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THE CLAIMS:

1. A meat mimetic food product comprising one or more phycobiliproteins, in an amount sufficient to visually confer a pink or red colour to the food product, and which affords a visual colour change upon cooking of the food product to an internal temperature in the range of about 50-95°C.
2. The meat mimetic food product according to claim 1 wherein the visual colour change occurs upon cooking of the food product to an internal temperature in the range of about 60-85°C.
3. The meat mimetic food product according to claim 1 or 2 wherein the one or more phycobiliproteins comprise phycoerythrin in an amount of at least 50%, preferably at least 70% or at least 90%, or at least 99% of all phycobiliproteins on a w/w basis.
4. The meat mimetic food product according to any one of claims 1-3 wherein the one or more phycobiliproteins are present in the form of an extract, purified or at least partially purified isolate from an algal source.
5. The meat mimetic food product according to claim 4 wherein the algal source is a species selected from Rhodophyceae, Cyanophyceae and Cryptophyceae,
6. The meat mimetic food product according to any one of claims 1-5 wherein the phycobiliprotein is chelated to iron, preferably phycoerythrin chelated to iron.
7. The meat mimetic food product according to any one of claims 1-3 wherein the one or more phycobiliproteins are present in the form of whole or macerated algae.
8. The meat mimetic food product according to claim 7 wherein the algae is a species selected from Rhodophyceae, Cyanophyceae and Cryptophyceae,
9. The meat mimetic product according to any one of claims 5-8 wherein the algal source or algae is selected from *Porphyridium* sp., *Rhodochaete* sp., *Hildenbrandia*

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sp., *Erythrotrichia* sp., *Rhodella* sp., *Rhodospirillum* sp., *Arthrospira* sp., *Fremyella* sp. or *Rhodomonas* sp.,

10. The meat mimetic product according to claim 9 wherein the algal source or algae is *Rhodomonas salina*, preferably *Rhodomonas salina*, CS-174.
11. The meat mimetic product according to any one of claims 1-10 wherein the phycobiliprotein demonstrates a 50% absorbance reduction of $\lambda_{\max}$ in the range of about 50-95°C.
12. The raw meat mimetic product according to claim 11 wherein the phycobiliprotein demonstrates a 50% absorbance reduction of $\lambda_{\max}$ in the range of about 60-85°C.
13. The meat mimetic product according to claim 11 or 12 wherein $\lambda_{\max}$ is in the range of about 540-570 nm.
14. The meat mimetic product of any one of claims 1-13 wherein the phycobiliprotein is phycoerythrin and exhibits a 540-570 nm to 495-503 nm UV/visible absorbance peak ratio of at least 1:1, preferably at least 3:1, or at least or at least 7:1, or at least 10:1, preferably only single peak at 540-570 nm, more preferably at 550-565 nm.
15. The meat mimetic product of any one of claims 7-14 wherein, the algae is included in an amount of 0.1 to 20% w/w on a dry weight basis, preferably 0.1 to 10% w/w, more preferably about 0.1 to 5% w/w.
16. The meat mimetic product of any one of claims 7-15, wherein the algae has a phycoerythrin content from about 1-150 mg/g dry weight, preferably 5-50 mg/g.
17. The meat mimetic product of claim 15 or 16 wherein the algae is included as whole or macerated algae, which can be wet or dry.
18. The meat mimetic product of claim 17 wherein the algae is added as a wet biomass having a concentration of about 0.1% w/w to about 95% w/w in water or culture

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medium.

19. The meat mimetic product of any one of claims 1-18 comprising a non-animal protein source, one or more carbohydrates, one or more fats and oils, one or more flavour components and water.
20. The meat mimetic product of any one of claims 1-20 comprising a protein source is a plant based protein selected from soy, faba bean, pea, wheat, chickpea and mungbean protein.
21. The meat mimetic product of any one of claims 1-19 which is a chicken, beef, lamb, veal, pork, goat, kangaroo or fish/seafood mimetic product.
22. The meat mimetic product of any one of claims 1-21 which is a ground or shredded meat product, or a formed or shaped meat product.
23. The meat mimetic product of any one of claims 1-22 which has been cooked to an internal temperature in the range of about 50-95°C, preferably 60-85°C.
24. Use of one or more phycobiliproteins in the preparation of a meat mimetic product according to any one of claims 1-23.