

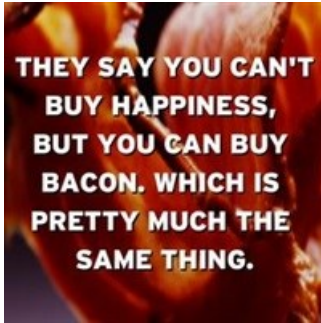
# Bringing home the bacon



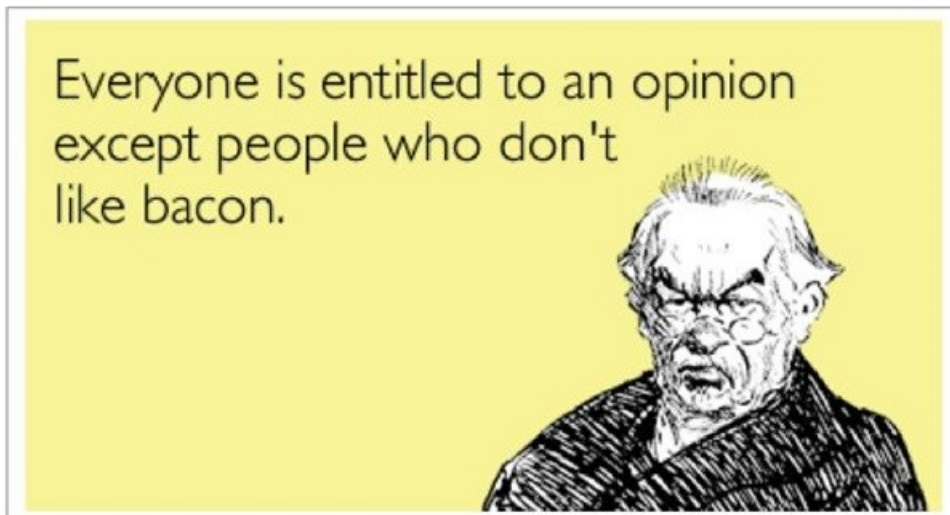
By Louise Marsland

30 Oct 2015

I learned something this week: people don't fear death, as long as there's bacon. Not since the *New York Times* put peas in its guacamole recipe or Professor Tim Noakes told us to eat more butter, has there been such an outcry over food.



[Warning: vegetarians, this article contains pictures of bacon and pigs waiting to become bacon.]



Some of the best righteous indignation came from mainstream media as well as social media when, dare I say it, the World Health Organisation (WHO) reported that BACON and other processed meats, including BILTONG, cause cancer.

The world was not having it. They want their bacon and they will eat it. "We've all got to die sometime," read one tweet. A lament on NewsThump, stated, "I would sooner a short life filled with bacon and happiness than a long life of misery caused by lentils."

The brilliant article from [NewsThump](#) all but summed up the collective angst of the world on learning that one of everyone's favourite foods, idolised by gluttons and banterers alike, can cause cancer and suggested the WHO may want to shove their findings where the sun don't shine.

"The World Health Organisation (WHO) today announced that bacon and other processed meats are carcinogenic, and added them to the same list as alcohol, cigarettes and anything else that might bring you a snippet of joy in this otherwise cruel and desolate world." I couldn't have said it better.

Journalists wrote stories, Twitter started a hashtag. #Freebacon starting trending globally, as well as #Jesuisbacon in reference to #JesuisCharlie in support of *Charlie Hebdo* magazine that was targeted by extremists earlier this year.

“ if processed meats are cancer causing, is eating at [@Arbys](#) now a symbol of rebellion?? [#freebacon](#) [#JeSuisBacon](#)- Jason Spicer (@ValpoJ) [October 29, 2015](#) ”

Turning up the heat, there was even a bacon 'ribbon' shared on Facebook: "Post this ribbon to support Fearmongering Awareness. And then, eat your damn bacon. It's not going to kill you that much faster than anything else."

Serious stories were written by publications like *Newsweek* and [The Guardian](#). As columnist JC Johnson wrote in *The Guardian*: "Maybe bacon causes cancer. So does sunshine. Everything that might possibly sustain us and bring joy to our lives only hastens our inevitable deaths... Something is going to kill you. Life is about what happens before that."



While [Newsweek Europe](#) reported that politicians, butchers and the world's oldest person have rejected a WHO report linking red meat to cancer, they did carry comments about "everything in moderation".

According to Reuters analytics, negative tweets rejecting or questioning the WHO report, outnumbered positive feedback by seven to one, reported [NDTV](#). One tweet I noted even suggested "giving up" science in favour of bacon.

“ "I told you we would win..." [#FreeBacon](#) [pic.twitter.com/FaYvNNbAWg](#)- Mo (@VelikiMo) [October 26, 2015](#) ”

“ "I want to kill myself" starter pack: [#OMS](#) [#FreeBacon](#) [pic.twitter.com/t6zk8AzQDy](#)- Ángel J. (@AngelBroMa) [October 26, 2015](#) ”

“ We're all going to hell. [#FreeBacon](#) [https://t.co/zMPQR0m2jH](#) [pic.twitter.com/qOU9YEaD4Q](#)- Laura Martínez ® (@miblogestublog) [October 26, 2015](#) ”

Forget Lady Gaga's meat dress statement, even bacon brassieres added sizzle to the debate!

“ [#FreeBacon](#) Shame on you, OMS [https://t.co/IMMNJHjT2l](#) [pic.twitter.com/0xrjRJQ2KD](#)- NoPuedoCreer (@NoPuedoCreer) [October 26, 2015](#) ”

And a bacon-scented soap was defended...

“ [#FreeBacon](#) You can bathe and smell like it all day....

[#RealProduct pic.twitter.com/tEbklb4iyI](#) - Sarah Baker (@IamBakeryum) [October 26, 2015](#) ”

The best commentary on the topic was summed up by [International Business Times](#), which served up the meatier tweets from around the world.

Mmmm, think I'll make my bacon and tomato quiche this weekend!

## ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).

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