

Couriers & Carriers



Success all in the family



Pearsons Group grain trader Reagan Stroud.

HAVING spent more than 50 years dedicated to their business and the grains industry, it's little wonder John and Joyce Pearson passed on their passion for quality customer service to their children Darren and Kristie.

Little did they know, their small, convenient business would grow to be what it is today but with all the family involved it keeps growing from strength to strength.

John stopped driving trucks full time more than 20 years ago, and although he has virtually retired he is quite often found at the office, helping out wherever he can.

Pearsons Group grain trader Reagan Stroud said the business itself revolved around grain storage, transport and trading.

"Complementing those activities is rural merchandise," he said.

"We have everything from farm supplies, agricultural chemicals, fertilisers and agronomy services."

The purpose built facility allows them to run the transport and storage business from comfortable offices as

well as the stockfeed business, including a shop front, out of the same location.

This means farmers are able to get all their grain storage and transport sorted at the same time being able to pick up any supplies needed for livestock or soil improvement.

Today the company owns a fleet of their own trucks, has more than 50 subcontractors on the books, and has capacity to store 200,000 tonnes of grain.

The group is a member of the Grain Industry Association of Victoria as well as Grain Trade Australia.

Pearson has an exceptional safety record and is fully accredited with the Trucksafe and Mass Management programs.

The team has a strong focus on occupational health and safety and believes it forms part of their success.

Reagan adds another layer of service to the Pearson Group, looking after the grain trading and business development functions of the business.

"My role is predominantly

trading grain...everything from setting and communicating daily grower bids to liaising with the trade and domestic consumers," he said.

"We have a huge global supply of grain at the moment and Australia is shaping up to play a big part in that".

"We are largely dependent on the agricultural community within the town, we share the highs and lows, this year we're optimistic for high yields and a good harvest.

"Despite the lower priced environment, grain still needs to be harvested, transported and stored and that's part of our value proposition."

Reagan completed a science degree at La Trobe University, and is a great addition to the Pearsons team.

"I've always had enormous respect for Darren and the family, with all they've achieved in such an increasingly competitive industry over a long period of time," Reagan said.

"Their reputation within the industry and amongst the community is second to none and these values are really important to me."

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