

ChopLocal

Supporting Local Meat Producers Through eCommerce

ChopLocal is a family-owned business founded by Jared Achen, a fourth-generation farmer from Iowa. Growing up in agriculture and earning a degree in agribusiness, Jared had a vision to connect local farmers with urban consumers through a unified eCommerce platform.

Challenge

Create a multivendor platform that simplifies selling for small farms and complies with complex meat sales regulations in the U.S. Key objectives included:

- Enabling state-specific product availability
- Allowing pickup scheduling via a customizable calendar
- Displaying products based on customer location

Solution

Unlike conventional food eCommerce stores, ChopLocal required a comprehensive, multifunctional system designed to connect rural producers with urban buyers seamlessly. To achieve this, CS-Cart Multi-Vendor was chosen as the core platform. Our team at Simtech Development expertly customized the system, ensuring it aligns with ChopLocal's vision and delivers a scalable, efficient marketplace solution.



We wanted to make it easier for farmers and small businesses to grow their customer base, while helping buyers get quality products delivered to their homes

Katie Olthoff

Co-Founder of ChopLocal

✓ Legal Sales by State

The screenshot shows a web application interface for managing states. At the top, there's a header with a back arrow, a dropdown menu, and the title 'States'. On the right, there are 'Save' and '+' buttons. Below the header, there's a language selector set to 'English'. A pagination bar shows '1-10 of 55' items. The main content area is a table with columns: 'Code', 'State/Province', and 'Status'. The table lists three states: Alabama (AL), Alaska (AK), and Arizona (AZ). The 'Status' column for Alaska is highlighted with a green box and shows a 'Disabled' dropdown menu. To the right of the table is a search sidebar with a 'Country' dropdown set to 'United States' and a 'Search' button.

Code	State/Province	Status
AL	Alabama	Active
AK	Alaska	Disabled
AZ	Arizona	Active

U.S. meat producers must follow one of four inspection types:

- **State Inspection** — allowed to sell within their state only
- **Cooperative Interstate Shipment (CIS)** — permits sales in CIS-participating states
- **Federal Inspection** — allows nationwide sales
- **Retail Sales** — provides processing and resale across all states

To support compliance, we developed a “States” module:

- “Country” selector defaulted to the USA
- Multi-select “States” field on product creation/edit pages
- Full support for import/export and bulk editing
- Easy search of official state names.

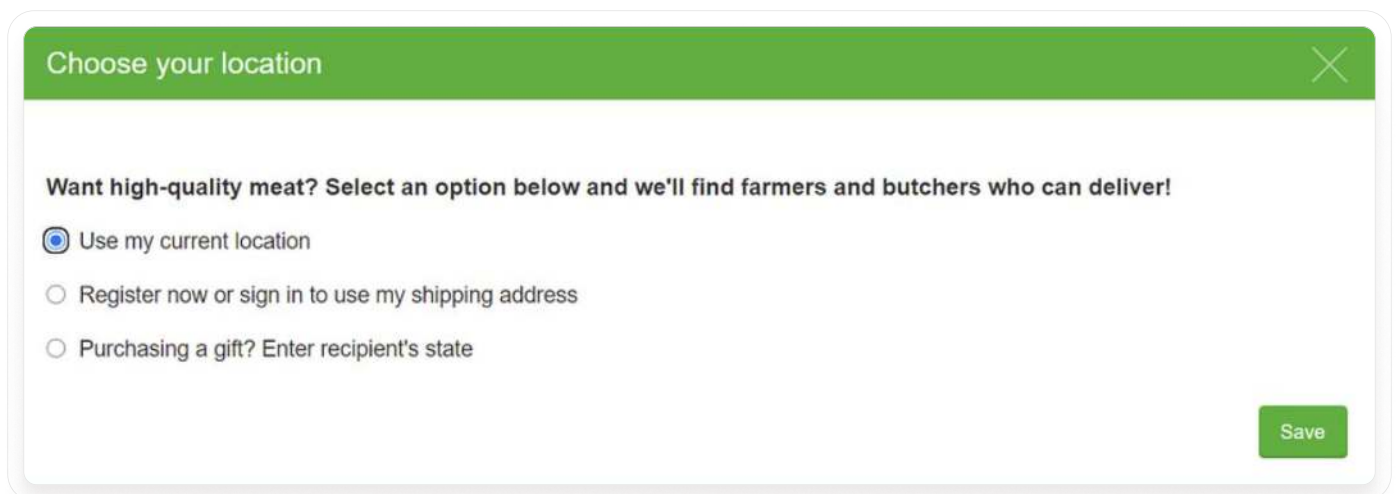
✓ Pickup Calendar

Farmers required control over pickup schedules and order limits to streamline operations. To meet this need, we developed an intuitive, user-friendly calendar, enabling sellers to manage availability, set order restrictions, and offer customers a seamless scheduling experience:

- Define lead time before pickup availability
- Mark pickup dates (green = available, gray = blocked)
- Select workdays, time slots, and max order count per slot

Once a slot reaches capacity, it is automatically hidden from the checkout.

✓ Location-Based Product Availability

A screenshot of a web application modal titled "Choose your location" with a green header bar and a close button (X) in the top right. The main content area is white and contains the text "Want high-quality meat? Select an option below and we'll find farmers and butchers who can deliver!". Below this text are three radio button options: "Use my current location" (which is selected), "Register now or sign in to use my shipping address", and "Purchasing a gift? Enter recipient's state". A green "Save" button is located in the bottom right corner of the modal.

To show only locally available products, we implemented a geolocation pop-up on the homepage:

- **Use my location** — Google Maps API detects user region
- **Login/Register** — region taken from shipping address
- **Manual entry** — users can select a state manually

✓ Search Adaptation

Buyers only see products from vendors that are legally permitted to sell in their state.

Convenience and proximity are the pillars of our marketplace. That's why we implemented location-based filtering to connect customers with nearby farmers.

Jared Achen

Founder of ChopLocal

Results



ChopLocal has evolved into a legally compliant, intuitive marketplace equipped with advanced pickup scheduling and regional product filtering. It empowers local meat producers, expands their market reach, and provides customers with a streamlined and efficient purchasing experience.

Thinking of Building Your Own Marketplace?

If you're selling farm products online but lack the right tools to scale, let's talk. Our experts will advise you for free on how CS-Cart can help bring your marketplace vision to life.

Let's discuss your idea

About the Company

Simtech Development is an end-to-end eCommerce solutions provider. Since 2005, we've been building cross-platform applications, auditing user experience, optimizing infrastructure, and integrating systems to automate and grow online businesses.

✓ Key Capabilities

- Scalable development teams
 - Full-cycle digital transformation
 - Best-in-class eCommerce practices
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We understand the unique challenges of agricultural eCommerce. Our team builds tailor-made marketplaces to streamline operations, enhance user experience, and support long-term growth.

✓ Services Offered

- Website architecture design
- Mobile app development
- Marketplace MVP development
- UI/UX design
- System integration
- Quality assurance
- Custom marketplace development

Your business deserves the best. Let's build something great together

Contact us to

Get started