



Rural Grocery Case Study:

Logan Super Foods



Store owner:
Dion Pit



Location:
Logan, Iowa

This case study series showcases rural grocery stores across Iowa, highlighting four small-town groceries, their histories, and what it takes to run a small grocery store in rural America. The Center for Rural Affairs provides one-on-one counseling to store owners in southwest Iowa and advocates for rural food issues across the state. Visit cfra.org/rural-grocery for more information.

Logan Super Foods

Logan Super Foods has been owned and operated by Dion Pit for the last 30 years. This local hub provides a place for community members to gather and socialize, as well as shop for groceries.

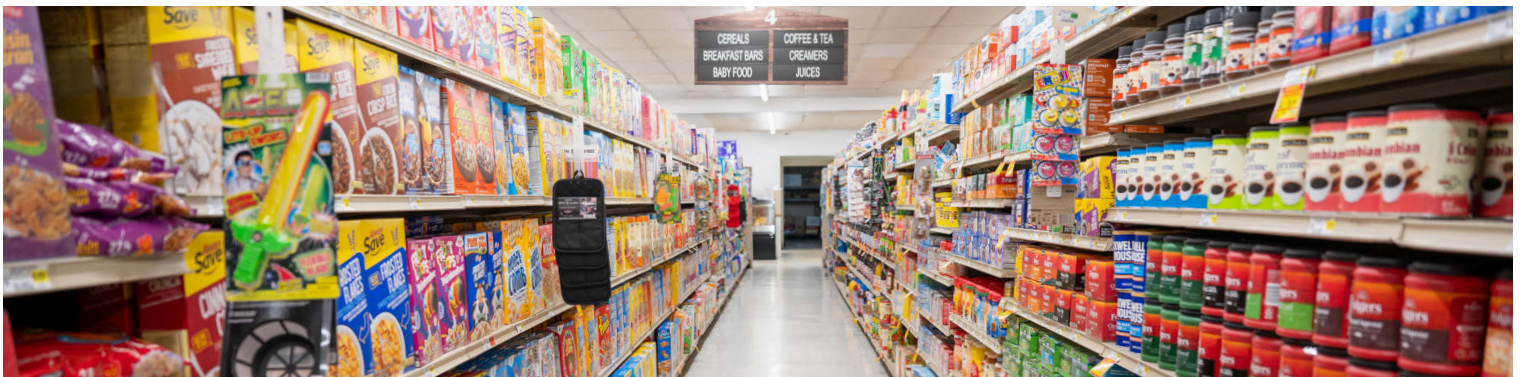
Dion provides a wide variety of products to serve his customers, including an assortment of meats, holiday treats, local baked goods, floral arrangements, and live plants in the spring. The deli counter offers shoppers hot lunches and serves around 60 customers each day.

Locally sourced goods

Dion knows his community values supporting local producers, so he works with small business owners and area farmers to offer a variety of locally sourced goods. He keeps his store stocked with locally raised meats, flour, barbecue sauces, seasoning mixes, and honey year-round, as well as sweet corn in the summer.

“ The people are what excite me the most about this work. Having lived here for so long, I know my customers well, and they make the day-to-day enjoyable.

–Dion Pit





The importance of keeping grocery stores in rural communities

Without Logan Super Foods, a drive of at least 10 miles would be required to reach the nearest full-service grocery store.

Communities with limited access to a grocery store often suffer negative health impacts. The elderly, disabled, and those with finite resources are more likely to be affected, as they may face challenges finding reliable or affordable transportation to reach stores in other towns.

According to the U.S. Census Bureau, more than 20% of Logan’s population are seniors. The grocery store in town improves their access to a wide selection of healthy foods.

Future financial challenges

Dion keeps a running list of repairs and updates, as he knows that improvements will ensure the store runs smoothly and lasts into the future.

“ I typically select one big project each year—a new parking lot was the focus for 2025. Our next project will be replacing some of the older freezers. —Dion Pit ”

The success of a grocery store also depends on employees to keep its doors open and shelves stocked. Rural grocers like Logan Super Foods face the constant challenge of maintaining staff.

“ Even securing part-time workers has been difficult in recent years, but we continue to prioritize our team here as much as possible to protect the longevity of our store. —Dion Pit ”



Preparing for business transition

Though Dion doesn’t anticipate retiring anytime soon, he has two co-owners prepared to take over when that day comes. As a critical component of successful business planning, this foresight helps secure the store’s future while reaffirming its place in the local community.

However, Dion says he will likely never fully retire and expects people will continue to see him around the store for the foreseeable future.

