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Born 1970

It comes down to your knowledge of the agricultural system, but customers don’t want to know that, customers don’t want to know that at all.

What do customers want?

Customers want, they are interested from when they see it in the pack to what it delivers once they’ve eaten it, and they’re interested in the bit in between that. They don’t want to know that that’s a dead body sitting in front of them, they don’t. And particularly our culture, the British culture doesn’t want to know that. And my own theory for it is that we’ve moved so away from a rural environment and that the majority of the population live in a town, you know, they don’t really see a live chicken on a day to day basis anymore and therefore they’ve become squeamish about dealing with the consequences of that and they’ve become disassociated with it. And, you know, they always say ‘Oh, Britain’s a nation of animal lovers’ and things like that. Well maybe we are but people really don’t want to know, and when they think about it they’re put off eating it. So they don’t really want to know about that.