

Nashville Farmers' Market

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Dynamic mural series highlights food waste awareness

*Nashville Farmers' Market partners with Urban Green Lab, Arts & Business Council
of Greater Nashville and local artists for mural series*

Tuesday, June 3, 2025: Nashville, TN - Nashville Farmers' Market, Urban Green Lab and the Arts & Business Council of Greater Nashville have partnered on a grant-funded opportunity to bring awareness to food waste and sustainability practices through a new mural at the farmers' market. Nearly 30 local and national artists submitted applications to be considered for the project in an RFQ process that began in February. Applicants shared portfolios, artist statements and a short narrative regarding their ideas for the mural and its significance and relation to the theme. From the pool of applicants, three finalists were selected to create a mural proposal with one final winner - local artist Jamal Jenkins - aka Woke3 - declared in early May.

The 8' x 20' mural will be installed at the Nashville Farmers' Market with the headline "Food is our Past, Present, and Future. Waste Less." to inspire shoppers, visitors, and neighbors to reduce food waste. The theme honors the market's long and storied history while celebrating its current identity as a diverse community food hub, reflecting the backgrounds of its vendors and patrons. The future is both a nod to the possibilities of the market's future and a reminder of the opportunities the Nashville landmark offers as a public food system hub where equity flourishes.

Muralist Jamal Jenkins began his journey as an artist in 2006 when his brothers introduced him to hip hop, rap and graffiti, which inspired him to discover new artists and begin his own artistic journey. "The energy in music - combined with my newfound love for graffiti - sparked something powerful within," says Jenkins. "I realized I didn't just want to paint walls - I wanted to speak through them, connect meaningfully with my community and leave an impact."

"We are honored to work alongside Jenkins to bring awareness to food waste in our community," says Courtney Cotton, marketing manager at the Nashville Farmers' Market. "Each year, more than 200 pounds of food per person are wasted, equating to \$161 billion. By shopping local, customers support a community model where transit time from farm to table significantly decreases, leading to less spoilage, reduced greenhouse emissions and decreased food waste overall."

“Creative expression is a powerful tool for social change,” says Jill McMillan Palm, Executive Director of the Arts & Business Council of Greater Nashville. “We are honored to partner with Urban Green Lab on the Waste Less mural series to facilitate another exciting example of how artists can inspire behavior change and build community around shared values like sustainability and equity.” Todd Lawrence, Urban Green Lab's Executive Director, additionally chimed in: “The Waste Less Mural Series is about reducing food waste in all the places where we learn, work, and live. It's about encouraging Nashvillians to make a positive impact on the planet from their own dinner plate.”

The project will begin installation in June and will be completed and revealed at the market's Watermelon Festival on Saturday, August 16.

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About the Nashville Farmers' Market

The Nashville Farmers' Market, founded in 1801, is located in the urban core of downtown Nashville adjacent to the Tennessee State Museum and Bicentennial Mall State Park. The year-round market, featured in *The New York Times*, *Southern Living* and *Food Network*, provides retail space to farmers, artisans and small businesses. The facility includes two covered open-air sheds, a 24,000 square-foot garden center, a culinary incubation center and international food hall that includes more than 30 restaurants and shops.

The mission of Nashville Farmers' Market is to curate an inclusive destination marketplace that fosters a connection between the community and the farmers, foods, and artisans who contribute to the region's food system. For more information, visit nashvillefarmersmarket.org.

About Urban Green Lab

Urban Green Lab is a 501(c)3 nonprofit founded in 2009 by Nashville residents who believed education is key to achieving sustainability. Urban Green Lab exists to guide communities in sustainable living. Urban Green Lab trains and educates in places where culture begins to assist Nashville in making decisions that thoughtfully meet the needs of society today without compromising the ability of others to meet their needs in the future. Urban Green Lab envisions a Nashville where everyone has access to opportunities for learning about sustainable living. Since 2016, Urban Green Lab has housed the Nashville Food Waste Initiative with partners at Natural Resource Defense Council and the Environmental Law Institute that bring together sustainable calls to action and public arts in unique projects like the Waste Less mural series. Learn more about at urbangreenlab.org

About Arts & Business Council of Greater Nashville

The Arts & Business Council of Greater Nashville (ABC) is an independent 501(c)3 nonprofit that leverages and unites the unique resources of the arts and business communities to create a thriving, sustainable creative culture in Nashville.

Since 2006 ABC has been the region's hub for building more sustainable creative businesses in our region. Through seven main programs: Volunteer Lawyers & Professionals for the Arts, Education for the Creative Community, Periscope: Artist Entrepreneur Training, Arts Board Matching, Fiscal Sponsorship, Project Management and Creative Advantage, along with multiple other unique resources and opportunities, ABC provides entrepreneurial education and capacity-building resources to more than 8,000 individual artists, arts nonprofits, creative businesses, and arts enthusiasts annually.

For more information, visit abcnashville.org