Food has been one of the key areas of this new consumerism and new consumer consciousness. When I drink my coffee or you drink your tea or eat my banana, you know, it comes with an ethos, comes with a package, a labour process has made it, it’s has been produced ecologically, sustainably more or less. It’s you know, been grown in bio-diverse circumstances or in large mono-culture estates using huge amounts of pesticides. So food is literally us consuming the world, literally consuming the world. But that’s partly because, as I always say in my poor joke, actually one of the, part of the dynamics of the modern food supply chain is less concerned about saturated fats than about saturated markets. The market is literally saturated. They’re more concerned about internal competition within the supply chain, the dynamics within, between and up and down the sectors of the food supply chain, squeezing each other, eating, nibbling off each other, pouncing, killing each other. That dynamic is actually much more important than serving the consumer. And I think one of the bits, you know if I’m self-critical about what my colleagues and I have been involved in, I would say actually I think partly, we have helped refine capitalism. We have been brilliant at articulating a new view of consumerism, we’ve been brilliant at helping articulate a new market, called real food. They’ve delivered crap - to use that good academic, scientific word - garbage, unspeakable quality of food and we’ve said well, what about the real thing actually, what about food without pesticides, what about real chocolate, what about organics, what about an ethical banana, what about... you know. So we’ve actually helped create new niches. It’s very, very ironical.