Strengthening governmental institutions is crucial to ensuring durable poverty and hunger reduction. Public policies have the power to induce long-term changes in communities and societies and to achieve larger scales than aid interventions. In this research, we discuss the trilateral institutional arrangement set up to diffuse food security policies - the Centre of Excellence against Hunger (WFP CoE). The WFP CoE is an organization that combines the expertise and capillarity of the United Nations World Food Programme (present in 80 countries) with Brazil’s successful experiences in curbing poverty and hunger. In this research we first analyze Brazilian strategies successfully deployed to fight poverty and food insecurity, particularly in rural areas. We then discuss the cooperation mechanism designed to share those experiences with other developing countries. We do that by means of archival research and open-ended interviews with Brazilian and UN officials. One of the pillars of Brazilian policies is its national school feeding programme (PNAE), which provides about 40 million children with nutrition-sensitive meals. Another pillar is the Food Acquisition Program (PAA), a public procurement program aimed at boosting family farming and supporting school feeding. Governments of 30 countries have already elaborated policies and strategies with technical support from the WFP CoE and based on what they have learned about the Brazilian Strategy, more specifically, about the National School Feeding Program. Our findings show that the unique institutional configuration of the WFP CoE brings a new approach to cooperation for policy innovation that responds to some of the critiques made to traditional North-South cooperation – especially that it transfers policies to social and political contexts completely different from those wherein they had been created. It also focuses its intervention on strengthening governments’ institutional capacities and creating a network of South-South cooperation. However, this same configuration poses challenges for the sustainability of the WFP CoE, such as financial dependency on the Brazilian government.