

the **TOMATO** as cultural object and culinary experience



Marriott Hall Atrium  
October 30, 2014

5:00pm Small Bites Reception  
5:45pm Keynote  
6:45pm Discussion with Chefs  
Kim and Ambarish Lulay

KEYNOTE

*Edible Memory: How Tomatoes Became Heirlooms*

How did tomatoes become heirlooms? How do the stories we tell each other about the past shape the food we eat? As countless varieties of edible plants vanished permanently from the face of the earth in the 20th century, people also worked hard to preserve the biodiversity of the backyard vegetable garden. A major consequence of this work is the emergence of “heirloom” food—varieties of produce left behind by modern agriculture, but now experiencing a striking resurgence. The tomato is an ideal example with which to examine the phenomenon of “edible memory”—the infusing of food with connections to the past, in ways both intensely personal and inherently social.

*Jennifer Jordan is Associate Professor of Sociology and Urban Studies at the University of Wisconsin-Milwaukee.*

