Julie Guthman is a geographer and professor of social sciences at the University of California at Santa Cruz where she teaches courses primarily in global political economy and the politics of food and agriculture. She has published extensively on contemporary efforts to transform the way food is produced, distributed, and consumed, with a particular focus on voluntary food labels, community food security, farm-to-school programs, and the race and class politics of “alternative food.” Her publications include two multi-award winning books: Agrarian Dreams: the Paradox of Organic Farming in California and Weighing In: Obesity, Food Justice, and the Limits of Capitalism. Her newest research is examining how knowledge of the intergenerational effects of toxic pesticides is shaping grower adoption of and farmworker perspectives on alternatives to methyl bromide in California’s strawberry industry.