



Couriers & Carriers

Pearsons a piece of Swan Hill history

LILY HOFFMANN

PEARSONS Group have been a part of the fabric of Swan Hill for more than half a century, contributing to the transport industry in a variety of ways.

John Pearson, who established Pearsons in 1962 when he purchased his first truck at 19, was inducted into the National Road Transport Hall of Fame in 2005 for his contributions to the industry.

If that accolade does not say enough for their history and excellence, Pearsons' expansion across 52 years will.

John started with humble beginnings, the eight tonne tray truck he purchased at 19 used to cart onions from Swan Hill to markets in Melbourne.

Since then, the transport arm of Pearsons Group has expanded to a fleet of more than 12 trucks working locally and throughout Victoria, Southern NSW and South Australia.

Frank Capone is responsible for logistics and operations at Pearson's, and in his 15 years he has watched the capacity of the business grow.

"When I first started with Pearson's we were only doing around five loads a day to Melbourne, so 200 tonne a day," Frank recalled.

"Now I am doing more than 500 to 600 tonnes a day, the volume of grain we are moving has grown significantly."

The business also has a broad customer base; "instead of having the small group of customers we had say 15 years ago, we now have well in ex-

cess of 30 regular customers across multiple commodities and products, it has grown into something much bigger."

Mr Capone said he has enjoyed his more than a decade working with the family company, a place with strong values and a solid work ethic.

"The best part for me is the aspect of meeting and talking to so many different people," he said.

"I have been talking to many people on the phone for almost 15 years that amazingly I haven't even had the chance to meet.

"I like to focus on developing customer relationships with all the people I talk to, but for many it's not just about business, you find you actually develop really close friendships with them."

The transport arm of Pearsons cart predominantly wheat and barley to Melbourne and Geelong daily, often completing return trips to the region with fertiliser, quarry products and manure for local growers.

"We cart mainly fertiliser direct to growers when backloading, however we utilise our storage at Murray Downs where possible to ensure a continued local supply," he said.

Within Pearsons fleet, they also have a few trucks that specifically operate in the local region, servicing local grain producers, dairy farmers, piggeries and feedlots, and employ the services of 30 to 40 subcontractors during busy periods and large scale commercial movements

Frank said it has been a consistently



Pearsons Group founder John Pearson with some of the company's fleet.

busy time for the movers, carting a massive five to six thousand tonnes a week of product on average.

"The challenge for me is that my week can change in a single phone call," he said.

"You never know with this phone call, what it will be. I might have 1000

tonnes booked for the week then I get a phone call on Tuesday asking for 3000 tonnes to be moved in the next two days, it just comes down to that call, you don't know what is going to happen!"

Frank attributed the growth of the business, the impressive history and

healthy customer base to their reputation.

"I think people are recognising how professional we are, that we don't let people down and that we cater to their needs, and people really appreciate that," he said.

"Word of mouth gets around."

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