



**High hopes:** Pip, left, and Bruce Robinson eye up their two latest purchases, Okawa Major and Okawa Marshall, which they hope will advance their hereford breeding programme.

# A shared passion for fine herefords

Relatively new to cattle breeding, Bruce and Pip Robinson have a huge amount of passion and commitment to producing top quality hereford cattle, Gerald Piddock reports.

Breeding top hereford cattle borders on an obsession for Bruce and Pip Robinson.

It pushes them to seek a higher standard in the bulls they produce in their stud near Waikaretu, northwest of Hamilton.

The Kokanga Hereford Stud is farmed by Bruce and Margot Robinson, with son Pip living on

the farm and running day-to-day operations.

Pip oozes passion when he describes his love of cattle breeding. "I wake up each morning and I have to pinch myself because I really love what I do."

It has also allowed him to become part of a community of hereford breeders.

"We all have regular meetings

and catchups and once you get involved with them, it's very contagious. The people involved are almost like family."

Pip loves the breed, particularly its docile nature.

"It's the temperament side of things. Generally they are the quieter animal compared to all

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