



The Produce Box: CED VMS Connections for Success

What is The Produce Box?

The Produce Box delivers fresh and local produce all over North Carolina. Members purchase 2 million pounds of produce every year and support more than 70 local farmers. We make it easy to EAT LOCAL!

“CED is all about creating connections. Connections that result in opportunities to learn, to lead, to engage, to follow, to think, to create and to converse.”

– **Courtney Tellefsen,**
Founder of The Produce Box



Why VMS?

“I joined the VMS Mentor program in 2014, which was helpful in getting me to think big picture and begin to analyze my business through the lens of experienced mentors.

One of the VMS mentors graciously connected me with other food companies in 2015, as well as businesses in the same stage of growth as my company and even a part-time CTO who works with us now and is taking us to the next level of our custom software.

Connections through CED have helped me in revamping our sales and marketing division as well as talking me through the data analysis that will help us understand customer trends and help us to make good decisions for the future.

Each connection is made thoughtfully and intentionally by the staff at CED, dedicated to helping ensure the success of their members.”

For more information about The Produce Box, visit <https://www.theproducebox.com/>