Ontario representing the OPA and [IPM 2016](#).



# What Happens at the IPM?

## Banquets

Award banquet for plowing competitions, and Queen of the Furrow banquet



# What Happens at the IPM?

## Activities for Kids

Many children attend as part of class field trips, as well as coming with their families.





# What Happens at the IPM?

## Opportunities to Learn

Informative and historical displays are part of the Education Tent.



# What Happens at the IPM?

## Exhibitions

1000 acres of exhibitors, vendors, food stands, and entertainment





# What Happens at the IPM?

## Camping

The number of RV Park spaces booked each year averages 1500 trailers covering 100 acres..



# What Happens at the IPM?

## Quilting

The quilting committee starts to make the match blocks years in advance for the competitions.





# What Happens at the IPM?

## Antique Displays

Antique Tractors

Cars

Tools

Furniture

Signs

Local history

and more are put on display



# Numbers - People

- Average number of Visitors varies between 75,000 to 100,000 per year
- All age groups represented
- 2015 IPM in Finch attracted 84,000 visitors

# Numbers - Economic Impact

- The OPA Conducts Studies on a regular basis
- These studies have shown as high as \$20 million in local economic impact through tourism and event operations.
- 84% of past host community residents agreed that the IPM has increased the quality of life in their communities
- Buying power: for agri-business goods and services as well as farm equipment, visitors report annual expenditures of \$72 million

# Numbers - Legacy Funds

- 2008 Bruce County Legacy Fund: \$900,000
- 2010 St. Thomas Legacy Fund: \$550,000
- 2011 Prescott - Russell Legacy Fund: \$225,000
- 2013 Perth - \$350,000

These funds were reinvested into the local community



# A few of our Current Partners



Partners in Powerful Communities

# GET #CAUGHTBLUEHANDED

Organizers of the 2016 IPM in Wellington County are using blue mittens and social media to help promote this years event.

Perth-Wellington MPP Randy Pettapiece and the Ontario PC Caucus got [#CaughtBlueHanded](#) in Queens Park. We thank them for their support!



Great to see Perth - Wellington MP John Nater getting his colleagues in Ottawa excited about [#IPM2016](#). Thank you for your support!



# WHERE ARE WE RIGHT NOW!!

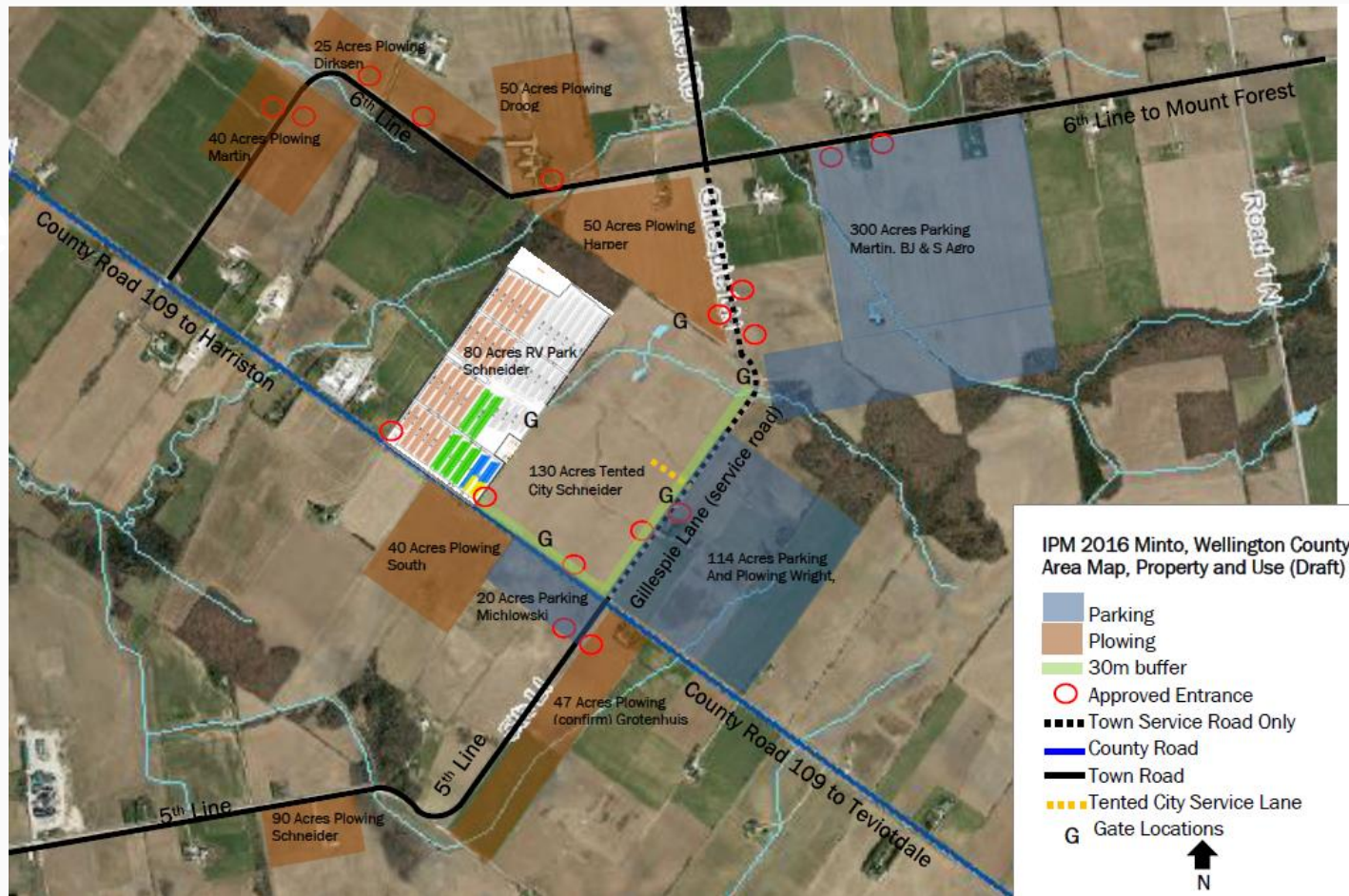


1. Half of 1200 RV Park Spots Sold
2. Quilt Show 135 entrants already
3. Kick-off Drayton Successful
4. Over 4,500 cook books sold
5. Nearly \$50,000 in souvenir sales
6. Tented City set up begins in July
7. RCMP Musical Ride; Jousting
8. Tickets on-line
9. Sponsorship Program
10. Auctioneer's Competition
11. Signage on County Roads





The





# MUNICIPAL SUPPORT FOR 2016!!



Your municipality is in the County Showcase Tent

- zip line, activities, County Hospitality and more!

Cash sponsorship opportunities exist; Ross Wilkie ([wlikier@wightman.ca](mailto:wlikier@wightman.ca) )

Also IPM 2016 would really appreciate:

1. Volunteers During the Match ([volunteeripm2016@gmail.com](mailto:volunteeripm2016@gmail.com) )
2. Opportunities for Service Clubs
3. Employee Crews for Setup or Labour ([tentedcityrvpark@ipm2016.com](mailto:tentedcityrvpark@ipm2016.com))
4. Picnic Tables, Equipment, etc. ([tentedcityrvpark@ipm2016.com](mailto:tentedcityrvpark@ipm2016.com))
5. Your support to potential sponsors and exhibitors ([Cathy@plowingmatch.org](mailto:Cathy@plowingmatch.org) )
6. Directional signs on municipal signs.
7. Attend! Buy Souvenirs! Have fun!