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Isaac M. O'Bannon • Sep. 10, 2012



North Carolina mom Courtney Tellefsen wanted to move her family in a more “local produce” direction five years ago, but getting her two young children to the farmer’s market was no easy task. After a few failed attempts, she reached out to several hundred families in the Raleigh area, to see if they’d consider having local produce delivered to their homes.

The article quotes her as saying: “I wanted to make it easier for myself and my family to eat local,” she said. “About 25 families got back to me saying, ‘yes.’ ”

After about five years of work, Tellefsen is the founder of [TheProduceBox](#), which has 150 employees, most of whom are working moms. Its clients are more than 7,000 families throughout the state. She and The Produce Box gained the attention of

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The full article is at:

<http://smallbusiness.foxbusiness.com/entrepreneurs/2012/09/07/small-businesses-get-tips-from-facebook-and-american-express-open/#ixzz261gZ1L5W>

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