

- SHOP HYGIENE

a learning element for staff of consumer cooperatives

international labour office, geneva

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**MATCOM**  
**Material and techniques for cooperatives management training**

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In collaboration with cooperative organizations and training institutes in all regions of the world, MATCOM designs and produces material for the training of managers of cooperatives and assists in the preparation of adapted versions for use in various countries. MATCOM also provides support for improving the methodology of cooperative training and for the training of trainers.

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# SHOP HYGIENE

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#### HOW TO LEARN

- Study the Element carefully.
- Give written answers to all the questions in the Element. This will help you not only to learn, but also to apply the knowledge in your work at a later stage.
- After studying the Element on your own, discuss it with your instructor and your colleagues, then take part in the practical exercises organised by your instructor.

#### TRAINER'S NOTES

are available for this Element. See the Trainer's Manual.

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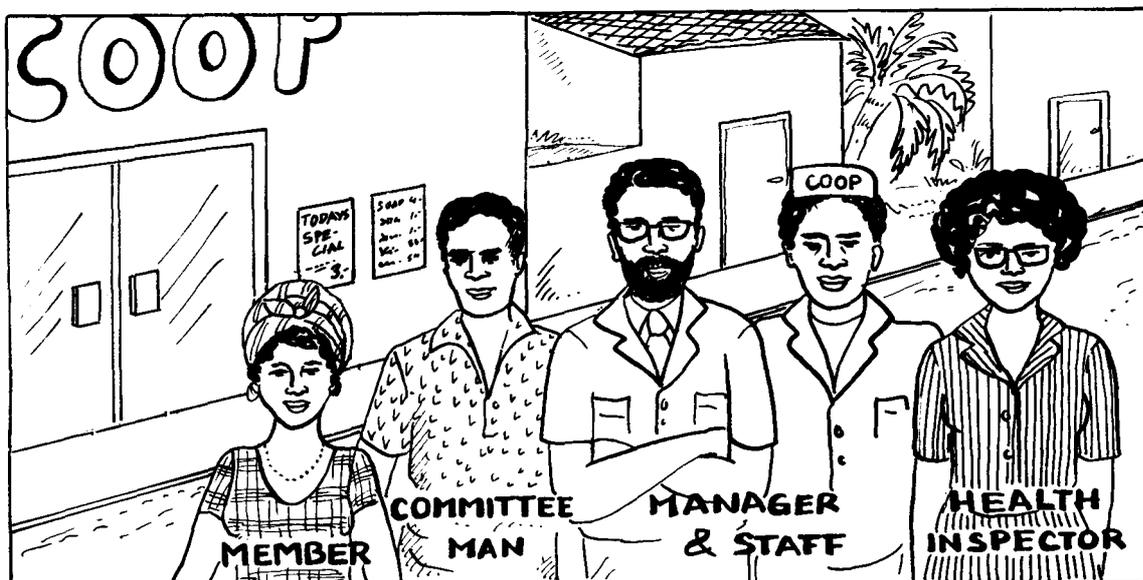
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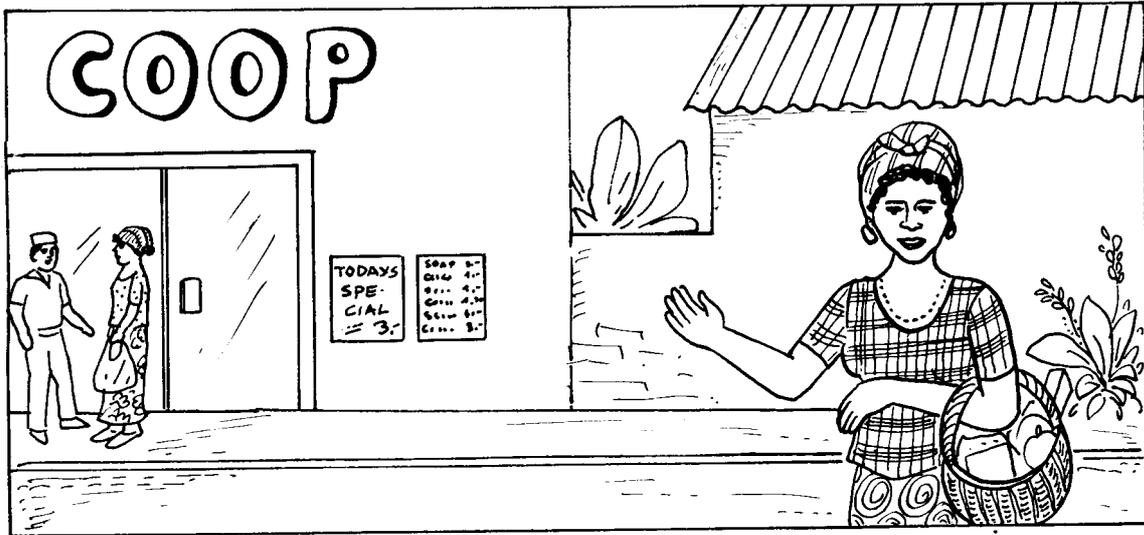
## INTRODUCTION

- Why do some shops appear neat and clean and others dirty?
- What about your shop? How does it look? Is it the cleanest one around - inside and out?
- Hygiene means a system of cleanliness to preserve health. What is the system in your shop? How do you keep things clean and orderly?
- What about bacteria - "invisible dirt"? Are there any bacteria on the foodstuff you are selling?
- What do you know about the spread of disease by bacteria from people's hands and by contact with sick people? What about pests - flies, cockroaches, rats?
- What are your ideas about cleanliness? As a shop assistant, do you think it is hard to keep the shop clean and in order, or is it a simple job?

Read in this booklet what some people in a co-operative shop have to say about this problem. Perhaps their comments can be useful to you, in your own work.



## THE CONSUMER/MEMBER



First of all, we ask Mrs Bari - a regular customer - why she prefers this shop.

"Why do I prefer this shop? Well, I can tell you. Look around. This is a nice place, a clean place. You can see it immediately. No litter in front of the shop, no scrap, it's tidy. You go inside, it's the same. This is the cleanest shop in town. That's why I like it.

"You should see some of the other shops here. All kinds of goods mixed on the shelves, dust, dirt and flies all over the place. And the staff, they have no ideas about hygiene. I don't like to buy anything from those places.

"At home I am very fussy about cleanliness. When I cook, I work in a clean kitchen. I use clean utensils and clean foodstuff. So what I buy in the shop must be absolutely clean, of course. What would happen if I picked up some infected or polluted stuff from a shop - how terrible!

"But I know that this shop is all right. It looks clean and it is clean. I can trust the staff here. They would never touch any foodstuff with dirty hands.

"That's why I always come here."

## THE COMMITTEEMAN



This is what the Chairman of the Committee wants to say about cleanliness and hygiene in their retail shop:

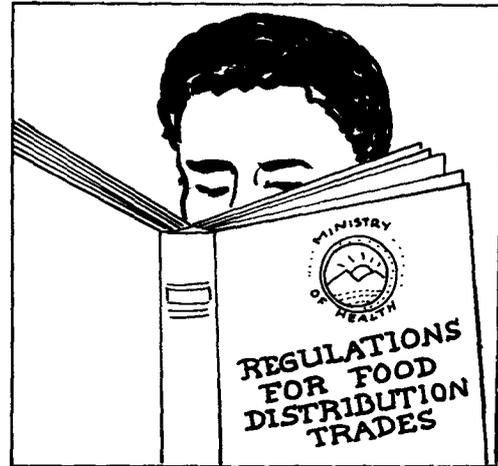
"It is true that we often receive compliments about our shop. People say it is tidy, nice and clean. We are, of course, very happy and proud to hear that. But I want to point out that the compliments should be addressed to the shop manager and his staff. They are the people who carry out the work. The shop is only clean because of their interest and efficient work.

"Let me also tell you about the role of the management committee in regard to hygiene. We also have a definite responsibility here. Suppose, for instance, that we had employed a manager who did not keep the shop clean. Suppose his staff ignored all the rules for proper sanitation. Our members would never accept such a situation. They would complain, with every right! And it would be the fault of the Committee in the first place, for allowing this to happen.

"As you know, there are laws and regulations about hygiene in grocery shops. The Ministry of Health has Inspectors who go and check up on the stores.

This is good - it is all done to protect the consumer. And this is also a major aim of our co-operative - to protect the consumer. Remember that this shop is owned by consumers. It

was started by people who wanted to buy good quality goods at fair prices. Obviously they also expect their shop to be clean. They don't want to pick up diseases from dirt in their own shop!



"But it is difficult to maintain cleanliness if you don't have proper facilities and resources. I have already mentioned how essential it is to have good personnel who recognise the importance of cleanliness not only in the shop, but for themselves. But in some places it's almost impossible for the staff to keep up sanitation because of inadequate buildings, fixtures (counters and shelves), washing facilities, and so on. All these ought to be constructed and organised in such a way as to facilitate cleanliness.

"This, again, is a matter for the Committee. In our co-operative the Committee has tried to make the work for the shop staff easier in many ways. I will give you some examples.

#### The building

"When we took over this building some years ago, it was rather easy to make a nice shop of it, with a large selling area, a storeroom and an office. We were so happy to have found this house that we forgot to think about one important aspect - facilities for cleaning. We realised

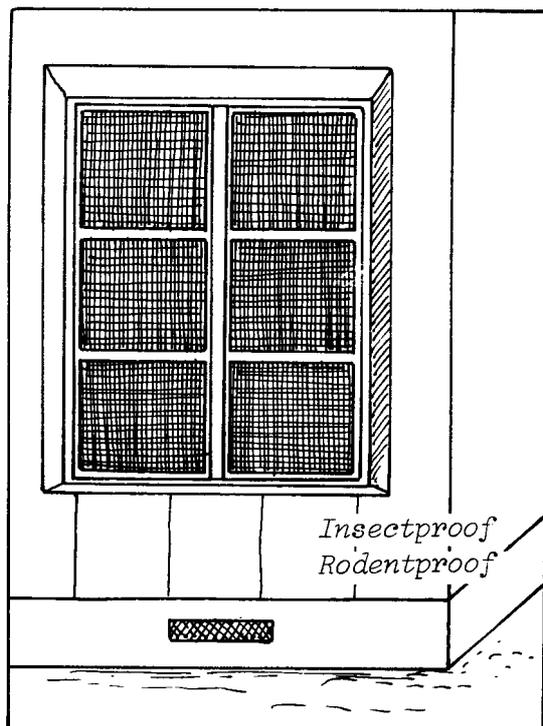
soon afterwards that it was very difficult to keep the shop clean. It was almost impossible to keep insects and rats outside, for instance. And the old floor and counters took hours to scrub. The staff had to carry water from outside. We realised that we had to do something about all this right away, and today we don't regret spending some money on a restoration. I'll tell you what we did.

### Pest-prevention

"First, we tried to make sure no pests or insects could get into the shop. We checked the whole building carefully and sealed every hole. All ventilation holes and drains were covered with insect-proof and rodent-proof mesh. The windows were also screened and some unnecessary window holes were filled in altogether. We repainted the walls because insects don't like clean smooth surfaces.

### The floor

"The old wooden floor was a real problem. With all its cracks and joints it was impossible to keep clean. So we put a plastered concrete floor in both the storeroom and the sales area. Sweeping and mopping is now Quite fast and easy.



The fixtures

"It's amazing how small details are important sometimes. We discovered, for instance, that it was a real nuisance to keep the floor clean underneath those shelves. We made a mistake when we bought them - now we have to rebuild them.

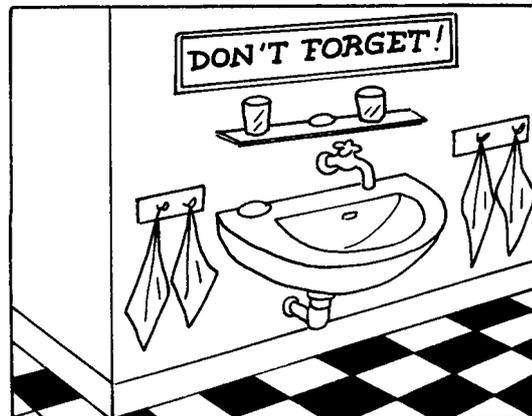
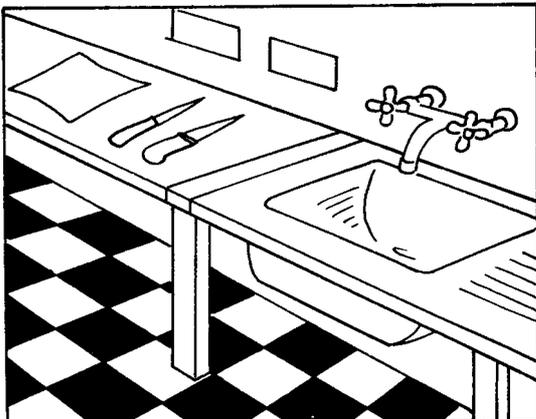


We have also replaced all rough cracked work benches and counters with smooth hard surfaces easy to wipe off.



Washing facilities

"The Committee also decided to improve the water supply. This new washbasin here close to the storeroom door is very convenient for the staff. They can wash their hands more regularly now than before when we had only one water tap outside. We have also installed a washstand with a warm-water tap in the fresh food section. This makes it very easy now for the attendant to keep all tools and equipment clean.



"Well, as I said before, it is the staff that must keep the shop clean, but the Com-  
mittee must also know its responsibilities. Ours has certainly done its best to facilitate the work of the staff. We are all working together."



What about your own shop?

List here the repairs, maintenance work, new fixtures and equipment which are needed to make cleaning easier and hygiene better.

## THE SHOP MANAGER

The Shop Manager now offers his views:

"As Manager responsible for this store, I have many reasons to think about shop hygiene. First, I have to take good care of the premises - the building itself with all the fixtures and equipment the society has provided. If we keep these things clean, well maintained and in good repair, they will last longer. This will keep our costs down and save money for the members. Then, of course, I have my main work - the goods themselves, I buy them from suppliers and sell them to our members. I am responsible for the goods as long as they are in my shop. If I am not careful, some goods may be spoiled and have to be replaced. That will be expensive for the members. Suppose, for instance, that I don't keep the storeroom perfectly clean and pest-proof. What would happen? Of course, rats would soon be attracted there to eat whatever had spilled, then they would get into the bags and cartons. The mess would also draw flies. No, I have to prevent leakage like this in the first place - and make sure no pests can get in.



"Furthermore, the members expect the goods from their shop to be not only of good quality but nice and clean. If a member wants to buy a shirt, I must give him a clean shirt. He should not need to wash a new shirt, should he? To give him a dirty shirt would be to cheat him, and I can guarantee you that we would never intentionally cheat any customer here.

"The worst problem is "invisible" pollution. I am thinking about bacteria and such germs. But I know the risk of food poisoning and the danger of spreading contaminated or infected foodstuff, and I know my responsibilities. That's why I am particularly strict about cleanliness in our food department.



"I have mentioned some good reasons for keeping our shop clean. The customers would certainly notice if we failed to do so. Our members would be very disappointed. But as it is now, I have the feeling that our customers enjoy coming here, and that the appearance of the place is one of the main reasons for that. One can also say that our standard of cleanliness has given us many customers and members - and there you have another reason why we keep the shop clean. We like to see many customers here, you see. The more customers, the more business. And the more business we have, the better the service we can offer."



The Manager mentioned four reasons why cleanliness is important. Write them here.

We thank the Manager and ask him to tell us something about the organisation of the actual cleaning work, and how he manages to achieve such a nice result.

"Well, it is no problem to manage the cleaning once everybody understands the need for it and knows his responsibility. The staff do the necessary cleaning like any other routine task, without being told. I think they do it more or less "automatically" as we clean the table and wash up the dishes after a meal at home.

"But the work is actually well-organised. Let me tell you how.

#### The cleaning schedule

"Everybody takes part in the work. Although we have distributed the tasks, we help each other when necessary so we can all leave at the same time.

"This is done every evening:

The floor is swept and mopped.

All tools are washed up.

All tables and counters are cleared and washed.

Fingerprints and dirt are removed from glass cabinets and doors.

Fresh food items are taken care of, and the places where they have been displayed are washed.

Litter containers are emptied and washed.

The toilet is washed.

"The two last points are not very popular to carry out, but they are very important. If they are forgotten, we'll notice a nasty smell the next day. It will attract not customers but flies and rats!

"Taking care of litter is a real problem in a shop, because there is so much of it. But we have developed a good system. First, we put aside all packing materials which can be used again, such as clean dry boxes and wooden crates. The best ones we sell to a nearby industry; others we use ourselves or give to customers. All real garbage we put in two big plastic buckets. Every evening - or more often if needed - they are emptied in garbage cans outside the shop, and cleaned.



"Since we leave the shop clean in the evenings, there is very little cleaning to do in the mornings. Hence, we can concentrate on the goods.

"This is our morning programme :

- The compound in front of the shop is cleared of any litter.
- Posters are checked and fixed or removed as required.
- The display of goods is checked and adjusted.
- The fresh food items are displayed.

"We also look around for any signs of rodents being in the shop during the past night. (That is easily discovered in a

clean shop.) If so, we can take action and get rid of them before much harm is done.

"Then the shop is opened. Since we welcome our customers to a clean store, we can spend most of our time attending to our customers. But there are certain cleaning jobs carried out during the day, too.

"If anything is dropped on the floor, it must be removed immediately, of course. Broken glass and slippery stuff may even cause accidents.

"When re-filling the shelves, the assistants must not only make sure that new items are clean, but also remove old packets and clean them. They try to make them look as fresh as the new packets, before putting them back in the front line. The old stock should be sold first!



Tea-packets are displayed on a shelf in a self-service shop. Some old packets are put in the front. The manager notices that the customers are reluctant to buy them, taking new stock instead which is displayed behind. What do you advise the manager?

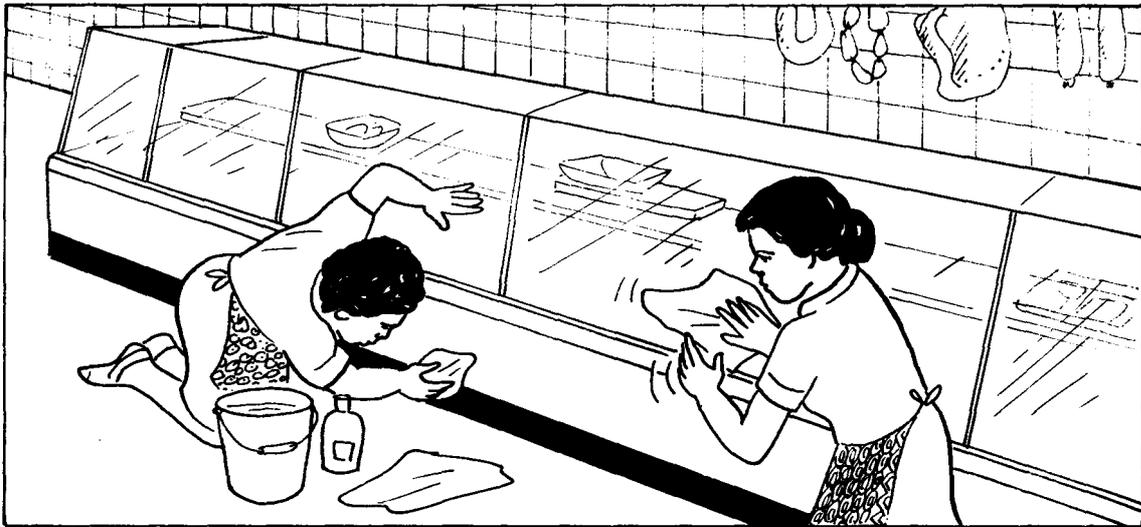
"That was a description of our daily programme. It doesn't take long to carry out. The visible dirt is removed every day and the shop looks attractive to the customers.

"But now and then a more thorough cleaning of the shop is needed. It includes:

- Washing of the windows.
- Cleaning of the walls and the ceiling.
- Washing of the fixtures.
- Scouring of the floor.
- Cleaning the inside of the cupboards.

"It is difficult to carry out this cleaning while the shop is open, without disturbing the customers, and it would take too long to do before or after our regular hours. For that reason such a thorough cleaning is sometimes neglected in many shops. You may notice that they become more and more dingy, despite daily cleaning.

"We have found a time when there are usually rather few customers in our shop - on Tuesdays between 10 a.m. and 3 p.m. On that day, too, we have comparatively few goods in **the** shop, because we expect our weekly delivery on Wednesdays. So this time is very suitable for "big cleaning". One or two assistants are assigned the job every Tuesday. They go through the shop, cleaning one part every week. This generally means that everything gets done at least once every second month."



What would be the disadvantage if the shop were closed once a month for cleaning?

## THE MEAT ASSISTANT



This is what Mr Abba, the "meat-man", tells us about cleanliness in his area of the store:

"I am in charge of the meat department, a very difficult place when it comes to cleaning. We cut the meat ourselves, and you know the problems in a butchery - a lot of fat waste, blood and mess. But we have fixed work procedures here, and strict standards. Otherwise we couldn't keep the place nice."

Mr Abba seems to be right. His part of the shop is immaculate; the counter is shining; the meat on display looks very attractive. He continues:

"Fresh meat changes all the time. First the meat is bright red. Then it gets darker. Eventually, it will start to smell. It will rot or dry up and shrink, depending on the type of meat and where it is kept.

"If anyone eats meat which has started to decay he is likely to get stomach problems. He might even get seriously ill. To avoid such problems, we must see to it that the customers get meat in **good** condition.

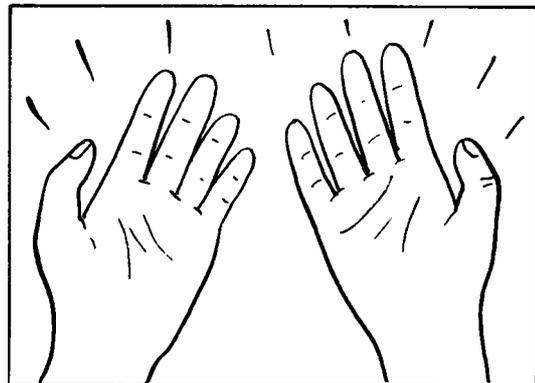
"Decay is caused by germs - certain bacteria - which grow on the meat. I must try to stop the bacteria, because I want to keep the meat in good condition as long as possible."

Mr Abba seems to be very knowledgeable about the products he is selling. We ask him to tell us more about his fight against bacteria.

"Most bacteria are harmless, of course. They are even necessary for many processes in nature. But here in the shop harmful bacteria can cause the meat to decay and make people sick. If that happened to even one customer, it would be very bad. And it would certainly make others stay **away!** The problem is that the bacteria are so small that you can't see them. They breed so fast that in a short time there can be millions of them on a piece of meat. But, fortunately, bacteria do not breed as fast in clean cool places. So what I try to do is to keep this place clean and cool. I'll tell you how I go about this.

### Clean hands

"Like all people, I get a lot of bacteria on my hands, of course. It is impossible to avoid. I pick up bacteria when I touch other fresh foodstuff here, when I touch a door handle, when I go to the toilet, and so on. The bacteria on my hands can easily move onto the foodstuff I work with. Therefore, I have made it a rule to wash my hands very often, and always before and after I deal with the meat.

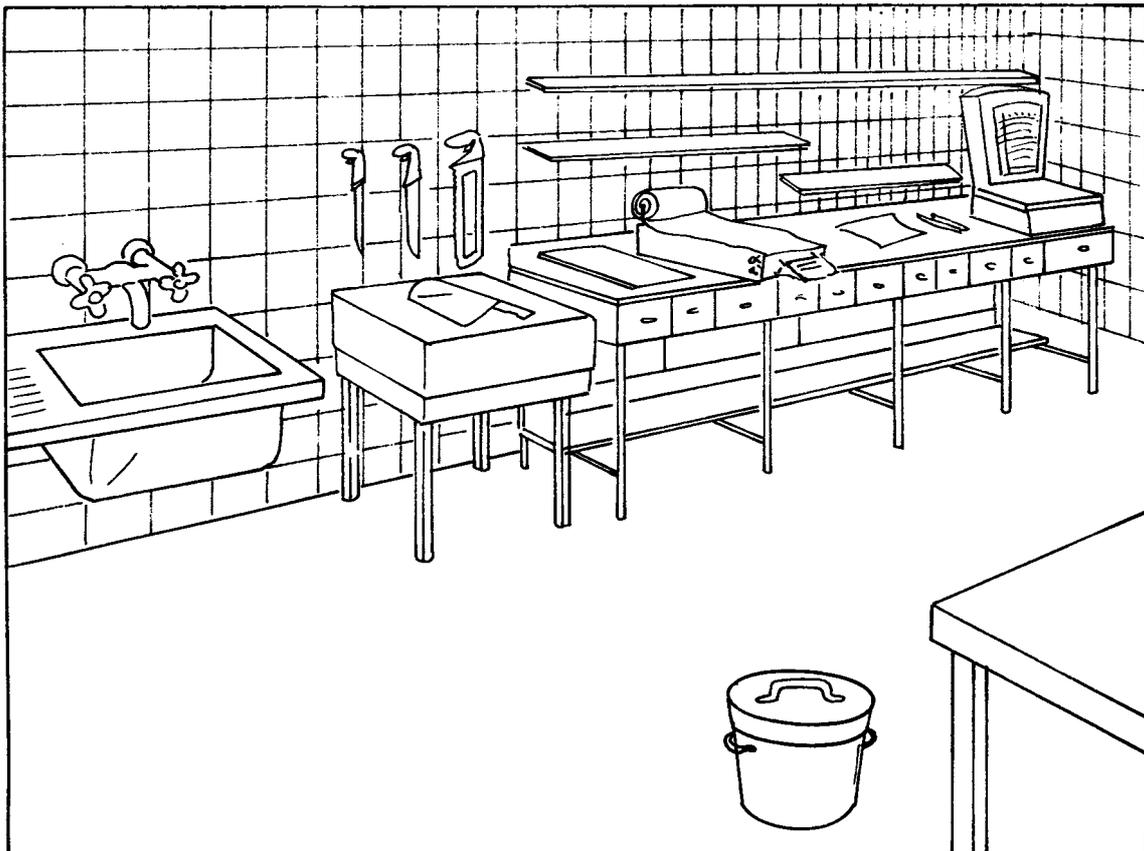


Delivery procedure

"Bacteria are present everywhere, even in the air. There are already bacteria on the meat when I receive it from the supplier, of course. But I must try to protect it from more bacteria. So when I expect a delivery of fresh meat I always prepare a clean table for it. The meat is placed there straightaway. It would be dangerous to leave it in the heat outside or on a dirty surface, even for a short while. I have to take care of the meat immediately. Checking, weighing and other work is done without delay so that I can place the meat in the refrigerated cabinet as quickly as possible.

Work place

"In the back room, very close to the meat department, we have a space where we do all the preparation work. You can see here how it is organised. It is built in such a way that it is easy to keep clean.



The meat block

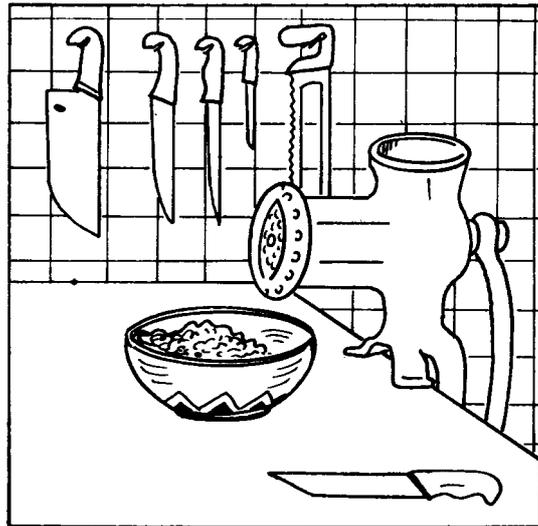
"I cut the meat on a block of hard wood. If I don't clean that block carefully, it will soon become full of fast-breeding bacteria. Imagine what would happen to a new piece of meat, if put on top of that!

"So I clean the block as soon as I have finished cutting. That can mean several times a day. It's a hard job because the surface isn't smooth after all the cutting. Just wiping or brushing it would not do.

"When I wash the block, I do not use ordinary soft brushes. They could be full of bacteria themselves and make things even worse. No, I use metal scrapers and metal brushes which can easily be cleaned afterwards. I also sprinkle some salt on the block. Bacteria don't like salt. They grow very slowly in it. That's why salted meat can be kept longer than fresh meat.

Equipment

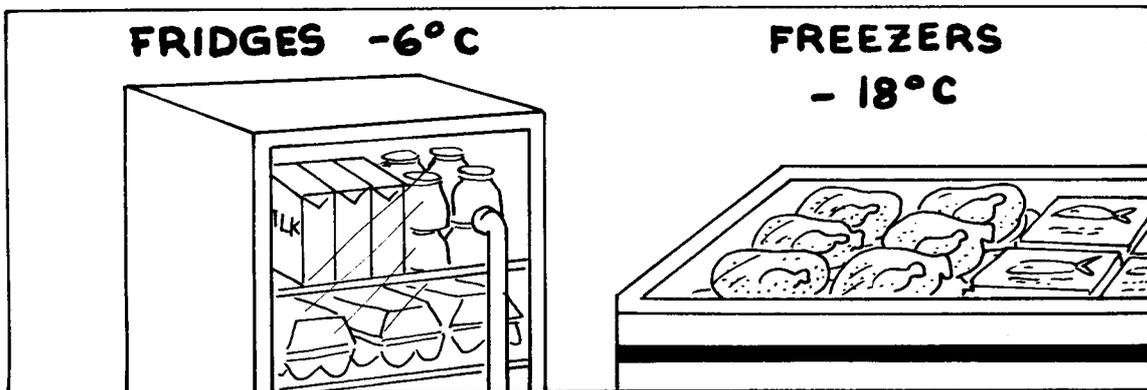
"I use several tools in the meat department - knives, choppers, a saw, a grinder, and the metal scraper and brush I mentioned before. They must be washed in hot water right after use. I also add a little liquid disinfectant to the hot water to kill bacteria. But I am very careful not to use anything but the type of disinfectant recommended by the Heath Inspector. Some of these liquids may be too strong or even poisonous. They should not be used where food is kept.



Refrigerators and freezers

Mr. Abba now points to the refrigerator cabinets and the freezer, and continues:

"As I told you, cleanliness is Number 1 in my department. But I must also think about temperature. Bacteria multiply rapidly in warm conditions - so I can slow them down in cold. If I put the meat in the refrigerator, I can keep it fresh some days longer. And if I put it in the freezer, the bacteria become almost "dead" because here I keep a temperature of  $-18^{\circ}\text{C}$ . It is possible to keep meat safely frozen here for several months."



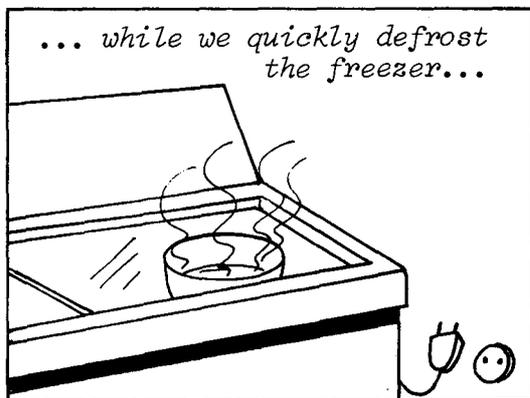
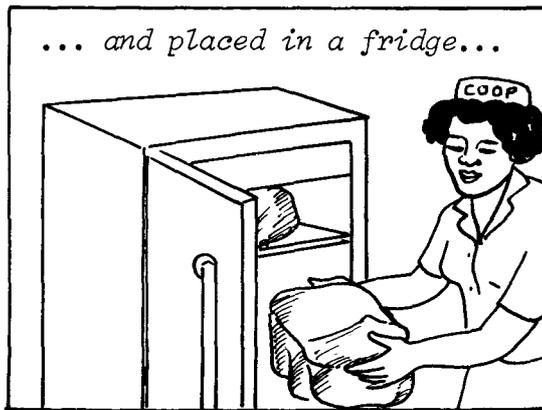
We now ask Mr. Abba about the cleaning of refrigerators and freezers.

"The most difficult problem is getting rid of ice. Look here inside the cabinet. The ice on the walls comes from the dampness in the air. Some people think it's fine to have such ice in a freezer. But they are wrong. This ice is really a nuisance. It actually prevents the hot air from getting away. You see, the hot air is removed through the cooling pipes in the walls inside the cabinet. That works fine as long as the walls are clean and free of ice. But when the air has to pass through a layer of ice, the unit will work much slower. Perhaps the temperature in the cabinet will rise, and the meat will start to thaw. Then the bacteria will "come alive" again and create a serious problem even if the meat is frozen again. Decay might have started. To eat something that has been frozen, defrosted, and frozen again could be a health risk."

Defrosting

We ask Mr. Abba if he has to scrape off all the ice.

"No, we can't scrape it off with hard tools, as it might damage the cabinet. We have to defrost the whole cabinet. Fortunately, modern freezers defrost themselves automatically, but it is a hard job with the old ones. The cabinet must be empty, of course, and we may not be able to wait until everything in it has been sold. So we must take everything out, keeping all the frozen items close together, and wrap them up in a lot of paper and cloth to keep the cold in. We put them in a regular refrigerator. Then we switch off the power on the freezer and do the defrosting as quickly as possible. We put containers with hot water inside the unit and change the water often. This melts the ice rather quickly. When the ice is gone, we wash the whole unit with warm water and a disinfecting agent. We dry the freezer thoroughly before we turn on the power again and put the frozen goods back inside.



Check the temperature

"I can tell you," says Mr- Abba, "that I check the temperature every day to make sure that everything is well frozen all the time. It's not as easy as you may think to keep a freezer working properly. You have to be careful what you put in and when. I have seen how they spoil the goods in some shops.

"For instance, they put a lot of bottles or cans on top of frozen chickens, just because they want to cool some drinks quickly. What happens? The warm bottles make the chickens start thawing, and the bacteria start breeding again.

"And I have seen how they suddenly load a freezer with too much fresh meat at one time. The same thing happens; other packets begin thawing. The meat in the middle of the heap may never get properly frozen. No, such things must be avoided. It is very important that the temperature is kept at  $-180^{\circ}\text{C}$  in the whole freezer, all the time."



Although the frozen goods can be kept a long time, you must still apply the FIFO-rule ("first in first out"). How can you make sure that the oldest packages in the freezer are sold before the new ones?

## THE HEALTH INSPECTOR

It is the Health Inspector who has taught the shop personnel about bacteria and health regulations. One of her duties is to prevent infectious diseases from being spread in the area. She is particularly concerned about grocery shops, because diseases are often spread through food. On a visit to the co-operative shop, Mrs. Ohene, the District Health Inspector, tells us:



"There are many types of bacteria. Many are harmless, but others can cause food to rot, as you know. Some cause food poisoning. Others, which I am really concerned about, cause diseases. A "normal" cold or diarrhoea can be caused by bacteria, but so can more serious "killer" diseases like cholera and typhoid.

"We must do everything we can to stop the spread of disease by bacteria. But it's a very difficult task, because bacteria are carried in so many ways. Of course, sick people themselves spread bacteria when they cough or come into contact with other things or people. Insects and animals can also spread bacteria, very often to foodstuff. A person might even carry disease-causing bacteria without being sick himself. He might, for instance, handle a tomato in a shop, and another person who later eats the tomato might get the disease.



"For this reason I would like to prohibit all sick people from entering food stores. I always advise staff to stay at home when they begin coughing or otherwise feel sick. I am particularly fussy about open wounds, sores and abscesses. People with such problems should not deal with foodstuff in a shop. I also have the power to order staff to undergo a medical examination if I suspect that they carry a disease.

"But when it comes to customers, it is impossible to prevent them from coming to the shops, even if they might be sick. What can be done is to maintain a good standard of hygiene in the shops to give the bacteria as little chance as possible. Secondly, goods can be protected so that customers cannot touch or cough directly over food items.

"This might be a problem. I understand that the shop managers want to display the goods in an attractive way so that the customers can see everything. The managers certainly don't want to hide the goods away in a "safe" place. I think that they have managed quite well in this shop. Look at the meat, for example. It is either wrapped up in plastic or placed in a glass cabinet. The customers can see the meat, but it is protected from any bacteria that might come from them by this "glass shield" between customers and goods."



When you need advice and information on matters related to shop hygiene, contact the Health Inspector:

Name and address:

## “CHECK-OUT”

When a customer leaves a self-service shop, he has to pass the "check-out" and pay for the goods. When a student has gone through a MATCOM self-study Element, he also has to pass a "check-out" to show what knowledge he has picked up. Usually, the check-out in a MATCOM Element involves answering a number of questions.

In this important MATCOM Element, you are checked-out in another way. Take a look around your own shop. Use the list below as a check-list, and mark honestly whether each statement is True (T) or False (F).



### Outside

- 1 There is no litter to be seen around the shop building.
- 2 The walls of the building are clean.
- 3 All window panes are clean.
- 4 No glass panes are broken.
- 5 The notice board is in order; there are no out-dated or torn posters.
- 6 The garbage can is placed in a fenced-in area.
- 7 There is a lid on the garbage can.
- 8 The garbage can is not overflowing.
- 9 The garbage is frequently removed from the premises.

### Inside

- 1 The walls are not soiled; the paint is not flaking off.
- 2 The floor is well maintained and clean; no spill.
- 3 There is no bad smell.
- 4 Shelves and goods are free of dust.
- 5 Lamps are free of dust and dirt.
- 6 No flies can be discovered, dead or alive; no cockroaches; no rats or mice.
- 7 The staff toilet is well maintained and absolutely clean.

- 8 Toilet paper is available.
- 9 There is an easily accessible washstand for staff.
- 10 Soap is available at the washstand.
- 11 The **towels are** clean.

#### The goods

- 1 Flour and rice bins are covered.
- 2 Fresh food is sold as quickly as possible.
- 3 No out-dated packages are offered for sale.
- 4 Frozen food, *which* for some reason might have thawed out, is never re-frozen.
- 5 All meat on display is behind glass or wrapped up in plastic.
- 6 Broken packages have been re-packed.
- 7 No **poisonous** stuff is stored near foodstuff.

#### The equipment

- 1 All counters and work tables have hard surfaces which are easy to clean.
- 2 Tongs, scoops, measures, etc., used to handle unwrapped foodstuff are absolutely clean.
- 3 The same tools are not used to handle different commodities.
- 4 Meat, poultry and bread are cut on different cutting boards, and with different knives.
- 5 Tools are kept in fixed places, not scattered around.
- 6 The scale is clean and dry.
- 7 A sheet of paper is put on the scale when meat or fish is weighed.
- 8 The meat preparation area is spotless.
- 9 The cutting board is frequently scraped, washed with hot water, sanitized, rinsed and dried.
- 10 The meat-mincer, slicer and other machines are frequently washed up and disinfected.
- 11 The temperature in the refrigerator is +60 to 80C.
- 12 The temperature in the freezer is -180C or lower.
- 13 The freezer is not overloaded.
- 14 There are no thick layers of ice in the freezers.
- 15 The freezer is not used to cool drinks.
- 16 The cooling coils of the **freezers** and refrigerators are free of dust.

- 17 There is no dust or dirt on the cash register.
- 18 A set of cleaning equipment in good shape is available: buckets, brooms, rags, dusters; also scouring powder, detergent, disinfectant.

#### Personal hygiene

- 1 All personnel wear clean clothes.
- 2 All personnel wash their hands several times a day.
- 3 Personnel in the meat department have their hair covered.
- 4 Personnel who are cutting meat or fish wear short-sleeved shirts so that hands and arms can be easily washed.
- 5 Shop staff do not smoke or chew gum, betel or tobacco.
- 6 When coughing or sneezing, staff cover mouth and nose with a handkerchief; hands are washed afterwards.
- 7 Staff suffering from infections are not allowed to handle foodstuff; cuts are covered with clean dressings.
- 8 It is forbidden to open a paperbag by blowing into it.
- 9 Spitting is strictly forbidden.
- 10 Nobody is allowed to use **the** shop or storeroom as a sleeping place.
- 11 A first aid kit is available in the shop.
- 12 Staff members are responsible for cleanliness in different parts of the shop.
- 13 All staff members work together on cleaning tasks.

## COMPLEMENTARY EXERCISES

To complete your studies of this topic you should take part in some of the following exercises which will be organised by your teacher.

### Group Exercises

1. Daily cleaning

Discuss how the daily general cleaning of a grocery shop should be done at the end of a day. Then write down detailed instructions, specifying the work procedure and exactly what tools and material should be used for various purposes.

2. Cleaning in the meat department

Discuss the cleaning techniques for the meat department. Write down step-by-step instructions, specifying exactly how the cleaning should be done, what kind of cleaning material, chemical sanitizers, etc., should be used for the floor, the meat-chopping block, machines and tools.

3. Cleaning demonstration

organize practical demonstrations in a shop of the work procedures recommended in exercises 1 and 2.

4. Customers' views

Interview some customers about their views on cleanliness in grocery shops. Ask them what deficiencies irritate them most, and what they recommend by way of improvement. Write a report, summing up the aspects which customers find most important.

5. Personal hygiene

Discuss general rules for personal hygiene. Write a text which could be included in the general staff rules for co-operative shop personnel under the heading "Personal appearance and hygiene".