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Exhibitor Participation & Economic Impact of County Fairs in 2025

Currently, the AIF has 106 member fairs. 100 are actual "county fairs", 5 are community fairs and 4-H/FFA Achievement Shows, and one is the Iowa State Fair. (Note: this report does not include the Iowa State Fair, only county and regional fairs).

The primary focus of a Fair in Iowa revolves around the youth, furthering their education in their project areas, and providing an event that highlights the youth and their projects. Equally of importance is a Fair's focus on the history and culture of the community that the Fair serves. The following is taken from a mission statement of a county fair in Iowa. It summarizes the mission of all Iowa Fairs.

"The primary focus of the county fair is to serve as a showcase of the talents of the youth of the community by providing a means of education, exhibit and competition of the various livestock and non-livestock projects the youth are involved in. Society will also use the county fair to highlight the heritage of the community, and its ties to agriculture, industry, and businesses that are the backbone of the community."

While the focus of an Iowa Fair is the youth, all Fairs have a major economic impact on their community and the entire State of Iowa. For most communities with Fairs, the Fair week is the largest activity of their community. A Fair can draw visitors from a wide area, bringing much needed tourism dollars into the communities.

- Total reported attendance at the 105 County and Regional Fairs in 2025 was **2,229,629 people**.
- The total statewide economic impact realized from the 105 County & Regional Fairs in 2025 was **\$468,768,822**.
 - **Not included** in this figure is the economic impact realized by the sales of goods and services by fair vendors and businesses at the County Fairs, and the positive financial impact to the communities from motel stays, gas/fuel, restaurants and incidental purchases. Most Fairs do not require this information from their commercial exhibitors, and therefore it is not available to the AIF.

4-H and FFA Youth Involvement at County Fairs

- **In 2025, 66,948 livestock projects were entered by 17,403 youth**
Youth livestock exhibitors were down 4% from 2024, and livestock exhibits were down 1 % from 2024.
- **In 2024, 12,959 youth entered 47,189 non-livestock projects**
Youth exhibits were on par with 2024, as well as non-livestock exhibitors being on par with 2024 numbers.
- **A total of \$506,053 in premiums earned in 4-H/FFA competitions were paid to youth which was up slightly from 2024.**

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