

Dear Entrepreneur,

Thank you so much for completing this survey! By participating you will be helping us to learn which products and services Berkshire-based businesses are currently importing so that we can start to identify opportunities for ‘import replacement.’ What’s import replacement, you ask? Import replacement is when a region starts to produce locally some of the products or services that it has been importing from elsewhere—thereby harnessing local resources, shortening supply chains, creating jobs, and increasing the success of local businesses.

This a short guide to help you fill out this survey, which has four major questions: two about the products you purchase and two about the services you purchase.

- **Products** might include furniture, clothing, canned food, ingredients, equipment, fuel, paper, materials such as compost or timber or seeds...

- **Services** might include insurance, banking, contractors, plowing, excavating, gardening, waste removal...

- If you do not know if the products and services you buy are produced in the Berkshires (locally) you can just write the name of the business you buy them from.

- If you do not know if the business that you buy from is based on Berkshire, then you can just write the name of the business.

- If you do not have exact numbers for how much you spend each year on certain products or services that’s ok! Please estimate to the best of your ability. This will give us a sense of the amount of demand for certain products and services.

At the end of the survey we ask you to provide details about your business such as your address, number of employees and estimated revenue. This information will give us some context for your answers and help us as we analyze the survey results; they will not be shared publicly.

Please share if you can.

We hope that this guide makes the survey easy for you, and that taking the survey sparks your thinking about what you buy and where it comes from! Please email Sarzah at

[syeasmin13@simons-rock.edu](mailto:syeasmin13@simons-rock.edu) or call Alice at 413 528 1737 with any questions.