2026 Ames Main Street Farmers' Market Report

Every Saturday morning from May 2 - October 17, 2026

LET'S TAKE A LOOK!

1. Market Expansion

The Market expanded in 2026 not simply to accommodate more vendors, but to increase the number of people experiencing Downtown Ames and create additional opportunities for Downtown businesses.

92% of our survey respondents said they visited a downtown business in addition to visiting the market.





2. Regional Economic Driver

The Market is a regional economic driver. Visitors traveled from 29 communities to attend the Ames Main Street Farmers' Market, bringing new customers and potential customers into Downtown Ames each Saturday morning.

24 outdoor market days this season | 2 indoor holiday markets in Nov. & Dec.

3. Free Community Gathering Every Saturday

The Farmers' Market creates a free community gathering space where people can shop, eat, listen to music, participate in activities and connect with their community.

Live Music Every Saturday

36 Free Special Events & Activities

154,900 **Market Visitors this season**



4. Community Partnerships

2100 lbs. of produce donated to Reiman Gardens Give and Grow Program for local pantries.



Partnered with Destination Iowa State to give **$1500** to ISU Students who visited the Market.

Willaim Bliss Cancer Center partnered with us to give **$3175** for free fruits and vegetables.

We donated **116 items** through our Community Harvest Winter Clothing Drive.

5. Social Impact

The Market generated more than 1.6 million social media views this season extending the visibility of our vendors, sponsors and Downtown Ames well beyond Saturday morning.

181 Vendors
70 Vendors on the Waitlist
19 Community Non-Profit Vendors

16,514 FB Followers
2,216 IG Followers

1,639,230 million Facebook views

6. The survey says...

When asked how many times our survey respondents visited the market this season:

28% visited 1–3 times
45% visited 4–10 times
21% visited 11+ times
3% never missed a market!

90% visited downtown primarily for the market and 92% of those people went on to visit another downtown business.

7. A Consistent Weekend Destination

The Farmers' Market: More than a Market . It is a Saturday morning destination that brings people to the Downtown Ames, supports businesses, and creates a vibrant community experience.

