

Filling the Pantry: Unwrapping Food Packaging History

Heritage
Week 2026

Purity Raspberry Jam

2011.213.001



Artifact

Established in 1932, the Pacific Co-operative Union helped Fraser Valley farmers—many of Japanese descent—process and sell their fruit crops.

The main plant in Mission processed berries, then later vegetables and jams, like this jar of Purity Brand Pure Red Raspberry Jam.

Operations ceased in 1973, and the Cooperative was formally dissolved in 1984.

History

Economic pressures from the Great Depression and wartime rationing led companies to rebrand with simplified logos, primary colours, and functional designs.

In the 1940s, dye rationing forced further simplification. Brands competed to stand out with visually impactful, recognizable designs.

Post-war, designs trended towards using brighter colours and bolder designs than ever before.

Virtual Exhibit by the Mission Museum