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**Effects of meso-institutions on food policy: a case study in Brazilian dairy sector**

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**Abstract**

This study analyzes the influence of established meso-institutions on the effectiveness of new food policy. Combining a Difference-in-Differences approach with matching, in a fine-grained set of Brazilian micro-data on cow milk quality, we investigate the effects of the translation function of a meso-institution in the implementation of food policies. The results demonstrate a meso-institution increasing the implementation effectiveness of a food policy, and highlight a sequential logic of policy implementation from institutional (first-order) to technology and size (second-order) effects. The paper does not only contribute to theory and practice, but also implies in policy contributions, advocating that any regulation must be initially translated, and then enforced and monitored, to succeed.

**Keywords** : implementation of regulation, effectiveness of rules, institutional effects