**Layman’s abstract (<75 words)**

International findings were that red meat is a probable cause of colon cancer, while processed meat directly influences colon cancer risk. South Africans have increased their meat purchases over the past decade, especially in terms of chicken. There is a lack of information regarding processed meat purchases. As processed meat is more affordable, soaring food prices could result in an increase in processed meat consumption. This could contribute to an increase in colon cancer risk.

**Tweet (<140 characters)**

Eating red and processed meat and developing colon cancer are related. This relationship is stronger for processed meat which is often cheaper than red meat.